

Responsible Directorate	Infrastructure Services
Responsible Business Unit/s	Facilities and Bookings
Responsible Officer	Senior Property and Facilities Officer
Affected Business Units	Statutory Planning and Compliance Sport and Recreation Operations Community Development

Objective

The objective of this policy is to establish a framework for the approval and installation of sponsorship signage by clubs and organisations on Shire owned or managed facilities and reserves, excluding Shire leased facilities which have a contractual arrangement to have signs permanently fixed.

Scope

This policy applies to all Council owned or managed reserves or facilities including infrastructure located within these reserves such as sportsgrounds, tennis and netball courts, buildings and other minor infrastructure (e.g. scoreboards, players enclosures, goal posts and fencing etc).

This policy does not cover naming rights for facilities or reserves. Sponsorship agreements between clubs and commercial entities for naming rights are not supported by the Shire and will not be considered within the confines of this policy.

Policy

Introduction

The Shire recognises the importance of promotion of clubs, user and community groups, organisations and businesses in terms of advertising activities and major events, raising funds and attracting new members. It has also been recognised there is a requirement to manage and control advertising, sponsorship and promotional signs to ensure the visual integrity of Shire facilities and reserves are aligned with the requirements of the Shire's Local Planning Scheme, Council Policy/s and Local Law/s.

The Shire of Serpentine Jarrahdale, as the asset manager of public reserves and facilities, has the responsibility to ensure there is a consistent approach to signage across the Shire.

This policy recognises that where multiple clubs, groups, businesses and/or organisations utilise a space, a coherent and structured approach to the installation of signage (particularly promotional signage) is essential to manage any potential conflict or reputational concerns - real and/or perceived. In addition, to ensure any signage is safely erected, well maintained and does not detract from the visual amenity of the facility and/or reserve.

Clubs, community groups, businesses and/or organisations (the applicant) intending to erect permanent signage at a Shire facility and/or reserve, must submit an application for consideration. Approval from the Shire must be gained prior to the installation of any permanent sign.

Category

Temporary



Types of temporary signage may include banners, "A frame" signs, corflute signs and on occasion, electronic score board signage.

This includes signage displayed during a specified time (e.g. playing season, event) but on a temporary basis and removed after a specified time (e.g. game/tournament, event). Temporary and Seasonal signage must be removed after the game/tournament and stored appropriately outside of these times.

All other club-related advertising signage will be considered on a case by case basis and must be approved by the Shire.

Conditions

All costs associated with the design, production and installation of the signs shall be borne by the applicant.

Approval for signage will be subject to the following conditions:

- Temporary signage only
- Signs outside the facility and/or reserve do not exceed 5m² (2.5m wide by 2.5m high).
- Signage must not be principally aimed at people beyond the reserve, namely passing traffic. Additionally, the sign is to be located so as not to obstruct visibility of motorists or pedestrian access.
- Signage is generally prohibited from being attached to any other fixtures or structures within a sporting facility or reserve not limited to; amenity buildings, storage sheds, trees, public toilets etc. Signage must not be painted directly onto the walls or the roof of any facility, building or structure on the reserve.
- All signs may be installed for a maximum of 14 days prior to a one-off event or on the day of the game/tournament.
- Temporary signs must be removed by the end of the game/tournament or event.
- Commercial sponsorship signs within a Shire facility are not to exceed 20% of the total sign area unless a designated sponsorship board is utilised.

Signage Content

The information and message/s conveyed of any signage within any category, must be to the satisfaction of the Shire. All signs must not:

- Promote tobacco / alcohol / gambling;
- Promote messages that negatively impact on public health;
- Promote political or religious messages;
- Contain reference to inappropriate or offensive language or material;
- Negatively affect the reputation of the Shire;
- Negatively impact the visual aesthetics of Shire buildings.

It is the club's responsibility to maintain all sponsorship signage. Signs may be removed by the Shire if not consistent with the conditions outlined in this Policy at the Club's cost.



Existing Advertising Signage

Consideration may be granted for the installation of a sign for commercial enterprises that have contributed to the development of the facility and/or reserve at the sole discretion of the Shire.

This policy is not retrospective, however existing signs which have been erected, placed or displayed lawfully prior to the coming into force of this policy will be considered by Council officers.

However, if the Shire considers that a particular sign conflicts with the aims or objectives of this Policy, is deemed dangerous or a planning permit is required and has not been obtained, an enforcement notice to require the removal or replacement of the sign may be served to the relevant club/community group. Signage deemed not to comply with this policy that is removed by sporting clubs must not be stored on site (e.g. within amenity buildings, storage sheds or other areas within the facility).

Any costs associated with the removal or reinstallation of existing advertising signage will be the responsibility of the club/community group. The Shire cannot and will not be held liable for any claim made by an aggrieved sponsor where advertising signage considered by Council officers to be in breach of this policy has been removed.

Definitions

Council owned or managed reserves means any passive open space, bush-land reserve, active recreation reserve, road reserve, or land vested in, or under control of Council. The land may be subject to a tenancy agreement with Council.

Tenancy includes temporary hire agreements, seasonal tenancy agreements, leases and licence tenancy agreements and service contracts.

Facilities means buildings that are available to the public for recreation or sport.

Event refers to signage erected for promotion of 'one off' community events (e.g. lightning premierships, membership drives, fundraising activities etc)

Promotional sign means any board, notice, structure, banner or similar device used for the purposes of promoting a club, group, organisation, business or any event or activity that the club, group, organisation or business may be involved in.

Sponsorship sign means any board, notice, structure, banner or similar device used for the purposes of promoting a sponsor. Sponsorship is not philanthropic as a sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement

Sign or signage means all permanent and temporary board, notice, structure, banner or similar device.

Relevant Policies/Council Documents

- Council Policy 1.1.8 - Election Signs on Road Reserves and Shire Land
- Local Planning Policy 4.11: Advertising

Legislation/Local Law Requirements

- *Local Government Act 1995*
- *Shire of Serpentine Jarrahdale Public Places and Local Government Property Local Law 2019*
- *Shire of Serpentine Jarrahdale Local Planning Scheme no. 3*



Continued

10.2.2 - attachment 1
Community Signage on Shire Reserves and Facilities

Office Use Only				
Relevant Delegations				
Council Adoption	Date		Resolution #	
Reviewed/Modified	Date		Resolution #	
Reviewed/Modified	Date		Resolution #	