

## Council Policy

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### Policy Objective

The purpose of the Active Recreation Reserve Advertising Signage Policy (Policy) is to provide direction for the suitable management of advertising signage on City of Mandurah (the City) - managed land in response to requests by community and sporting groups.

Implementation of this policy supports financial sustainability of clubs whilst maintaining visual amenity, public safety and strategic alignment with City.

The Policy determines objectives, and sets out the requirements for signage eligibility, application, approval and administration.

### Definitions:

**Active Reserve** means a reserve or park that is principally used for structured or organised sport and usually includes resident (“home”) clubs.

### Policy Statement

#### 1.0 Scope

This Policy relates to all City-managed active recreation reserves and associated facilities located on those reserves, including sporting grounds, structures, pavilions, toilets, buildings and other miscellaneous infrastructure such as scoreboards, coaches’ boxes, shelters and fencing, utilised via formal arrangement with the City through a hire arrangement, lease or licence.

Tenant community and sporting groups located within the City are eligible to apply to erect sponsor advertising signage.

Advertising on reserves must complement (or at minimum not be in contravention) with the City’s Strategic Community Plan, and any endorsed policy or position of Council.

Advertising on Active Reserves should be aligned with the following;

- City of Mandurah Public Health and Wellbeing Plan;
- City of Mandurah Strategic Community Plan; and
- Council Alcohol Management Policy POL -PBH 04

The City reserves the right to seek full or partial financial contribution from any club revenue gained through sponsorship arrangements of City facilities, if the club has outstanding debts with the City.

#### 2.0 Purpose of Advertising Sponsors on Reserves

The City acknowledges that sponsorship agreements incorporating advertising can provide incorporated groups with an opportunity for revenue diversification and generation to assist with their financial sustainability.

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The objectives of this policy are to:

- Provide City officers with a framework for decision-making in relation to signage and naming rights requests as part of sponsorship arrangements negotiated by incorporated groups.
- Articulate a clear direction to incorporated groups outlining the parameters when sourcing suitable sponsors and negotiating sponsorship arrangements on assets under the care and control of the City.
- Enable requests for signage to be administered in a timely, relevant, consistent and equitable manner.
- Ensure facilities continue to be accessible and safe for use by the whole community.
- Ensure signage is consistent with City strategic direction including signage positioning, themes, content, design and display.

The scope of this policy does not include:

- Passive public open space;
- Advertising on a Road Reserve; or
- City directly seeking or directly distributing sponsorships.

### 2.1 Sponsor Agreement

Sponsorship is required to comply with:

- relevant land use and land planning requirements and legislation;
- statutory approvals and/or permits;
- any agreement already in place including but not limited to Lease/Licence Agreement and or Seasonal Hirer Agreement.

### 2.2 Advertising prohibited:

Proposals for advertising sponsors that include the following will not be approved:

- Depict images of unhealthy food;
- Promote smoking, tobacco or related products or related companies;
- Depict images that promote alcohol or the consumption of alcohol products;
- Include content that is considered by the City to be false, deceptive, misleading, offensive or discriminatory or not in the spirit of this Policy;
- Organisations or companies that are in legal dispute with the City at the time of application;
- Organisations, companies or themes that are considered to be inconsistent with the City's vision, values or strategic direction; or

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- Naming rights of an individual (refer to Naming of Community Infrastructure and Public Places POL-PKR04).

### 2.3 Positioning of advertising signage

The following relates to the positioning of any sponsor advertising signage:

- All sponsor advertising signage must be placed to display inward to the reserve and not positioned to be viewed by passing traffic or people beyond the reserve;
- Community and sporting groups are permitted to use advertising and sponsorship signage on the display screens of electronic scoreboards during allocated usage times;
- Freestanding signs for sponsor advertising will not be permitted except where there is no oval fencing, or extenuating circumstances can be demonstrated; and
- During events/external hire, the City reserves the right to erect advertising, promotional and sponsorship signage and, if required, the sporting/community group will remove any branding conflicts that arise during this period.

### 3.0 Venue Naming Right Conditions

Community and sporting groups may apply for conditional approval for venue naming rights on City owned and/or managed reserves in connection with sponsorship naming rights and the following conditions:

- Any sponsorship package that includes naming rights of a land area or building must be pre-approved by the City prior to any formal agreement with the proposed sponsor;
- The official public name or title of the land area or building will not change;
- Council names for the reserve, buildings and other reserve infrastructure will prevail in public documents e.g. Council reports, engineering / road plans, directories, websites etc;
- Community and sporting groups may use the approved alternate sponsorship name of the land area or building for the purposes of the group's organisation, events or competition they may be involved in and/or coordinate only;
- The term of the naming rights is limited to the term of the community and sporting groups licence/lease and/or seasonal hire agreement over the reserve, furthermore the sponsorship agreement for naming rights must detail the term of the naming rights; and
- A formal sponsorship agreement must include the details of any signage and will need to adhere to this policy and Local Planning Policy LPP2 Signage.

### 4.0 Advertising Signage

Advertising Signage can be classified into three categories and must be consistent with section 1 and 2.2 of this policy:

- Temporary Sponsorship Signage: typically placed on a reserve adjacent to a playing field or building for the duration of a particular game, activity or event;

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- Permanent Sponsorship Signage: signs affixed securely to either a building, or perimeter fence or like feature (standalone structures) and which remain in place for the duration of the agreement; and
- Electronic Scoreboards: advertising or promotional signage displayed on the electronic scoreboard screens located on Active Reserves used by the tenant clubs at that reserve.

### 4.1 Temporary Sponsorship Signage

Temporary Advertising Signage does not require approval from the City if it meets the following criteria:

- Displays the name of the sponsored organisation or event in a prominent manner;
- Is only displayed for the duration of the particular game, activity or event involving the sponsored organisation and is removed thereafter;
- Is not constructed or located in a manner so as to constitute a hazard or cause an obstruction to other facility users or the general public;
- Is contained within the facility being used by the sponsored organisation and is not placed or affixed in a public street or thoroughfare; and
- Meets the requirements of Local Planning Policy LPP2 Signage.

### 4.2 Permanent Sponsorship Signage

To provide general direction, Permanent Sponsorship Signage is required to meet the following criteria prior to City approval:

- Planning approval and/or building permit to be obtained, unless confirmed by the City to be exempt from such requirements;
- Formal consent of the City as Lessor/Licensor/Landowner be obtained to the proposed Permanent Sponsorship Signage. Where the signage is not located within an existing lease or licence area, then a variation to any existing lease or licence may be required to incorporate the site on which the signage is located, together with any related statutory approvals (such as approval from the Minister of Lands where applicable);
- Meet the requirements of Local Planning Policy LPP2 Signage;
- Should a sign be located inside a building, approvals will need to be obtained by the relevant business unit of the City;
- Be contained within the facility (internally facing to the activities) being used by the sponsored organisation and should not in any case be visible from a public street;
- Support for the signage is given by other regular user groups;
- All fixed signs should be removed at the expiration of the sponsorship agreement and walls/posts be made good by the club/group;

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- All permanent signage is to be adequately maintained by the organisation who sought approval to the satisfaction of the City;
- The City reserves the right to require removal of any approved signage at any time; and
- The community/sporting group is responsible for the installation, maintenance, replacement and any other items deemed necessary by City Officers as outlined in the written approvals provided by the City.

### 4.3. Electronic Scoreboards

Electronic Scoreboard Advertising does not require approval from the City if it meets the criteria listed under temporary signage and;

- Displays the name of the sponsored organisation or event in a prominent manner;
- Is displayed for the duration of the particular game, activity or event involving the sponsored organisation and is removed thereafter;
- Is not constructed or located in a manner so as to constitute a hazard or cause an obstruction to other facility users or the general public;
- Is contained within the facility being used by the sponsored organisation and is not placed in a public street or thoroughfare; and
- Meets the requirements of Local Planning Policy LPP2 Signage

### 4.4 Signage Costs and Installation

All costs associated with the design, production, display and installation of all signage shall be borne by the community/sporting group.

Prior to installation, signage specifications and installation methods must be approved by the City.

All costs associated with the maintenance and removal of all signage shall be borne by the community/sporting group.

### 4.5 Advertising and Signage Generally

All signage must be in accordance with the City's Planning Policy LPP2 Signage and *Local Government Property & Public Places Local Law 2016*.

### 5.0 Approval

Applications will be considered and determined in accordance with this Policy, City policies and local laws. In exceptional circumstances where it is considered appropriate for applications inconsistent with this Policy the matter will be referred to Council.

The City of Mandurah will convey the outcome to the applicant in writing, where applicable with the appropriate approvals and conditions.

Applications where the total value of the sponsorship proposal exceeds \$50,000 per year, the matter will be referred to Council for consideration.

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### 6.0 Non-Compliance

Should a community or sporting group erect or install signage in a manner not conforming with this policy the City will request corrective action.

All costs incurred by the City associated with the removal process of any non-compliant signs shall be recovered from the sporting club/community group responsible for the display, erection or installation of the signage.

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|-------------------------------------|--------------------------------------|
| <b>Responsible Directorate:</b>     | Place and Community                  |
| <b>Responsible Department:</b>      | Recreation Services                  |
| <b>Reviewer:</b>                    | Manager Sport and Recreation         |
| <b>Creation date and reference:</b> | Minute G. 31/11/06, 21 November 2006 |
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| Amendments |  |                        |                      |
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| Version #  | Council Approval Date, Reference                   | Date Document In force | Date Document Ceased |
| 2          | Minute G.57/2/12, 28 February 2012                 | 28/02/2012             | 24/02/2015           |
| 3          | Minute G.35/2/15, 24 February 2015                 | 24/02/2015             | 23/07/2019           |
| 4          | Minute G.12/7/19, 23 July 2019                     | 23/07/2019             | 23/11/2021           |
| 5          | Major Review – Minute G.17/11/21, 23 November 2021 | 23/11/2021             | -                    |