



Recreation Reserves Advertising Signage Guidelines

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Introduction

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

Purpose

To establish a framework for approval of advertising and sponsorship signage at Council sporting reserves to ensure:

- Signage installation is of an acceptable and safe standard;
- Installation is in line with adopted policies;
- Consistency in approvals to community groups displaying their sponsors advertising signs;
- Clubs are not denied the opportunity to derive a reasonable income from reserve signage;
- Facilities continue to be accessible and safe for use by all sections of the community; and
- The visual amenity of sporting reserves and open space is maintained.

Scope

These guidelines relate to all Council owned and managed active recreation 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 guidelines do 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 Maribyrnong City Council are eligible to erect advertising and promotional signage at active recreation reserves within Maribyrnong.

Responsibilities

These guidelines were developed and will be managed by the Recreation and Open Space Team within the Infrastructure Services Directorate.

Guidelines

Maribyrnong City Council has a responsibility to ensure that there is a consistent approach to signage and to ensure that signage is safely erected, maintained and does not detract from the visual amenity of the reserve.

Process – How do I apply?

- Written permission is required from Council's Recreation and Open Space unit for the installation of any form of signage at a Council owned or managed reserve.

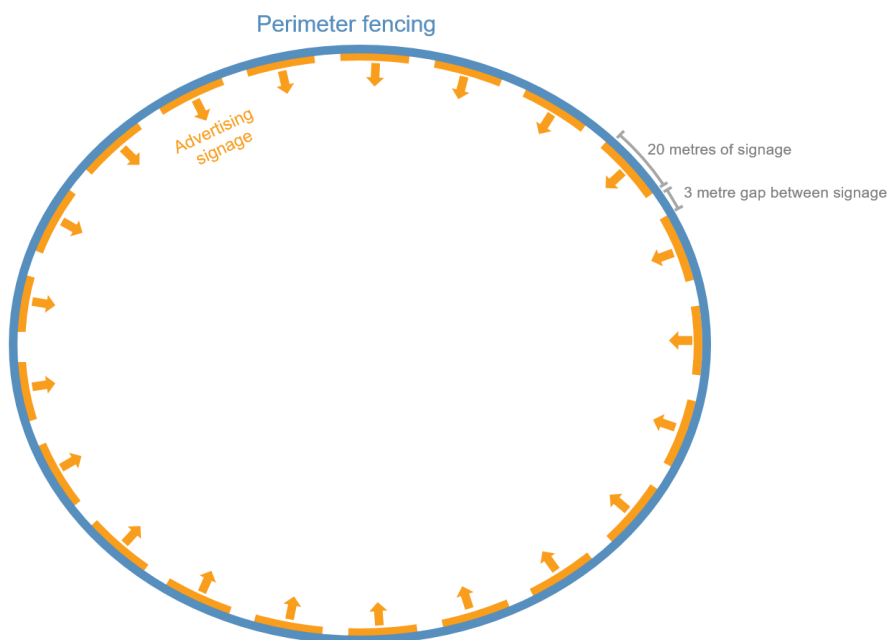
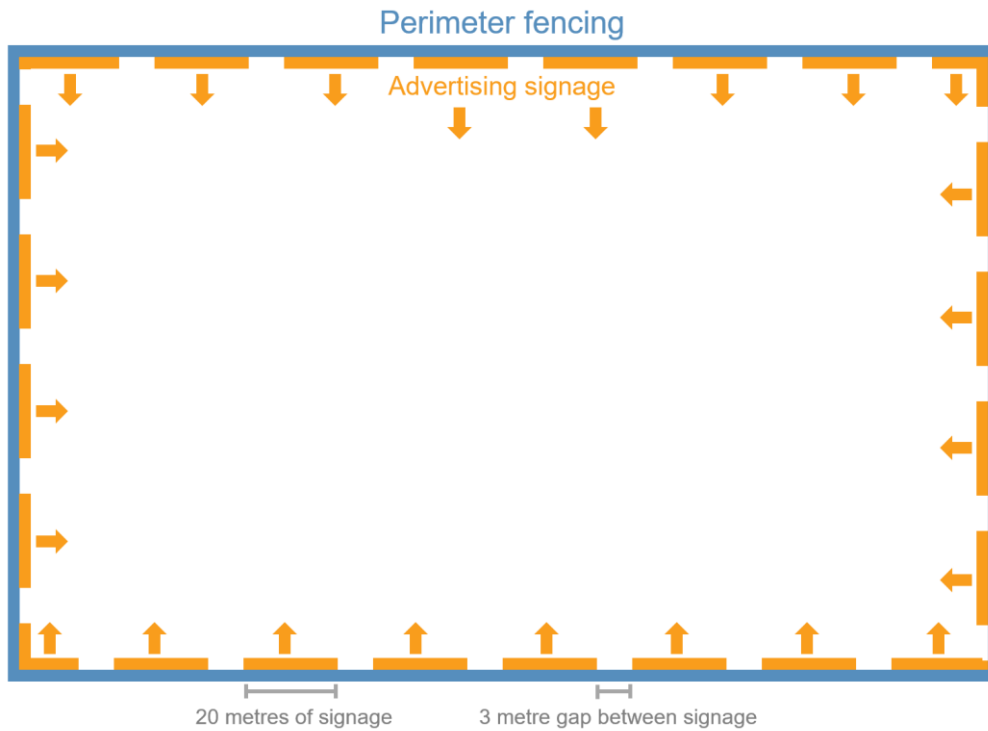
Signage Contents – What can I put on a sign?

- The signs must be appropriate for a public reserve and not in any way be offensive or discriminate on grounds of race, gender or religion. This relates, but isn't limited to, the Victorian Equal Opportunity Act 2010, the Victorian Gender Equality Act 2020 and the Victorian Charter of Human Rights 2006.
- Sponsorship signage for companies involved in the production or supply of fossil fuels is not permitted. This is consistent with the overarching goal of Council's Climate Emergency Strategy and Action Plan and includes but is not limited to petrol retailers.
- 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.
- Signage should not encourage or promote gambling as per Council's 'Reducing Harm from Gambling' Policy and Action Plan and in line with the Victorian Responsible Gambling Foundation's 'Love the Game' program.

Signage Location – Where can I put signage?

- Signs must be oriented to display inward to the reserve users and not positioned to be viewed by passing traffic or people beyond the reserve.
- For sports ovals signage placed on oval fencing, they must not cover more than 50% of the internal circumference and must have a three (3) metre gap between signs every 20 metres.
- Signage on the external circumference of the fence will only be allowed directly in front of social facilities and must not be visible beyond the 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 scoreboard and must not be visible beyond the reserve. Grounds with electronic score boards are encouraged to use this tool to acknowledge sponsors.
- For tennis, netball and other fenced court facilities, signage should face inwards towards the playing area. Signage should be installed so that the top edge of the signage is less than 1.8 metres off the court surface.
- Signage on tennis court fencing is limited to two (2) signs per court being no greater than 1 metre x 1 metre per sign. Signage should be installed so that the top edge of the signage is less than 1.8 metres off the court surface.

Consideration must be given to the fence footings as signage increases the wind loading on the fencing.



Where can't I put signage?

- Signs must not be painted directly onto the walls or the roof of any facility, building or structure on the reserve.

- Signage is not permitted on cricket practice nets or ball protection facilities as they have not been engineered to support the additional loading of any signage.

Other Criteria

- Freestanding signs for sponsor advertising will not be permitted except where there is no oval fencing or extenuating circumstances can be demonstrated.
- Clubs must be able to remove all signs within 10 working days of receiving a request from Council to deliver a clean venue for Council managed or controlled events. Removal and reinstatement is at the Clubs cost.
- Sporting clubs are not entitled to enter into commercial agreements to alter venue names or install signage pertaining to the name of a reserve on a permanent basis.
- Where there is no shared sponsorship agreement between the seasonal tenants, signs must be taken down by the club at the end of the season, otherwise Council will arrange for removal and associated costs will be charged to the club.

Signage Maintenance – Who maintains these signs?

- 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.
- 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.

Existing Advertising Signage – What happens to existing signage?

- Clubs are expected to meet the conditions outlined in these guidelines for all signage installed after the date of adoption and subsequent updates.
- Clubs will be provided with a period of one year from receipt of this advice, to ensure that all existing advertising signage complies with the conditions outlined in these guidelines. After one year, Council will commence removing any existing signage that does not meet the conditions outlined in these guidelines.
- Unless signage is deemed by Council to be dangerous and complies with the conditions of these guidelines, 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.
- Any costs associated with the removal or reinstallation of existing advertising signage will be the responsibility of the club.

Review of Guidelines

The Recreation Reserves Advertising Signage Guidelines will be reviewed three years from the date of approval, or whenever Council determines that a need has arisen unless there is a requirement for more frequent/longer cycle.