



WARRNAMBOOL
CITY COUNCIL

Sporting Reserves Signage Policy

POLICY TYPE: COUNCIL

APPROVAL DATE: 5 MAY 2025

REVIEW DATE: 5 MAY 2028

DOCUMENT CONTROL

Document Title:	Sporting Reserves Signage Policy
Policy Type:	Council
Responsible Branch:	Recreation and Culture
Responsible Officer:	Manager Recreation and Culture
Document Status:	Adopted
Approved By:	Council
Adopted Date:	5 May 2025
Review Date:	5 May 2028

TABLE OF CONTENTS

1. INTRODUCTION.....	4
1.1. Purpose	4
1.2. Scope	4
1.3. Definitions.....	4
1.4. References	4
2. POLICY	5
2.1. Policy Principles.....	5
2.2. Types of Signs	5
2.2.1. Permanent	5
2.2.2. Seasonal	5
2.2.3. Temporary Event	6
2.2.4. Electronic Scoreboards.....	6
2.2.5. Electronic Signage	6
2.3. Criteria for Advertising and Promotional Signage	6
2.3.1. General Criteria.....	6
2.3.2. Permanent Signs	7
2.3.3. Seasonal Signs	7
2.3.4. Temporary Signs.....	8
2.3.5. Temporary Club Event Signs	9
2.4. Installation, Materials and Construction Criteria	9
2.5. Maintenance	9
2.6. Existing Advertising Signage	9
3. GOVERNANCE.....	10
3.1. Owner	10
3.2. Review.....	10
3.3. Compliance Responsibility	10
3.3.2. Management Executive Group (Chief Executive and Directors)	10
3.3.3. Managers and Supervisors.....	10
3.3.4. All Employees	10
3.4. Charter of Human Rights Compliance.....	10

1. INTRODUCTION

1.1. Purpose

To establish a framework for the approval and installation of advertising, promotional and club identification signage by tenant clubs on Council Sporting Reserves to ensure;

- Signage installation is of an acceptable and safe standard.
- Consistent and equitable approach to providing approvals to sporting clubs to display sponsors advertising and signs.
- Clubs are supported to derive a reasonable income from sporting reserve signage.
- Facilities continue to be accessible and safe for use by all sectors of the community.
- The visual amenity of sporting reserves and open space is maintained.

1.2. Scope

This policy relates to all Council owned and managed reserves and associated facilities including sports grounds, playing surfaces, change pavilions, toilets, and sporting infrastructure including coaches boxes, spectator shelters, scoreboards and fencing used on a formally allocated basis through a seasonal tenancy arrangement.

The zoning of these areas is Public Park and Recreation Zone (PPRZ).

This policy excludes passive recreation reserves with no active sporting facilities and all sporting reserves located on Department of Education land unless otherwise specified in the use agreement.

Only tenant clubs located within Warrnambool City Council are eligible to apply to display advertising, promotional and club signage.

This policy does not relate to Leisure Facilities, or separately leased or licenced facilities located at sporting reserves.

This policy applies to signage which is exempt from the need for a planning permit as per clause 52.05-10 (Signs not requiring a permit) of the Warrnambool Planning Scheme.

1.3. Definitions

Term	Definition
Advertising and promotion signage	Means all permanent, seasonal and temporary board, notice, structure, banner or similar device containing advertising and promotional information of a commercial nature
Way finding and information signage	Refers to signage that conveys location and direction to users of open space including vehicles and pedestrians into and within a reserve.
Political advertising signage	Refers to the advertisement of political parties, political candidates or political issues.
Club interior wall signage	Refers to honour boards, plaques, photos, jerseys, sponsorship signage etc.

References

- Warrnambool Planning Scheme – Clause 52.05-10 Signs not requiring a planning permit
- Advertising Signage Policy (April 2019)
- Australian Association of National Advertisers' (AANA) Code for Marketing and Advertising Communications to Children
- Australian Association of National Advertisers' (AANA) Food and Beverages: Advertising and Marketing Communications Code
- Healthy Warrnambool 2021-2025 (Municipal Health and Wellbeing Plan)

2. POLICY

Warrnambool City Council has responsibility to ensure that all signage is safely installed, maintained, and does not detract from the visual amenity of the sporting reserve. Advertising and promotional signage will be permitted on Council's sporting reserves provided it conforms to the criteria set out in this policy and the Warrnambool Planning Scheme and Advertising Signage Policy (April 2019).

2.1. Policy Principles

The following principles underpin this policy;

- To allow opportunities, where appropriate, for tenant clubs to generate income that supports their club activities.
- To comply with Warrnambool Planning Scheme and Advertising Signage Policy (April 2019)
- To ensure that any interior signage is coordinated and maintained in an appropriate manner.
- To ensure signs are in keeping with the character of the sporting reserve.
- To encourage a coordinated approach to advertising where there are multiple tenants of sporting reserves and facilities.
- To maintain a high level of coordination and public safety for signs on road reserves and within sporting reserves.
- Signage installation is of an acceptable and safe standard.

2.2 Types of Signs

This policy recognises that signs which are installed at sporting reserves owned or managed by Council generally fit within one of the following categories;

2.2.1 Permanent

Reserve identification signs, identification of sporting club signs, sports ground identification signs and wayfinding signs permanently erected at either the entrance to the recreation reserve, or at sports grounds within the reserve, or on a main building servicing that reserve or sports ground.

2.2.2 Seasonal

Advertising or promotional signage around the field perimeter fencing, on coaches boxes, player shelters or scoreboards. Signage is to face inwards towards the playing

surface. Signs may be installed on the outside of the playing fencing if facing the pavilion only. Signs are permitted to remain in place for the duration of the tenant home and away season.

2.2.3 Temporary Event

Advertising or promotional signage or club identification signage installed or displayed on competition/game days throughout the season and removed after the game/tournament including banners, A-frame signs or corflute signs. Membership drives, or fundraising activities etc. in designated areas within the reserve or at the entrance to the sporting reserve.

2.2.4 Electronic Scoreboards

Advertising on electronic scoreboards is limited to promotion of club and/or community events and activities, in addition to advertising or promotion of club sponsors. Audible sound from the scoreboards is not permitted without a planning permit.

2.2.5 Electronic Signage

Advertising or promotional electronic signage (except for scoreboards) is not permitted at sporting reserves.

2.3 Criteria for Advertising and Promotional Signage

2.3.1 General Criteria

- Written permission is required from Council's Recreation Department prior to submitting an application for Statutory Planning for installation of any form of signage at a Council owned or managed sporting reserve.
- A copy of the layout (including response to 2.4 criteria) and the wording of the proposed advertising sign or club interior wall signage is to be submitted as part of the approval process.
- The signs must be appropriate for a public reserve, and not in any way be offensive or discriminate on grounds of race, gender, sexual orientation, or religion.
- Signage must not contain direct product advertisements for alcohol and tobacco products, adult entertainment, gambling.
- Signage should be considerate of harmful gender norms, roles and relations and should not contribute to the causes of gender-based health inequities, including the prevention of violence against women, girls and gender diverse people.
- Any sponsorship signage displayed must represent current paid up sponsors of the associated tenant club and evidence to be provided if requested by Council.
- Signage must adhere to the Australian Association of National Advertiser's (AANA) Code for Marketing and Advertising Communication to Children and the Australian Association of National Advertiser's (AANA) Food and Beverages: Advertising and Marketing Communications Code.
- The tenant must ensure that all signage is covered by its own insurance policy to the level prescribed in the tenant's seasonal tenancy, licence or

lease agreement. The tenant must indemnify Council against any claims that may arise out of or are in any way related to the signage.

- Should damage to a Council asset occur as a result of the installation, maintenance or removal of any signage, the tenant will be responsible for the full cost of any rectification works carried out by the Council.
- Signage is prohibited from being attached to any other fixtures or structures within a public sporting reserve including trees, safety rails, public toilets, retaining walls, on fences sited alongside or above retaining walls, seating, bollards, ticket boxes, perimeter fencing including behind goals post netting, the roof of any facility, building or structure situated within the reserve.
- Tenants are not entitled to enter into commercial agreements to alter venue names or install signage pertaining to the naming of a reserve on a permanent basis.
- Council maintains the right to amend this Policy, and this Policy overrides agreements between clubs and sponsors.

2.3.2 Permanent Signs

- **Reserve Identification Signs** – a system for reserve identification (at the entrance to reserves or on the nearest main road) has been developed and implemented by Council to ensure consistency and an appropriate quality of Council signage for open space. Approved tenant clubs are provided an opportunity to display their name on the sign. No advertising/promotion of club contact details will be permitted on these signs. These signs are provided and maintained by Council.
- **Way Finding and Information Signs** – a system to direct vehicles and pedestrians to various locations within a sporting reserve is implemented by Council to ensure consistency and an appropriate quality of Council signage for reserves and open space. No advertising/promotion of club contact details will be permitted on these signs. These signs are provided and maintained by Council.
- **Fenced Court Facilities Signs** – signage should face inwards towards the playing area.
 - For netball courts, signage is to be installed at ground level and no more than 1.2m in height,
 - For cricket practice nets, signage is limited to two (2) signs no greater than 1m x 1m per net. Fence signage must take into consideration fence condition, footings, as signage increases the wind loading on the fencing.

2.3.3 Seasonal Signs

2.3.3.1 Local Level Sporting Reserves is subject to the following;

- For sports ovals, signage is permitted on the oval boundary fence and must not cover more than 50% of the internal circumference. There must be three (3) metre gap every twenty (20) metres to allow access to the oval by passive users of the reserve. Signage on the external side of the oval boundary fence will only be allowed directly in front of the

pavilion/club room. Advertising signage space should be shared between seasonal tenant clubs.

- Signage on coaches boxes or player shelters including netball shelters will be permitted provided it does not cover more than 25% of the **internal surface** of the shelter. Signage must face the playing surface. Signs must not be painted directly onto walls or the roof of any facility, building or structure at the sporting reserve.
- Signage on scoreboards will be permitted provided it does not detract from the main purpose of the structure nor cover more than 25% of the surface of the structure.

2.3.3.2 Regional Level Sporting Reserve (Reid Oval) is subject to the following;

- Signage can be installed on the eastern side of the oval boundary fence, from point post to point post only. Signage must be inward facing and must allow for existing gates and access paths to always be clear and accessible. Consent does not extend to include football finals or junior/female grand final days.
- Signage must be all the same length and is not to extend beyond the height of the fence.
- Signage on coaches boxes, player shelters including netball shelters will be permitted provided it does not cover more than 25% of the **internal surface** of the shelter. Signage must face playing surface.
- Signage is not permitted on oval pavilion, oval spectator shelter, cricket practice nets or oval electronic scoreboard. The permanent structure, next to the existing oval scoreboard, is provided for the display of major club sponsors.
- Display of club sponsors through the electronic scoreboard is permitted during game days, training sessions and club events up to one (1) hour prior and one (1) hour post event.
- Signs must not be painted directly onto any sports surface, walls or the roof of any facility, building or structure on the reserve.
- Tenants must be able to remove all signs upon request to deliver a clean venue for Council managed events, competition finals and any other high-profile events as requested. Council will notify tenant clubs of all events as they are confirmed to allow time for signage removal.

2.3.4 Temporary Signs

Tenants may install advertising signage at sporting reserves subject to the following;

- Club identification, advertising and promotional signage may be installed or displayed on game days, training sessions and club events throughout the home and away season and removed within two (2) hours of the event or session ending. This includes banners, A-Frame signs, corflute signs and goal post/ring padding.
- When installing temporary signage;

- The location of the signage should be considered to ensure that that it is not blocking egress/access for the public.
- The weather conditions should be considered for public safety i.e. high winds.

2.3.5 Temporary Club Event Signs

Temporary signs promoting an upcoming, one-off sporting event or activity relating to the tenant at the home venue only (i.e. registration day, come and try day, players wanted etc.) run by the tenant will be permitted in accordance with the following;

- One temporary sign, per tenant per season, can be installed at the entrance to the sporting reserve at one time.
- The sign must not be an animated or internally illuminated.
- Signs must not exceed five metres square (5m²) (2.5m wide x 2.5m high).
- Approval for all temporary signage must be sought from Council prior to installation. Approval can be sought from Council's Recreation Department.
- Signage must not be displayed for longer than thirty (30) days prior to the event and removed immediately following the event.
- A minimum of three (3) weeks' notice is required for approval by Council.
- The sign must not refer to a commercial event.

2.4 Installation, Materials and Construction Criteria

- Advertising and promotional signage must not be principally aimed at people beyond the reserve, namely passing traffic.
- All signage must be securely fixed or displayed to ensure the possibility of injury to any person or damage to any Council asset is avoided.
- The finishes and materials used in the construction of all signage must have no sharp or exposed edges and all fixing (i.e. nails and screws) are to be recessed or countersunk.
- It is preferred that all signage is made out of light weight, appropriate materials that are forgiving when hit.
- To ensure the proposed signage does not have adverse impacts in relation to the overall amenity of the reserve, all signage must be professional produced to a high standard.
- To ensure structural integrity of the signage during extreme weather events, an engineering assessment may be required for freestanding signage and signage attached to court fencing and practice nets. Where required, the full cost of any assessment is the responsibility of the tenant.
- Freestanding signs must be installed by a qualified contractor.

2.5 Maintenance

- Signs are considered assets of the tenant and must be maintained and inspected by the tenant on a regular basis to ensure that they are fit for a public reserve and represent no danger to the public.
- Tenants are expected to maintain all advertising, promotional and signage in an acceptable and safe condition at all times and at their cost. This includes the immediate

removal of graffiti, damaged and broken signs. If a tenant fails to meet this requirement, Council will remove the sign at the tenant's cost.

2.6 Existing Advertising Signage

- Tenants are expected to meet the conditions outlined in this policy for all signage.
- Council will conduct biannual signage audits of all sporting reserves and advise tenants where examples of non-conforming signage exists for action.
- Non-conforming signage is to be re-located or removed within thirty (30) days of notice.
- Council may direct any signage deemed to be dangerous or a planning permit is required and not obtained, to be removed immediately by the club (within 24 hours). Any costs associated with the removal of signage will be the responsibility of the tenant.

3 GOVERNANCE

3.2 Owner

3.2.1 Manager Recreation and Culture

3.3 Review

3.3.1 The Manager Recreation and Culture will review the policy for any necessary amendments no later than three (3) years after its formulation or after the last review.

3.4 Compliance Responsibility

3.4.1 Management Executive Group (Chief Executive and Directors)

3.4.2 Managers and Supervisors

3.4.3 All Employees

3.5 Charter of Human Rights Compliance

3.5.1 It is considered that this policy does not impact negatively on any rights identified in the Charter of Human Rights Act (2007).

3.5.2 Warrnambool City Council is committed to consultation and cooperation between management and employees. The Council will formally involve elected employee health and safety representatives in any workplace change that may affect the health and safety of any of its employees.

3.5.3 A Gender Impact Assessment has been completed to prevent unintended negative consequences where the policy might inadvertently reinforce or contribute to inequality or the harmful gender attitudes and social norms that underpin drivers of violence against women, girls and gender diverse people.