

ADVERTISING AT SPORTSGROUNDS

Policy | Infrastructure Services

To provide guidance on permissible advertising signage within Council's sportsgrounds

Policy No:	POL/25003	Version:	4
Service Unit:	Recreation & Facilities		
Responsible Officer:	Manager Infrastructure Services		
Responsible Director:	Director Infrastructure & Planning		
Authorisation Date:	21 June 2022	Review Date:	21 June 2026
Minute No:	112/22		

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1 Background

1.1 Title of the Policy and Commencement Date

The Advertising at Sportsgrounds Policy takes effect upon adoption by Council.

1.2 Purpose of the Policy

The purpose of this Policy is to provide guidance on permissible advertising signage including all permanent and temporary board, notice, structure, banner or similar device within Councils owned or managed sportsgrounds.

2 Objective

2.1 Objectives and Coverage of the Policy

The objective of this policy is to:

- Provide guidelines for the approval and installation of advertising signage to sporting clubs using Council's sportsgrounds
- Ensure a consistent decision making approach is applied across all of Council's sportsgrounds
- Ensure signage installation meets Australian safety standards
- Ensure signage is appropriate and consistent with the values of Council and appropriate Australian standards

3 Application

3.1 Application of this Policy

This policy applies to all Council owned or managed sportsgrounds and associated facilities located on those reserves, including fields, tennis and netball courts, buildings and structures (eg scoreboards, player enclosures, goal posts, shelters and fencing etc) used on a formally allocated basis through a lease or seasonal license. Only tenant clubs located within Singleton Local Government Area are eligible to apply to erect advertising and promotional signage.

Signage includes all permanent and temporary board, notice, structure, banner or similar device providing sponsorship or promotional advertising. It does not include signage Council is responsible for installing and maintaining (eg ordinance signage)



4 Definitions

For the purposes of this policy:

Term	Meaning
Advertising Signage	All permanent, seasonal and temporary board, notice, structure, banner or similar device, containing advertising and promotional information or a commercial nature.
Council	The Singleton Council, including its staff and contractors
Sportsgrounds	An area of open space and associated facilities controlled by Council and provided specifically for the purpose of conducting formal sport or encouraging informal recreation activity
Political advertising signage	Refers to the advertisement of political parties, political candidates or Political issues
Sports Club	An incorporated body of people formed for the purpose of playing sport
Tenant Club	The sports club that has seasonal rights to a sportsground

5 Principles/Body

5.1 Procedural Statement

Council supports the principle of sporting clubs and community groups erecting advertising signage at Council owned or managed recreation facilities as a way of raising sponsorship revenue for the club.

5.1.1 Advertising & Signage – General Guidelines

- The applicant must have the delegated approval and/or lease or licence agreement for use of the facility for which the application is being made
- The signage must not impact on the public safety or the amenity of the sportsground. Risk assessments are to be undertaken and the signs must meet Australian Standards and be approved by Council prior to installation.
- No sign is to advertise gambling, drugs, tobacco or alcohol related products or trademarks, electoral/ political material, adult entertainment material or other graphics/wording deemed offensive or discriminatory to others
- Council reserves the right to remove or disallow any advertising it deems inappropriate. The signage:
 - Must not obstruct any gates, access points, doorways / windows
 - Must be orientated towards the playing surface
 - Must not be visible beyond the reserve
- Signage on trailers, parked on Council's reserves in view from roads, road shoulders, footpaths and nature strips are only permissible with development approval consent.



- A free standing sign on a sportsground where there are no fences is limited to a maximum of 3.5m². Development consent may be required for free standing signage on Council reserves. Free standing signs must be installed by a suitably qualified engineer/contractor.
- Advertising signs on field fencing must not cover more than 75% of the perimeter fencing. The signage must not extend below or above the fence line. The sign standard in height for a perimeter fence will generally be 1 metre high and no longer than 3 metres in length. The signs and fixings must be removable and not painted directly onto the fencing. Signs must not be illuminated.
- All fixed advertising signage must be removed at the expiration of the sponsorship agreement. The signage must not be stored in facilities; it will be required to be stored off site.
- Advertising in the form of stickers is not permitted on any infrastructure within the Sportsground.
- All joints associated with the signage shall be a neat, tight and snug fitting, finished to a high standard.
- All structures shall be plumb and true. All construction work shall be left free of protrusions. Nut and bolt ends, spikes, screws and other fixing devices shall not protrude. Ends of pipe shall be permanently plugged or capped. The exposed edges of all posts and timbers with which the user can come into contact, shall be eased or chamfered (rounded) to remove sharp edges.
- Standards to comply with:

AS/NZS 1170.0.2002 Structural design actions, part of general principles
AS/NZS 1170.2.2011 Structural design actions, part 2 wind actions.

- The club/applicant must ensure that they are fully informed and aware of the location of utility services and mains when installing signage and these details must be included in any submitted sign design/application. The club shall be held responsible for all costs of making good and rectifying any damage to existing services or mains
- Clubs will maintain all advertising signage in an acceptable and safe condition at all times and at their own cost. This includes immediate removal of graffiti, damaged and broken signs.
- Any costs associated with the removal or reinstallation of advertising signage will be charged to the club. Council cannot be held liable for any claim by an aggrieved sponsor where sponsorship signage considered by council to be in breach of this policy has been removed.
- Income derived from the advertising signs will be retained by the sports club. It is encouraged that consideration be given to utilising funding received from sponsorship toward improvements to the sportsground.

5.1.2 Signage Time Span

Approval will be granted for the sports club's playing season only (ie a six (6) or twelve (12) month period commencing from the first day of the sporting clubs hire period) and will be limited to the term of the clubs licence/lease agreement of the sporting facility.



Approval to display signage outside of the sports clubs playing season may be granted:

- If an agreement is reached between all the occupants of the sportsground.
- Council considers that the display of more permanent signage does not affect the amenity or the facility.
- The signage is in recognition of a donation made towards the facility infrastructure. The permanent sign would have a limited agreement to be displayed for 5 years maximum.

5.1.3 **Grounds Entry Sign**

- One permanent sign promoting future matches may be placed at one entrance to a sportsground. The sign must be no more than 3.5m² in size and to have a maximum commercial sponsorship including logos of 20% of the total sign size.
- No higher than 3 metres above ground level unless specific approval granted by Council.
- To be located within the boundaries of the site. The location must be approved by Council.

5.1.4 **Signage on Buildings or Structures**

- The sign must only identify event sponsors or sport clubs.
- The sign must not cover more than 20% of the field facing wall surface of any building; the wall surface calculation is to include all openings (doors and windows)
- The sign must be removable and not painted directly onto the building walls or fencing surfaces.
- The sign must be installed in accordance with standard building practices by a qualified tradesperson.
- The sign must not be illuminated
- Signage is not to be attached to any tree or vegetation

5.1.5 **Applications**

All applications for the installation of advertising signage must be on the application form attached as Appendix A (as available on Council's website) and must include;

- A design proof of the proposed advertising
- The sign design to include specifications including size, materials to be used and method of securing
- A site plan outlining the proposed location of the advertising and signage
- The back of the sign is to be a standard neutral (mutually agreed) colour
- Details of any mobile signs. eg sandwich board, pop up banners, flags

Council has the right to place information signage at sportsgrounds after consultation with user groups. Council may remove and impound permanent advertising signs installed without Council approval.



5.1.6 Temporary Event Signs

- No more than four temporary signs facing any road frontage will be allowed
- The total surface area of the signs cannot be over 8m²
- The sign or banner
 - Is not to be higher than 3 metres above ground level.
 - Is to be located wholly within the boundaries of the site.
 - Is not to be illuminated
 - Is not to be displayed earlier than 14 days before the event and later than 2 days after the event.

5.1.7 Naming Rights

- Naming rights are limited to sports fields or courts only and not the entire sportsground, building or any associated infrastructure.
- The term of the sponsorship (ie naming) agreement is limited to the term of the sport club's licence/lease agreement over the sports ground;
- The proposed name of the sports field/court is not to be in any way offensive or discriminatory; and
- The sports field/court is only referred to the "sponsored name" within the club, association, competition or league promotions and marketing.
- Sportsground naming rights remain vested with Singleton Council as facility owner and manager.
- Council names for the sportsground, buildings and other infrastructure will prevail in public documents eg Council reports, engineering/road plans, directories, websites etc.
- A copy of the proposed naming rights sponsorship agreement is to be submitted to Council as part of the approval process.
- Not all applications for naming rights will be approved
- Upon approval, the sports club will be permitted to install a single information sign that complies with the Council Advertising at Sportsgrounds Policy

5.2 Relevant Legislation

- This policy is to be made available for public viewing as required under the *Government Information (Public Access) 2009, NSW*.
- *Environmental Planning and Assessment Act, 1979*
- *Local Government Act, 1993*
- *Local Government (General) Regulations, 2021*
- State Environmental Planning Policy No 64 – Advertising and Signage
- AS/NZS 1170.0.2002 Structural design actions, part of general principles
- AS/NZS 1170.2.2011 Structural design actions, part 2 wind actions



6 Document Information

Related documents and reference information in this section provides a single reference point to develop and maintain site compliance information.

6.1 Related Documents

Related documents, listed in **Table 6-1** below, are internal documents directly related to or referenced from this document.

Number	Title
17/15360	Advertising at Sports Grounds Application Form - Template

Table 6-1 – Related documents

7 Responsible Officer / Policy Owner

Ownership of this policy rests with the Manager Infrastructure Services.

8 Responsibilities

Parties or Persons	Responsibilities
Manager Infrastructure Services	<ul style="list-style-type: none"> Assess and approve applications
Coordinator Recreation & Facilities	<ul style="list-style-type: none"> Review and update of Policy Assess and review applications Ensure that Sports Clubs are aware of and comply with the Policy
Recreation Planner	<ul style="list-style-type: none"> Handle initial enquiries Liaise with the Coordinator of Recreation and Facilities and Duty Planner. Provide written feedback to the applicant regarding their request Prepare a report to Council if appropriate
Duty Planner	<ul style="list-style-type: none"> Assess and approve applications Liaise with the Recreation Planner

9 Approval

As per cover sheet.

10 Monitoring

This policy will be monitored by the Coordinator Recreation & Facilities to ensure compliance.



11 Review Date

This policy, once adopted, is to remain in force until it is reviewed by Council. This policy is to be reviewed approximately every four (4) years to ensure that it meets legislative requirements.

12 Last Review Date

This policy was last reviewed on 18 May 2020.

13 Record Keeping, Confidentiality and Privacy

This policy is to be made available for public viewing as required under the *Government Information (Public Access), 2009*.

14 Breaches and Sanctions

Any breaches of this Policy will be referred to the General Manager for appropriate action.

15 Document History

The below table provides a summary of changes and amendments to this document.

Version.	Date Amended	Author	Comments (e.g. reasons for review)
4	May 2022	A McMahon	<ul style="list-style-type: none"> • Four yearly review • Updated position titles and dates as required • Updated references to changed legislation



Appendix A - Approval to Install Advertising Signage at Council Sportsgrounds

APPROVAL TO INSTALL ADVERTISING SIGNAGE AT COUNCIL SPORTSGROUNDS

In accordance with the Advertising at Sportsgrounds Policy

1. Information

1. Contact must be made with Council's Recreation and Facilities Coordinator on 6578 7290 to discuss the project prior to this application being completed.
2. The applicant should read and understand all of the information set out in the application form prior to lodgement.
3. No works are to commence until a permit is authorised by Council.
4. A minimum of 15 business days is required to assess the application.

2. Applicant Details

Name/s (Individual or company name in full)					
Contact name		ABN			
Postal Address					
Suburb		State		Post code	
Contact phone number		Mobile number			
Email address					

3. Location of Proposed Sign

Building/Reserve Name					
Address					
Office Use Only	Lot		DP		Parcel

4. Proposed Sign Details

Detailed description of the proposed advertising sign(s):					
Location(s) of sign:					
Height of sign:					
Width of sign:					
Height above ground					
Construction materials					
Who is the sponsor of the sign (if external organisation)					
What is the value on the income to the group from the Sponsor \$/per year					
Proposed Installation Date		Proposed Removal Date			

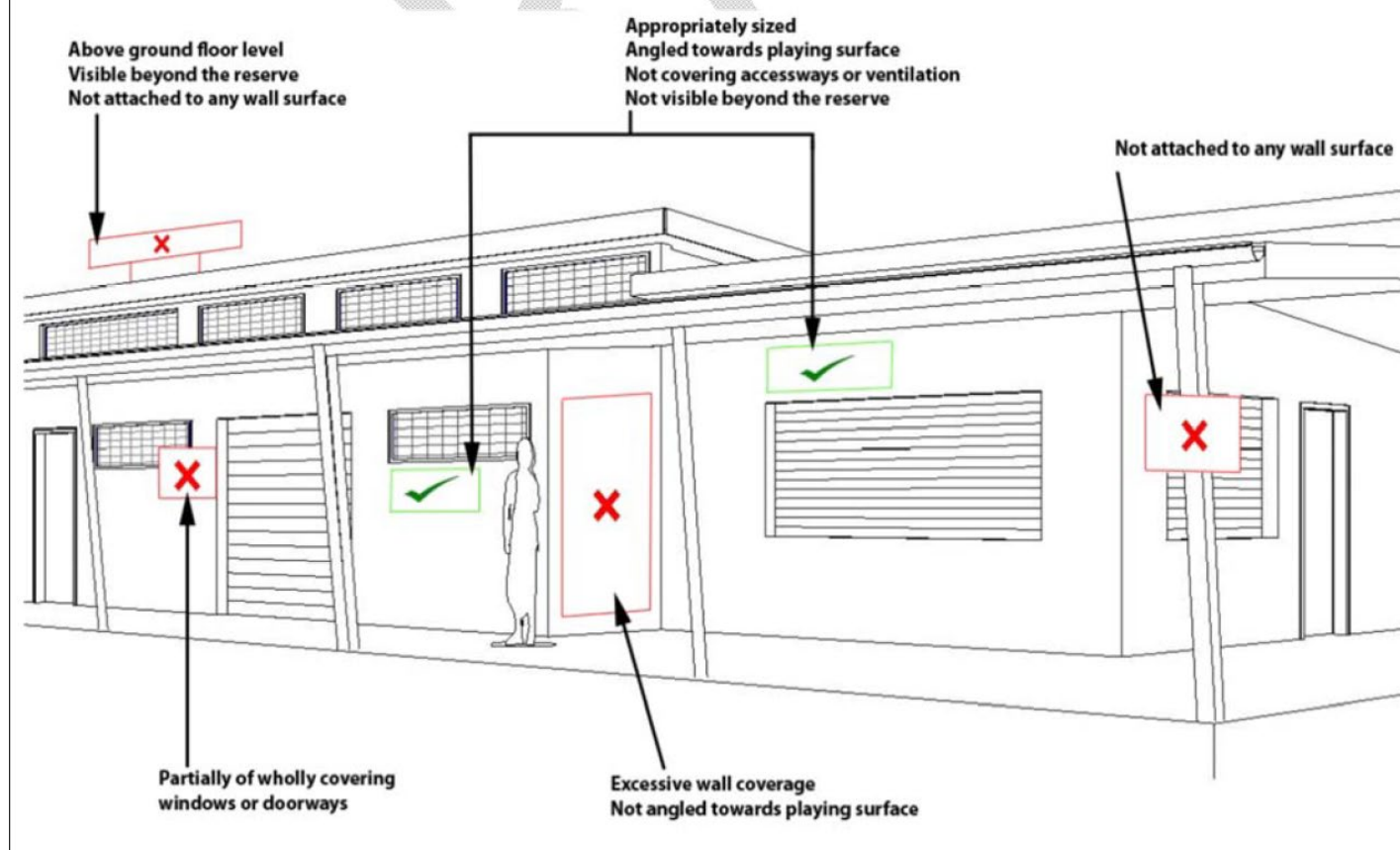


5. Documentation to Supply

Copies of the following documentation may be required with the application form:

- Insurances including:
 - Public Liability to a minimum limit of \$20,000,000.
 - Copy of Certificate of Currency
- Risk Assessments / SWMS / SOPs
- Site Plan
- Image of proposed sign
- Confirmation that Dial Before You Dig have been contacted – provide reference details or plans
- List of relevant materials required for Works
- Any other Approved plans and/or documentation that relates directly to the application of works

Example guideline for sign placement:



6. Applicant Declaration

I/We have read and understand the conditions of this approval and undertake to abide by and comply with all the conditions contained in this document.

I/We further undertake to abide by and comply with any special conditions of approval which the council may impose as part of this approval agreement.

The details I have provided are correct and I have read and understand all information provided in this application.

Name of Applicant	Signature	Date

7. Other Sports Club President Approval

This section only to be completed if Sports Club is displaying signage all year round.

Other Sports Club Name:		
President's Name		
President's Signature		
Contact Number		
Email		
Date		

8. Office Use

The application for approval, as set out above, is granted, provided that the works are performance in accordance with the information included in this application and the special conditions of approval attached.

Approval	Signature	Date
Coordinator Recreation and Facilities		
Manager Infrastructure Services		
Other (please specify title position)		

PRIVACY NOTIFICATION

Personal and private information supplied to Council is managed in compliance with the *Privacy and Personal Information Protection Act 1998*, *Government Information Public Access Act 2009* and Council's [Privacy Management Plan](#). The supply of information on this form is voluntary but it is required to process your application/request. If you have any further enquiries concerning Privacy matters, contact Council's Privacy Officer on (02) 6578 7290.

