
Cessnock City Council

Advertising on Recreation Grounds Policy

Date Adopted: 14/02/1979 Revision: 5

1. POLICY OBJECTIVES

The objectives of this policy are to:

- 1.1. Establish a framework for permissible locations and specifications for signage to be installed by local sporting clubs and organisations on Council owned or managed recreation facilities, whilst maintaining the amenity of the reserve.
- 1.2. To provide opportunities for Council, local sporting clubs and organisations to access sponsorship funding for the maintenance and embellishment of recreation facilities.
- 1.3. To regulate and maintain a degree of uniformity in the extent of advertising and signage permitted within recreation facilities across the Cessnock Local Government Area (LGA).

2. POLICY SCOPE

- 2.1. This policy applies to all Council owned or managed recreation facilities and infrastructure located within these including sportsgrounds, tennis and netball courts, buildings and other minor infrastructure (e.g. fencing, scoreboards, player dugouts, and goal posts etc.).
- 2.2. This policy aligns with Council's DCP, CLEP, terms and conditions of use for recreation areas and the SEPP 64, and as such should be read in conjunction with all of these.
- 2.3. This policy does not apply to passive recreation reserves with no active sporting activities such as parks with playgrounds, walking trails and BBQ/picnic facilities that are predominantly used for informal recreation.
- 2.4. No signage is to be displayed on a Council building (including amenities, kiosk, storage shed etc.) except within a recreation facility under an executed licence agreement.
- 2.5. This policy does not cover naming rights for facilities. Sponsorship agreements between clubs and commercial entities for naming rights will not be formally recognised or assigned to the facility by Council.

3. POLICY STATEMENT

- 3.1. The implementation of this policy will continue to support the fundraising efforts of clubs, whilst maintaining the visual aesthetics of open space areas and associated facilities.

- 3.2. Council values are embedded in the development, review and implementation of this policy to achieve consistent decision-making.

4. SIGNAGE CRITERIA/REQUIREMENTS/ SPECIFICATIONS

- 4.1. Prior to installation, signage may be subject to development consent and if required, a formal development application will need to be submitted to Council for determination.
- 4.2. Signage that is not subject to development consent is subject to Council's written approval in each instance and prior to signage being installed at any Council owned or managed recreation facilities.
- 4.3. Signage must not be principally aimed at people beyond the recreation facility, namely passing traffic, and should be oriented towards the playing surface.
- 4.4. Signage on fences must be at least 30mm and no more than 1.1 metres above the ground (or top of the fence whichever is lowest).
- 4.5. Council will not be responsible for any damage or maintenance of signs.
- 4.6. All sporting clubs and organisations installing signage must supply Council with a photograph/sign proof and list of those signs installed on a seasonal/annual basis.
- 4.7. Signage must not impact adversely on public safety or the amenity of the facility.
- 4.8. Signage must not obstruct any gates, access points, or building openings.
- 4.9. To ensure signage does not have adverse impacts in relation to the overall amenity of the facility, all signage must be professionally produced to a high standard.
- 4.10. One permanent sign promoting future fixture matches may be placed at one entrance to a sporting facility. This sign must be no more than 3.5m² in size and is to have a maximum appropriate commercial sponsorship (including logos) of 20% of the total sign size. The location of any future fixture signage must be approved by Council.
- 4.11. All costs associated with signage (including production, installation, maintenance and replacement) is the responsibility of the allocated sporting club or organisation.
- 4.12. Signage is generally prohibited from being attached to any other fixtures or structures within a sporting facility including amenities buildings, storage sheds, perimeter fencing, trees, safety rails, public toilets, retaining walls, on fences alongside or above retaining walls, seating and bollards.
- 4.13. Signage must not be painted directly onto the walls or the roof of any facility, building or structure within a recreation facility.
- 4.14. Signage must be maintained to a reasonable standard. It is the responsibility of the sporting club or organisation to repair, replace or remove damaged or poorly maintained signs.
- 4.15. Council may order the removal of any unsightly, damaged or unauthorised sign. If the sign is not removed after seven days' notice, Council may remove and dispose of the sign at the clubs expense.

5. ROLES and RESPONSIBILITIES

5.1. Review and determination of signage applications

5.1.1 Council will permit sporting clubs and organisations to display signage on fences, scoreboards, clocks etc. subject to Council's approval in each instance.

5.2. Compliance, monitoring and review

5.2.1. Planning & Environment Team – responsible for the assessment and compliance of signage applications under Council's DCP and CLEP and SEPP 64 – Advertising and Signage.

5.2.2. Open Space & Community Facilities Team – responsible for seasonal inspections of signage, ensuring compliance with this policy and liaison with allocated sporting clubs and community organisations using Council's recreation facilities.

6.1. Reporting

6.1.1. No additional reporting is required.

6.2. Records management

6.2.1. Staff must maintain all records relevant to administering this policy in accordance with Council's Records Management Policy.

7. POLICY DEFINITIONS AND ABBREVIATIONS

Act	means the <i>Local Government Act 1993</i> (NSW)
Council	means Cessnock City Council
DCP	means Cessnock Development Control Plan 2010
CLEP	means Cessnock Local Environmental Plan 2011
Licensed Facility	means an agreement in the form of a lease, licence or other legal occupancy arrangement. Notwithstanding form, a contractual agreement between Council (as property owner) and another party (as property occupant) that binds both parties to the terms of the agreement.
Recreation Facility	means a Sportsground where structured recreation activities (sport or other recreational pursuits) are undertaken and allocated to a sporting club or community organisation.
SEPP 64	means State Environmental Planning Policy – 64 Advertising and Signage
Signage	means any permanent, seasonal or temporary advertising or information sign, board, notice, structure, banner or similar device, containing advertising and/or promotional information of a commercial nature.

8. POLICY ADMINISTRATION

Business Group	Works and Infrastructure
Responsible Officer	Manager Open Space & Community Facilities
Policy Review Date	3 years from date of adoption unless legislated otherwise
File Number / Document Number	DOC2014/024222 (2014 website version) DOC2020/190573 – draft 2020 Policy (this document)
Relevant Legislation	This policy supports Council's compliance with the following legislation: <ul style="list-style-type: none"> • Cessnock Development Control Plan 2010 - Chapter D.5 • Cessnock Local Environmental Plan 2011 • State Environmental Planning Policy (Infrastructure) 2007 – Schedule 1 Exempt development – general • State Environmental Planning Policy No 64 - Advertising and Signage
Relevant desired outcome or objectives as per Council's Delivery Program	Objective 1.2: Strengthening Community Culture 1.2.4.c – Support community groups to manage facilities in conjunction with Council by providing assistance and advice within resources where appropriate. Objective 3.2: Better utilisation of existing open space 3.2.1.a – Continue implementation of the recommendations from the Recreation & Open Space Strategic Plan 2019 Objective 5.3: Making Council more responsive to the community 5.3.8.d_41 – Revise policy on Advertising on Recreation Grounds
Related Policies / Protocols / Procedures / Documents (reference document numbers)	<ul style="list-style-type: none"> ▪ Application for Use of Recreation Area's ▪ Recreation Area's Terms & Conditions of Use

9. POLICY AUTHORISATIONS

No.	Authorised Function	Authorised Business Unit / Role(s)
	Inspecting and approval for the installation, maintenance and/or removal of signage.	<p>Open Space & Community Facilities Team:</p> <ul style="list-style-type: none"> - Manager Open Space & Community Facilities - Recreation & Community Facilities Coordinator - Recreation & Community Facilities Planner - Recreation & Community Liaison Officer - Parks & Reserves Coordinator - Team Leader Sports Field Maintenance <p>Development Services Team:</p> <ul style="list-style-type: none"> - Team Leader Development Services - Development Compliance Officers

10. POLICY HISTORY

Revision	Date Approved / Authority	Description Of Changes
1	14 February 1979 – CE 9/1979 W&S - 784	New Policy adopted
2	5 March 2003 - DC&RS26/2003 - 781	Amended Policy adopted
3	16 May 2012 – QS31/2012 – 2047	Amended Policy adopted
4	August 2014	Periodic review
5	April 2021	Periodic review for adoption

11. Appendices

Nil.

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