

Advertising and Promotional Signage on Council Active Recreation Reserves Policy



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| Approval Body: | Council |
| Endorsement Date: | 19 April 2022 |
| Current Version: | Policy documents change from time to time and it is recommended that you consult the electronic reference copy on the Intranet to ensure that you have the current version. |
| Compulsory Review Cycle: | 4 years |
| Review Date: | <p>It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter this document, such a change may be made administratively.</p> <p>Examples include a change to the name of a Council department, a change to the name of a Federal or State Government department, and a minor update to legislation which does not have a material impact. However, any change or update which materially alters this document must be by resolution of ELT.</p> |
| Responsible Department: | Active Communities |
| Relevant Legislation: | Planning & Environment Act 1987 |
| Relevant Council Documents: | Active Recreation Reserve Seasonal Tenancy Agreement. The Casey Planning Scheme Casey Community Local Law 2025 Community Event Signage Application Form |
| ECM ID: | 524714 |

1 Purpose and Intent

The Advertising and Promotional Signage on Council's Active Recreation Reserves Policy has been developed to guide the approval and installation of advertising and promotional signage by tenant clubs on Council's active recreation reserves.

2 Scope

This policy relates to all Council owned and managed active recreation reserves (reserves) with active playing/sporting surfaces and associated facilities located on those reserves, including sports grounds/fields/structures, pavilions, toilets, buildings and other infrastructure (e.g. scoreboards, coaches' boxes, shelters and fencing etc.) used on a formally allocated basis through a seasonal tenancy agreement, lease or licence.

The policy does not apply to passive recreation reserves with no active sporting facilities such as parks with playgrounds, walking trails and BBQ/picnic facilities that are predominantly used for informal recreation.

Only tenant clubs located within the City of Casey are eligible to apply to erect advertising and promotional signage.

3 Definitions

| Key term | Definition |
|--|---|
| Council | means Casey City Council, being a body corporate constituted as a municipal Council under the Local Government Act 1989 |
| Councillors | means the individuals holding the office of a member of Casey City Council |
| Council officer | means the Chief Executive Officer and staff of Council appointed by the Chief Executive Officer |
| Tenant Club | Means any sporting club that has a seasonal allocation, lease or license to occupy an Active Recreation Reserve or Pavilion |
| Active recreation reserves | reserves characterised by the provision of sporting ovals, playing fields, criterium tracks, tennis, bowls, petanque, bmx and skate facilities and/or other sporting facilities and associated pavilions and other buildings/structures such as score boards, coaches boxes, player shelters, ticket boxes, and curator sheds |
| Passive recreation reserves | reserves characterised by the provision of informal facilities such playgrounds, BBQ and picnic facilities, walking trails and open space |
| Advertising and promotional signage | includes any permanent, seasonal and temporary board, notice, structure, banner or similar device, containing advertising and/or promotional information of a commercial nature |
| Way finding and information signage | signage that conveys location and direction to users of open space including vehicles and pedestrians into and within a reserve |

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| Political advertising signage | advertisement of political parties, political candidates or political issues |
| Temporary community event | an organised activity involving many people. The activity is provided on a not for profit basis and is non-commercial in nature |

4 Policy

This policy acknowledges that sponsorship agreements incorporating advertising signage provides sporting clubs with an important source of income that helps support the provision of sporting activities and opportunities for the local community. The implementation of this policy will continue to support the fundraising efforts of clubs, whilst maintaining the visual amenity and aesthetics of Council's reserves.

This Policy is implemented in conjunction with the following:

- Active Recreation Reserve Seasonal Tenancy Agreement.
- The Casey Planning Scheme
- Casey Community Local Law 2018
- Community Event Signage Application Form.

4.1 Current Signage

Council currently has over 80 reserves containing active sporting facilities. All reserves have Council corporate reserve identification signage at the entrance/s to the reserve with many of these also recognising tenant clubs. In some instances, corporate reserve identification signage may not be located on the main road to the reserve.

Some reserves have additional "real estate" signage at the entrance to the reserve promoting the club, its activities and contact details. These signs usually contain advertising or promotional material of the agent sponsoring the club.

Some reserves also have advertising and promotional signage around field boundary fencing and signage affixed to infrastructure such as pavilions, scoreboards and coaches boxes.

Many reserves now have electronic scoreboards with the capacity to display advertising electronically during match times.

5 Policy

Advertising and promotional signage will be permitted on Council's active recreation reserves when it conforms to the criteria set out in this policy.

5.1 Policy Principles

The following principles underpin the policy:

- To allow opportunities, where appropriate, for sporting clubs to generate income that supports their activities
- To discourage signage that is visible from beyond the recreation reserve sites other than for identification purposes
- To ensure signs are in keeping with the character of the recreation reserves
- To discourage the proliferation of signs at recreation reserves
- To encourage a co-ordinated approach to advertising where there are multiple user groups of recreational reserves
- To maintain a high level of co-ordination and public safety for signs on road reserves and within active recreation reserves.

5.2 Types of Signage

5.2.1 Categories

This policy recognises that signage erected on reserves owned or managed by Council generally fit within one of the following categories:

- **Permanent** - reserve identification signs, identification of sporting club signs, sports ground identification signs and way finding signs permanently erected at either the entrance to the reserve or at sports grounds within the reserve or on the main building servicing that reserve or sports ground.
- **Seasonal** – advertising or promotional signage around field perimeter fencing, on coaches' boxes or scoreboard screens throughout the season only. Signage is to face inwards towards the playing surface. Signs may be erected on the outside of the fencing if facing the pavilion or club room only.
- **Temporary Seasonal** – advertising or promotional signage or club identification signage erected or displayed on game days throughout the season and removed after the game/tournament including banners, "A frame" signs, corflute signs and digital content displayed on electronic scoreboards.
- **Temporary Event** – advertising of 'one off' community events e.g. lightning premierships, membership drives, fundraising activities etc. in designated areas around the municipality or at the entrance to the reserve.
- **Electronic Scoreboards** – digital advertising or promotional signage displayed on the electronic scoreboard screens located on Active Recreation Reserves used by the tenant clubs at that reserve.

5.3 Criteria for Advertising and Promotional Signage

5.3.1 Permanent Signs

Reserve Identification Signs – a system for reserve identification signage (at the entrance to reserves or on the nearest main road) developed and implemented by Council ensures consistency and an appropriate quality of Council signage for open space.

At reserves with one sports ground and limited tenants, clubs are provided an opportunity to display their name on the sign. A club must complete two consecutive allocations before name will be added to signage.

The tenant club will be responsible for any costs associated with updating signage as a result of club decisions and changes including changing club name.

No advertising/promotion or club contact details will be permitted on these signs.

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These signs are provided and maintained by Council.



Sign identifying the reserve and tenant clubs

Sports Ground Identification Signs – where reserves have multiple sports grounds or facilities, sports ground identification signage has been developed to identify the name of the precinct or facility within a reserve i.e. “Oval 1” or “Rugby Fields”. Tenant clubs are provided an opportunity to display their name on the sign. No advertising/promotion or club contact details will be permitted on these signs.



Sign identifying the sports ground within the reserve and tenant clubs.

Way Finding and Information Signs – a system to direct vehicles and pedestrians to various locations within a recreation reserve has been developed and is being implemented by Council to ensure consistency and an appropriate quality of Council signage for open space. No advertising or promotional material will be permitted on these signs.

Example of way finding signage at Casey Fields

Club Identification Signs – this signs (to be provided by the club) may be erected on the main pavilion servicing the club, a permanent ticket box, or at the entrance to the reserve to identify the name of the tenant sporting club.. Signage must clearly convey the club as the main focus, with any sponsor content limited to 20% and positioned in a way that does not overshadow the club’s branding.

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This sign must be no more than 3m² in size. The location of any signage must be approved by Council officers.

Clubs can choose between one Club Identification sign (not including Council provided Club Identification Signs) or a combined Club Identification and future fixtured match sign.



Example of a club identification and future fixture match signs at Narre Warren and Lyndhurst

5.3.2 Seasonal Signs

Tenant clubs may erect advertising signage on reserves subject to the following:

- Advertising and promotional signage may only be erected on the field perimeter fencing. In the case where a reserve does not have a field perimeter fence, signage may be erected on player shelters or facility fencing only.
- Political advertising signage will not be permitted.
- A promotional sign, funded in full by the sitting Member of Parliament in that electorate, may be displayed on sportsground fencing facing inwards to the reserve where;
 - An agreement has been entered into with a sporting club for the maximum of two years.
 - Content of signage must not;
 - Identify or display logo of political party.
 - Identify political candidates.
 - Content of sign must be in promotion of tenant sporting club or promoting sport and physical activity.
- Signage is prohibited from being attached to any other fixtures or structures within a reserve including storage sheds, trees, safety rails, public toilets, retaining walls, on fences sited alongside or above retaining walls, seating, bollards, ticket boxes, fences behind goals or cricket nets. Signage must not be painted directly onto the walls or the roof of any facility, building or structure on the reserve.
- Signage fixed to field fencing must not cover any gates or access points and must be oriented towards the playing field. Signage fixed to field fencing must not extend above or below the fence and must not exceed 900mm in height
- Signage may be placed on the field fencing facing the main pavilion servicing the sports ground.
- Signage placed on coaches boxes must face the playing surface.
- All seasonal advertising and promotional signs will be removed at the end of the playing season unless an agreement is made with the opposing seasonal tenant club to display the signage during their season.
- Tennis Club advertising signage will be considered on a case by case basis and must be approved by Council's Active Communities department.

5.3.3 Temporary Signs

Temporary Seasonal Signs

Tenant clubs may erect temporary seasonal advertising signage on reserves with active recreation facilities subject to the following:

- Club identification, or advertising and promotional signage may be erected or displayed on game days throughout the season and removed after the game including banners, “A frame” signs, corflute signs and electronic scoreboard screen signage.
- Digital advertising on electronic scoreboards will be permitted to be displayed during the game and up to 1 hour prior and 1 hour after the completion of a game.

Temporary Club Event Signs at the Club Home Venues Only

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

1. For single use reserves with active sporting facilities, at the entrance to the reserves;
2. For multi-use facilities, at the site of the playing surface, subject to the following conditions:
 - One temporary sign per club per season can be erected at the entrance to the reserve at any one time;
 - Signs do not exceed 5m² (2.5m wide by 2.5m high);
 - The sign is to be located so as not to obstruct visibility of motorists or pedestrian access.
 - The sign be erected a maximum of 3 weeks prior to the event and is to be removed within two days of completion of the event;
 - A minimum of 3 weeks’ notice is required before the sign/s are to be erected.
 - Public liability insurance of \$20,000,000 is to be provided which indemnifies Council against any claim for damages; and
 - Commercial sponsorship/advertising on the sign is not to exceed 20% of the total sign area.



Example of temporary event signs

Community Event Signs at Council Nominated Locations

Council has 21 locations available for temporary community event signage to be erected. Tenant Clubs of Council's active recreation reserves may also apply to advertise at one of the 22 nominated event signage locations in accordance with the Temporary Community Event Signs for Community Groups Application Form. This form can be obtained by contacting Council's Local Laws Department on 9705 5200.

5.3.4 General Criteria

- The full cost of installation, preparation, maintenance and removal of all signage is the responsibility of the club. Should damage to a Council asset occur as a result of the installation, maintenance or removal of any signage, the club will be responsible for the full cost of any rectification works carried out by Council.
- Approval for all temporary and seasonal signage must be sought from Council prior to erection. Approval can be sought by contacting the Active Communities Department at the City of Casey on 9705 5200 or email leisure@casey.vic.gov.au;
- The information on the signage must be to the satisfaction of Council in regard to the message being presented. A reasonable person should not find the message offensive or discriminatory.
- Signage must not contain direct product advertisements for alcohol, political parties, tobacco and vaping products, adult entertainment, gambling, energy drinks/sugar sweetened beverages and junk food/fast food. Council reserves the right to remove or disallow any advertising it deems inappropriate.
- The club must ensure that all signage is covered by its own insurance policy, to the level prescribed in the club's seasonal tenancy agreement, licence or lease agreement. The club must indemnify Council against any claims that may arise out of or in any way related to the signage.
- Political advertising signage will not be permitted.

5.4 Installation, Materials and Construction Criteria

- Advertising and promotional signage must not be aimed at people beyond the reserve, namely passing traffic.
- All signage must be securely fixed or displayed so that 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 are to have no sharp or exposed edges and all fixing (i.e. nails and screws) are to be recessed or countersunk.
- To ensure the proposed signage does not have adverse impacts in relation to the overall amenity of the reserve, all signage must be professionally produced to a high standard.
- All signage fixed to field fencing must not extend above or below the fence and the reverse side should be the same colour as all other signage (i.e. a galvanised metal or painted mid to dark grey).
- To ensure structural integrity of the proposed signage during extreme weather events, an engineering assessment may be required for freestanding signage and signage attached to Council assets. Where required, the full cost of any assessment is the responsibility of the club.
- Freestanding signs must be installed by a qualified contractor.

5.5 Signage Maintenance

The tenant who erected the sign is responsible for maintaining the sign. Clubs are expected to maintain all advertising and promotional 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.

5.6 Removal of Signage

Clubs are required to remove all advertising and promotional signage within seven days of the end of the sporting club's season or lease / licence agreement. Advertising signage deemed by Council to be dangerous to users or members of the public may be removed immediately by Council without prior notice. The relevant Council officer(s) will discuss with the club to be satisfied of safety issues prior to authorising the reinstallation of the signs. Council officer(s) will, where practicable, provide photographic evidence of the sign's condition prior to it being removed.

Council reserves the right to arrange the removal of any signage at any time should the club not meet the conditions outlined in this policy. Further, signs which do not comply with the relevant Planning Scheme provisions may be subject to enforcement proceedings as per the Planning & Environment Act 1987. Unless a safety concern exists or the club has a track record of regularly breaching this policy, the club will be provided with a period of no more than 14 days to remedy any non-compliance.

Any costs associated with the removal or re-installation of advertising signage will be the responsibility of the club. Council cannot and will not be held liable for any claim made by an aggrieved sponsor where advertising signage considered by Council to be in breach of this policy has been removed.

5.7 Existing Advertising Signage

Clubs are expected to meet the conditions outlined in this policy for all signage installed after the date of adoption and subsequent updates.

Clubs will be provided with a period of one year from receiving this advice, to ensure that all existing advertising signage complies with the conditions outlined in this policy. After one year, Council will commence removing any existing advertising signage that does not meet the conditions outlined in this policy.

Unless signage is deemed by Council to be dangerous and complies with the conditions of this policy, clubs will be permitted to retain existing advertising signage.

Existing advertising signage may be removed immediately by Council where the signage is deemed by Council to be dangerous or a planning permit is required and has not been obtained.

Any costs associated with the removal or reinstallation of existing advertising signage will be the responsibility of the club.

5.8 Approval of Signage

Clubs are required to contact Council prior to installing any form of advertising or promotional signage at a Council owned or managed active recreation reserve to ensure that the proposed sign meets the conditions outlined in this policy.

Clubs must contact the Active Communities Department of the City of Casey on 9705 5200 or email leisure@casey.vic.gov.au to install all forms of advertising signage at a Council owned or managed reserve.

General Approval Conditions

Approval to install advertising signage will be granted providing:

- The club has a seasonal tenancy agreement, lease or licence agreement for the active recreation reserve for which the application is being made. Where there is shared

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occupancy of a recreation reserve as a home venue, an agreement to install the signage must be reached between all occupants;

- Field fencing signs are to be erected only during allocated seasonal occupancy.
- The proposed signage does not have adverse impacts in relation to amenity and public safety;
- All relevant planning permits are obtained (refer to section 4.9 – Planning Permits);
- The proposed signage meets the criteria outlined in section 4.4 – Installation, Materials and Construction criteria for advertising Signage; and;
- That granting approval to install the proposed signage is consistent with the objectives of the Casey Planning Scheme (the relevant zone control, clause 52.05 advertising signs and 22.04 advertising sign policy).

Approval to display the signage outside of the club's playing season may be granted:

- If an agreement is reached between all the tenants of the reserve; and
- The club must ensure that all signage is covered by its own insurance policy, to the level prescribed in the club's seasonal tenancy agreement, licence or lease agreement. The club must indemnify Council against any claims that may arise out of or in any way related to the signage.

5.9 Planning Permits

A Planning Permit may be required for any signage which is principally aimed at people beyond the reserve, namely passing traffic. Some forms of promotion signs are prohibited as per the provisions of the Casey Planning Scheme.

6 Responsibilities

| Who | What |
|---------------------|--|
| Active Communities | Manage and implementing the policy. |
| Planning Compliance | Enforcement of Casey Planning Scheme. |
| Local Law | Enforce Casey Community Local Law 2025 |

7 Breaches

Council reserves the right to arrange the removal of any signage at any time should the club not meet the conditions outlined in this policy. Where signage is deemed dangerous to users or members of the public, they may be removed immediately by Council without prior notice and any costs associated with the removal the responsibility of the club.

8 Document History

| Date approved | Change Type | Version | Next Review Date |
|----------------|------------------------|---------|------------------|
| 19 April 2026 | Administrative Updates | 4.0 | April 2030 |
| 19 April 2022 | Administrative Updates | 3.0 | April 2023 |
| 3 October 2017 | Administrative Updates | 2.0 | |
| 5 June 2014 | Document Initiation | 1.0 | |

Contact the City of Casey:

Web: casey.vic.gov.au
Email: caseycc@casey.vic.gov.au
Phone: 03 9705 5200
Post: PO Box 1000, Narre Warren VIC 3805
NRS: 133 677 (for the deaf, hearing or speech impaired)

Customer Service Centres:

Narre Warren: Bunjil Place, Patrick Northeast Drive
Cranbourne: Cranbourne Park Shopping Centre
ABN: 43 320 295 742

