



WARRNAMBOOL
CITY COUNCIL

Sporting Reserves Signage Policy

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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 sporting reserves with active playing/sporting surfaces and associated facilities and used on a formally allocated basis through a seasonal license allocation.

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 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) by ensuring that sponsorship and promotional signage is not visible from beyond the sporting reserve sites.
- 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

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

Signage is to face inwards towards the playing surface. Signs may be installed on the outside of the oval boundary fencing if facing the pavilion only.

2.2.3 Temporary Seasonal

Sponsorship 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.

2.2.4 Temporary Event

Advertising of community events e.g. membership drives, fundraising activities etc. in designated areas around the municipality or at the entrance to the sporting reserve.

2.2.5 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.

2.2.6 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, political parties, 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, coaches boxes, player shelters, 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 to ensure it cannot be seen from outside of the fenced facility. 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.
- **Social Club Building Signs** – where multiple tenants are located at the same pavilion, agreement needs to be made to the location and quantity of signage prior to application. In these cases, the available space is to be split evenly with tenant clubs either year round or for duration of their seasonal tenancy and to be removed within 7 days of season completion.

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 and must not be visible beyond the sporting reserve. Advertising signage space should be shared between seasonal tenant clubs.

- Permanent signage on change rooms, coaches' boxes or player shelters is not permitted.
- 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 and must not be visible beyond the sporting reserve.

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

- Temporary/removable signs can be displayed on the oval boundary fence but cannot be permanently affixed to the fence. Designated home team club can display up to four (4) temporary sponsorship signs. Signs are to be no more than 3m in length each and no higher than the top of the boundary fence. Signs are to be removed at the end of seasonal tenancy or upon request.
- Permanent signage on pavilion, coaches' boxes, player/umpire/spectator shelters, and cricket practice nets is not permitted.
- Signs must not be painted directly onto any sports surface, walls or the roof of any facility, building or structure on the reserve.
- Signage affixed to scoreboards is not permitted. A permanent structure, either side of the existing oval scoreboard, will be provided for each seasonal tenant to display major club sponsors.
- Display of club sponsors through electronic scoreboards is permitted during game days, training sessions and club events up to one (1) hour prior and one (1) hour post event.
- Tenants must be able to remove all signs on request to deliver a clean venue for Council managed or controlled events if required.

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 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 be made out of light weight, appropriate material, like corflute, as the material is more forgiving if 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 tenants cost.

2.6 Existing Advertising Signage

- Tenants are expected to meet the conditions outlined in this policy for all signage installed post the date of the policy adoption.
- Following the date of adoption, Council will conduct a signage audit of all sporting reserves and advise tenants where examples of non-conforming signage exists.

- Tenants will be provided with a period of one (1) year from receiving this notice, unless the sign is unsafe, to ensure all existing advertising signage complies with the conditions outlined in the this policy. Council will then commence removing any existing signage that does not comply.
- Existing signage may be removed immediately by Council where the signage is deemed to be dangerous or a planning permit is required and not obtained.
- Any costs associated with the removal or reinstallation of existing advertising 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.

4 APPENDICES