

Advertisements and signs at sporting facilities

It is recognised that sponsorship and advertising is important to sporting clubs for promoting activities, major events, raising funds and attracting new members.

Council recognises that there is a requirement to manage and control sponsorship, promotional and advertising signage to ensure that the visual integrity of Council land is maintained through compliance with Council by-laws, lease and licence agreements, seasonal hire arrangements, policies and the *Planning, Development and Infrastructure Act 2016*.

Acknowledgement of Council as the primary sponsor/provider of a leased or licenced facility is also a tenant responsibility.

The purpose of this document is to provide direction to the community and Council staff for the management and control of community signage located on Council owned or managed open space which is occupied by sporting clubs, user groups or community groups on formal lease or licence, or facility hire arrangement with Council.

Importantly, Council approval is required for signage so that a high level of coordination and public safety for signs on road reserves and within active recreation areas is maintained.

Common questions about advertisements and signs

What are my tenant responsibilities in relation to signage and sponsorship?

As per Council's Leases and Licences to Sporting and Community Organisations Policy, the tenant is responsible for ensuring:

- a. All signs in the leased or licenced area are maintained to the satisfaction of the responsible authority
- b. All signs are securely fastened and kept free of graffiti
- c. The months in which sporting club sponsorship signage is displayed is related to the seasonal allocation of the ground (if applicable)

- d. All signage installed by the tenant obtains Council approval (as owner), development and/or building approval, if required, prior to installation.

Sponsorship/advertising related to elected officials or candidates is permitted, however the tenant/hirer/occupier must ensure an impartial and balanced approach and consider any relevant sponsorship/advertising application.

Building name signage for exclusively leased facilities is the responsibility of the tenant, however the tenant must obtain approval from Council as owner, as well as any development approval required, prior to finalising a design or installing signage. Council is also to have input into the design process to ensure it meets approved Council standards.

Do I need to get approval before installing signage on the road verge, Council land (fence, open space, reserve/oval furniture or other infrastructure on the land) or Council building?

Yes. Prior to ordering and installing a sign you must first check with Council if approval is required.

Approval is required for all signage whether it be a banner, event sign, permanent sign, mesh sign, etc.

A-frames do not require approval as long as they comply with provisions relating to moveable signs detailed in [By-law 5](#) – Moveable Signs. Information can be obtained via Council's [website](#).

Do I need approval when I am just replacing a sign?

Yes. We need to check if the design and dimensions or material of the sign being amended or the location being changed.

Will my request for signage be approved?

This depends on the type, size and nature of the proposed signage.

Types of development that usually need approval under the *Planning, Development and Infrastructure Act 2016* are:

- Building work and construction
- Changing a land use, for example an office to a shop
- Altering land boundaries, for example subdividing land into two
- Advertising.

Who is responsible for the cost of approved signage?

The full cost of the development application (if required), installation, preparation, maintenance and removal and/or replacement of requested signage is the responsibility of the club. Should damage to a Council asset occur as a result of the installation, maintenance or removal of any signage which may be approved or not approved, the club will be responsible for the full cost of any rectification works carried out by Council.

Clubs are expected to maintain all advertising and promotional signage in an acceptable and safe condition at all times, at their cost. This includes the immediate removal of graffiti, damaged and broken signs.

Is sponsor and advertising signage considered a development?

Third party advertising (i.e. signage that promotes a business or commercial activity other than the sporting club at the location) is development regardless of whether it's on public or private land.

Advertising and promotional signage (including sponsor signage) must not be principally aimed at people beyond the reserve/oval/facility, namely passing traffic. That is, signs need to be facing inwards towards the reserve/oval/facility.

What controls do Council have in regard to signs?

If a sign is installed on Council land without authorisation, an expiation notice may be issued and the sign removed. A fee is also applied for the return of any sign removed by Council.

Council will remove signage if:

- It has been installed without approval
- It has fallen into a state of disrepair or relates to an activity that no longer operates
- A copy of a certificate of currency for public liability insurance is not provided to Council and one has been requested
- It contains offensive or inappropriate wording
- It is not constructed or designed in a satisfactory manner
- It unreasonably restricts a road, sight lines, Council infrastructure or endangers public safety.

Is an engineering assessment required?

To ensure structural integrity of the proposed signage during extreme weather events, an engineering assessment may be required for freestanding signage and signage attached to court or oval fencing, practice nets or other fencing infrastructure. Where required, the full cost of any assessment is the responsibility of the club.

Do I need to have insurance for signage?

The club must ensure that all club signage is covered by its own insurance policy, to the level prescribed in a club's seasonal tenancy agreement, licence or lease agreement. The club must indemnify Council against any claims that may arise out of or in any way related to the signage.

Is there any topics that should not be displayed on signage?

The information on the signage must be to the satisfaction of Council in regard to the message being presented. A reasonable person should not find the message offensive or discriminatory.

Signage must not contain direct product advertisements for alcohol and tobacco products, adult entertainment or gambling.

Council reserves the right to remove or disallow any advertising it deems inappropriate.

Can I rename a building or reserve?

Building and reserve name signs identify the official building and/or reserve name along with the display of Council's logo and club logo (if applicable).

Reserve naming rights are preferred to be displayed on a separate sign and require prior Council approval and must include Council's logo as well as the design being approved by Council prior to manufacture. Council can also assist with designing signage, if required.

Amendments to naming rights require the approval process to be repeated. Naming rights signage is a club expense.

Signage already installed with prior Council approval, which does not meet the stated design requirements, will be updated subject to Council funds becoming available.

Signage installed without prior Council approval or not installed per Council direction will be removed, after communication with the relevant club and he lessee, licensee or hirer.

Are there any alternatives to sponsorship signage?

Sponsor signage can be placed inside a built facility (approval is required from Council for permanent or heavy signage to be placed on internal walls).

A club may also like to move to an electronic means of sponsor signage via an advertising loop on a television/promotional screen within the clubroom.

Social media and website acknowledgments to club sponsors are also recommended.

How do I commence the application process for club related or sponsor signage to be located within a sporting facility (not on a perimeter fence)?

Your first step is to enquire with Council's Recreation Planning and Facility Coordinator to understand the application process relevant to your signage request.

You will receive a response which guides you on how to apply, which may include:

- An application to upgrade a community or sporting facility
- An application under the *Planning, Development and Infrastructure Act 2016* via Plan SA.

Useful information to include in your enquiry:

- A site plan showing the proposed location of the sign
- Structural details of the sign, materials, size and spacing
- How the sign is to be attached to the fence, building or other infrastructure
- Details of the wording and design of the sign
- A statement clearly indicating who will be responsible for the sign (ordering, maintenance, monitoring)
- Any request for a freestanding sign must be accompanied by a quotation for installation by a qualified contractor.

How do I apply?

Temporary signage on a footpath or Council land (including perimeter fencing) to promote a club or event

To display or erect a sign or banner, other than a moveable sign, on a footpath or Council land advertising an event requires permission in accordance with Council [By-law 2](#), [By-law 3](#) and [By-law 5](#).

With Council permission, these signs may be displayed for one month prior to the event in any twelve month period.

This includes permission for temporary signage at certain locations including:

- Corner Golden Grove and Milne Roads, Ridgehaven (Modbury Soccer Club)
- Yatala Vale Road, Surrey Downs (Tilley Recreation Park)
- Golden Grove Road, Wynn Vale (grassed area between Park Lake Drive and Highgrove Road)
- Corner The Grove Way and Surrey Farm Drive, Golden Grove
- Corner The Grove Way and The Golden Way, Golden Grove (clock tower)
- Corner The Grove Way and Bicentennial Drive, Golden Grove
- Corner The Golden Way and Botany Drive, Golden Grove.

Applicants do not get exclusive use of the above locations and an exact position on the perimeter fence is not a guarantee should an application be approved.

Recommended dimensions, other useful information and how to apply for permission can be obtained on Council's [website](#).

Permanent or ongoing signage (i.e. on an internal fence or building)

Approval for signage inside a sporting or community facility (i.e. club name, sponsor sign, naming rights) is via an application to upgrade a community or sporting facility.

Applications are subject to review by an assessment panel which may include representatives from various Council departments including Recreation and Leisure Services, Civil Assets, Buildings and Projects and Marketing and Communications.

Mesh is the material required for signage to be installed on a fence or lighter weighted structure. Sizes may vary and the applicant is required to identify the size of the proposed signage in the application.

Typical dimensions for signs are (in mm) 300 x 450, 450 x 600, 1200 x 900 or 2400 x 1200.

Signs proposed to be installed on a fence structure are to be no larger than 3000 x 1000mm.

Cable tie attachments are preferred for temporary signage, or C clips for signs proposed to be installed for longer periods.

Signage proposed to be attached to a building or similar structure should be of aluminium or ACM (Aluminium Composite Material), with the proposed fixing method included as part of the submission for Council's consideration.

Advertising signage on a perimeter fence

Applications for advertising signage on perimeter fencing (not covered under temporary signage above) is via [Plan SA](#)

What is advertising signage? These are signs that advertise a service or product and are not located on the premises where the service or product is vended.