

Advertising signs on sports fields and reserves

Council policy

1 Policy statement

We support the promotion of sporting clubs and their sponsors through the placement of approved advertising signage at sports fields and reserves during periods of hire and use.

2 Scope

This policy applies to all hirers of sports fields and reserves across the City, except those located within the Blacktown International Sports Park.

3 Definitions

Sports field	A specific location within the City for the conducting of organised sports training, competition or other recreational activities.
Sporting clubs	A registered sporting group that has been formed by individuals with a common interest to participate in sporting activities with the majority of its membership residing in Blacktown.
Seasonal hirers	Any sporting club or association or individual that has been given approval by us to hire a sports field for the conduct of seasonal training and/or competition games by its members.
We, us, our	Blacktown City Council

4 When we will allow signage

- 4.1 We will allow sporting clubs to display signage during any period of seasonal hire and/or on game days subject to sections 5 to 7 below.
- 4.2 All signage must primarily promote the sports club and can include a reference to sponsors. Signs to include the contact details and/or logo for the club and may include sponsors details.
- 4.3 We will not allow reference to any sponsor that:
- provides products or services that do not comply with our duty of care, aims and core or moral values (including tobacco and alcohol); conflict with Council's policies or services provided either directly or indirectly
 - promotes material or services that is improper or unethical
 - likely to bring Council or Council's officials into disrepute
 - is a political party, religious organisation or provider of adult entertainment.
- 4.4 We will not allow any signage that we consider is obscene, offensive, derogatory or defamatory.

5 We may allow temporary installation of signs by seasonal hirers

- 5.1 Sporting clubs who enter into a seasonal hire arrangement with us may apply (see Section 7) to install temporary signage within the subject sports field/reserve for the duration of their period of hire.
- 5.2 Suitable locations will vary depending on the layout and facilities at the relevant sports field/reserve and may include on buildings, storage sheds and fencing. Signs cannot be affixed to any tree or other form of vegetation.
- 5.3 We will only allow signs to be affixed to buildings or storage sheds where we have provided the 'infrastructure' to do so. No alteration or building modification is to be carried out to accommodate signage.
- 5.4 We will only allow signage to be affixed to field fencing where installation does not damage or compromise the integrity of the fencing or impede sight lines. Any signage affixed to field fencing must be installed facing the playing surface and cannot be installed in the opposition direction, facing outward from the playing surface.

Installation of signage on external or boundary fences is not permitted and signage should be installed in a manner that avoids facing any public street, highway or railway line.

- 5.5 We require all temporary signage to be installed during a period of seasonal hire to be:
- made from a weatherproof PVC or vinyl material or similar with anti-graffiti coating. Signs cannot be made from metal, including aluminium or wood
 - of high-quality design and finish with no sharp or protruding edges
 - not more than 3 metres in length and 2 metres in height
 - the signage and installation of the sign is to be carried out to a professional trade-like manner and be in keeping with the amenity and aesthetic values of the reserve.

Signs must not be animated, illuminated, inflatable, electronic or a roof/sky sign.

- 5.8 We may request the sporting club to remove any signage that is unauthorised, unsafe, objectionable or not in good repair. Should the club fail to comply with Council's request to remove the signage as requested within the timeframe as indicated, we may arrange for the removal and impound any sign that breaches this policy.
- 5.9 We will not be responsible for the upkeep or replacement of any installed signs.
- 5.10 All signage to be removed by the sporting club at the conclusion of the hired period.

6 We will allow the placement of game day signage

- 6.1 We will allow all hirers of our sports fields to display 'game day' signage during the period of use on any game day.
- 6.2 Game day signage must be portable and only displayed within the sports field/reserve during the period of use. It may include banners, club flags, bunting, A-frame signs, sandwich boards or calico signs.
- 6.3 The placement of game day signage must be within the boundary of the sports field/reserve and must not obscure, obstruct or interfere with road traffic signs, motorists or pedestrian vision, emergency access to playing areas or otherwise adversely affect road and pedestrian/participant safety.

- 6.4 Game day signage cannot be affixed to any building, shed, fence, tree or other form of vegetation.
- 6.5 Any A-frame or similar on-field sideline barrier signage must be made of soft (sponge/rubber) materials that collapse on impact to minimise impact injuries.
- 6.6 Placement of any on-field/sideline barrier signage must be maintained to the minimum buffer zones in accordance with any regulations established by the sporting body/association for that sport.
- 6.7 We may remove and impound any sign that we consider to be unauthorised, unsafe, objectionable or not in good repair, in line with this policy.

7 Applying to install temporary signage

- 7.1 Seasonal hirers must submit a 'Sports field advertising signage application', which is to be accompanied by:
 - a plan of the sporting field/reserve showing the proposed location of the signage
 - details of the proposed sign including the proposed material and dimensions
 - a proof of the proposed design/layout including any wording, logos and sponsor reference.
- 7.2 Approval will only be provided for the current/upcoming period of seasonal hire.
- 7.3 We will assess signage applications at the start of each season with no application fee applicable. We will charge an application processing fee for each sign application received during the season.
- 7.4 We reserve the right to refuse any application.
- 7.5 We reserve the right to remove any unauthorised signage. Penalties may apply.

8 References and approvals

Category	Sports field maintenance
Reports	PO1550 SL300009; CS4203 SL320091, CA430012
Date created	08/08/2012
Version	3
Last review	August 2023
Approval	Council on 25 October 2023
Next review	August 2027
Owner	Director City Assets
Responsible officers	Manager Open Space Maintenance Senior Coordinator Sports fields.
Related policies	Regulatory enforcement policy
Related delegations	N/A
Related law	State Environmental Planning Policy (Industry and Employment) 2021 Public Spaces (Unattended Property) Act 2021
Related documents	Sports field advertising signage application