



# Kingborough Twin Ovals Advertising & Signage Policy

<b>Policy No:</b>	4.8
<b>Approved by Council:</b>	March 2024
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<b>Minute No:</b>	C54/4-2024
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<b>Version:</b>	4.0
<b>Responsible Officer:</b>	Director Governance, Recreation & Property Services
<b>Strategic Plan Reference:</b>	1.5 An active and healthy community, with vibrant, clean local areas that provide social, recreational

### 1. POLICY STATEMENTS

- 1.1 The Twin Ovals is a high quality sporting facility and all advertising and signage should reflect this high standard.

### 2. DEFINITIONS

- 2.1 **“Advertising Sign”** means a displayed structure bearing lettering or symbols, used to identify or advertise a place of business:

### 3. OBJECTIVE

- 3.1 The objective of the Twin Ovals Advertising and Signage Policy is to provide clear parameters for the display of signage and advertising at the Twin Ovals facility.

### 4. SCOPE

- 4.1 The policy principles will be applied to all areas and infrastructure contained within and including the boundary fence of the Twin Ovals.

### 5. PROCEDURE (POLICY DETAIL)

#### 5.1 General Principles:

- 5.1.1 Regulatory Requirements – All advertising must comply with the provisions of State and Federal advertising regulations.
- 5.1.2 Statutory Requirements – All signage must comply with the requirements of the current Kingborough Planning Scheme.
- 5.1.3 Authorised Users – Signage may only be erected by or on behalf of a club/organisation that has a current user agreement (either seasonal or casual) for use of the facility with the Kingborough Council.
- 5.1.4 Costs – Clubs will be fully responsible for all costs associated with design, production and maintenance of approved advertising signage.
- 5.1.5 Standards – No advertising or signage will be permitted that could be considered offensive, discriminatory or contrary to the values of the Kingborough Council.
- 5.1.6 Quality – All advertising signs shall be professionally produced and of a standard commensurate with the Twin Ovals facility.
- 5.1.7 Removal – Council reserves the right to request clubs to remove signs if a clean venue is required for an alternate event.

#### 5.2 Naming Rights:

- 5.2.1 Facility – The naming rights to the Twin Ovals facility shall be the sole prerogative of the Kingborough Council.
- 5.2.2 Pavilion – The naming rights to the Pavilion shall be determined by Council. Clubs may make application to Council for inclusion of naming rights to the Pavilion as part of a sponsorship package or in recognition of the contribution of a significant club/community member.
- 5.2.3 Function Centre – No advertising naming rights shall be issued for the Function Centre.

### 5.3 Signage Protocol:

- 5.3.1 Pavilion – Permanent or temporary signage may only be erected on the exterior of the Pavilion with prior approval of the Council. No advertising signage will be permitted on the roof of the building.
- 5.3.2 Function Centre – No permanent advertising signage shall be permitted within the Function Centre. Club memorabilia and honour boards shall be confined to the non-public areas of the Upper Pavilion unless otherwise agreed with Council.
- 5.3.3 Removable signage, (eg free standing boards and banners), shall be permitted providing that it is removed by the hirer at the conclusion of their event.
- 5.3.4 Playing Field – No advertising signage shall be painted or erected on the playing surface without the prior approval of Council.
- 5.3.5 Oval Fences – Clubs are permitted to erect temporary sponsor signage on the fence line of the oval(s) without prior approval of the Council provided that such signage:
  - i. Complies with the general principles of this policy;
  - ii. Is professionally produced;
  - iii. Can be readily removed upon request;
  - iv. Has uniform dimensions;
  - v. Is replaced immediately when out of date; and
  - vi. Boundary Fences – No advertising signage is permitted to be erected on the boundary fences of the Twin Ovals facility unless approved by Council.
- 5.3.6 Scoreboards – Approval for advertising signage on the scoreboard(s) may be negotiated with Council.
- 5.3.7 Interchange Benches - Clubs may erect temporary signage on the interchange benches without prior approval of Council provided it complies with the general principles of this policy and is removed at the end of each season.
- 5.3.8 Billboards – Council will give consideration to the erection of billboards at the facility subject to prior negotiation on size, location and design and submission of a development application.

### 5.4 Planning Permits:

- 5.4.1 Requirements – applications for advertising signs may be required in accordance with the provisions of the current Kingborough Planning Scheme.

## 6. GUIDELINES

### 6.1 Installation Conditions:

- 6.1.1 Building Permit – A building permit may be required for any free standing sign or billboard structure.
- 6.1.2 Asset Protection – The installation and dismantling of signage must not result in any damage or defacement of any underground services, Council property or fixtures.
- 6.1.3 Safety – All signage must be designed, constructed, installed and maintained to minimise the likelihood of risk of injury to any person.

### **7. COMMUNICATION**

- 7.1 This policy will be communicated to all staff involved in the management and maintenance of the Twin Ovals facility.

### **8. LEGISLATION**

- 8.1 *Land Use Planning Approvals Act 1993.*  
8.2 Building Code of Australia.

### **9. RELATED DOCUMENTS**

- 9.1 Kingborough Sports Centre Precinct Master Plan 2011.

### **10. AUDIENCE**

- 10.1 Available to sporting clubs and the general public.