ACTIVE RESERVES SIGNAGE AND SPONSORSHIP POLICY 2025

Policy Overview

This Policy outlines the signage approval and installation process for Monash sport and recreation reserves, and ensures all signage is safely erected and maintained, and is consistent with relevant legislation and Council policy, and does not detract from the visual amenity of the reserve.

RESPONSIBILITIES:	Manager, Active Monash
RELATED MATERIAL:	Refer *Relevant Documents* Section
RELATED LEGISLATION:	Refer *Relevant Documents* Section
REVIEW:	The Chief Executive Officer will review this policy as required and in accordance with any legislative changes and/or requirements.

POLICY VERSION:	Version 1
POLICY DATE:	June 2025
REVIEW DATE:	Every 4 years

SUPERSEDED POLICY:	
POLICY DATE:	

ENDORSED BY:	MONASH COUNCIL
DATE:	24 June 2025 Council Meeting
SIGNATURE:	n/a

Index

ACTIVE RESERVES SIGNAGE AND SPONSORSHIP POLICY 2025 1
Policy Overview 1
1. Summary 3
2. Policy Statement 3
3. Purpose 3
4. Context 4
5. Definitions 4
6. Types of Signs 6
7. Scope of Policy 7
8. Out of Scope (Policy Exclusions) 7
9. Planning Permit Exempt Signage 8
10. Signage Not Permitted 8
11. Policy Implementation 9
11.1 Signage requiring Approval 9
11.2 Sponsor Nomination Criteria 9
11.3 Signage Applications for approval under this Policy 9
11.4 Signage Materials, Installation and Construction Criteria 10
11.5 Maintenance 11
11.6 Right to Remove 11
12. Existing Signage in Reserves 11
13. Policy Authority 12
14. Reporting, Monitoring and Review 12
15. References and Related Documents 12

1. Summary

The City of Monash has the responsibility to ensure there is a consistent approach to signage in its sport and recreation reserves and that all signage is safely erected, maintained and does not detract from the visual amenity. Advertising, sponsor, promotional and club signage will be permitted on Council's sport and recreation reserves provided it is consistent with the criteria and conditions set out in this Policy and it does not trigger the requirement for a planning permit under the Monash Planning Scheme.

2. Policy Statement

2.1 Tenant sports clubs are permitted to install signage that advertises and promotes club sponsors, programs, activities and events in Council sport and recreation reserves providing it is consistent with the criteria and conditions set out in this Policy and does not require a Planning Permit (i.e. planning permit exempt).

2.2 Under this Policy, the following types of signage will require the written approval from the Manager, Active Monash:

- Temporary Event Signage (outward facing) – temporary signage facing outwards from the reserve frontage providing it is planning permit exempt and not one of the three pre-determined Community Billboard Advertising Board locations that require a permit from Community Laws
- Advertising, sponsor, promotional or club signage that is permanently affixed or mounted on Council buildings, infrastructure and structures inside pavilions (e.g. walls, doors, windows etc)
- Any seasonal, temporary or club interior signage that remains in place beyond the club's playing season or tenancy agreement expiry date.

3. Purpose

To establish a framework for the approval and installation of advertising, sponsor, promotional and club signage by tenant clubs on Council sport and recreation reserves to ensure:

- Signage content and installation is appropriate and of an acceptable and safe standard.
- Consistency in approvals to tenant clubs displaying their sponsors' advertising and promotional signs.
- Signage mounted on Council buildings, infrastructure and inside pavilions is coordinated, deemed appropriate, and safely erected and maintained.
- Opportunities, where appropriate, for sporting clubs to generate sponsorship or advertising income that supports their activities.
- Reserves and facilities continue to be accessible and safe for use by all sectors of the community.
- The visual amenity of sport and recreation reserves is appropriately maintained.

- A coordinated approach to sponsor and advertising signage where there are multiple tenants involved.

4. Context

The City of Monash currently has 38 active reserves and 96 sports clubs accommodated across its sport and recreation reserves.

Some reserves have temporary "real estate" signage at the entrance to the reserve promoting the club, its activities (e.g. events) and contact details. These signs usually contain advertising, sponsor or promotional material of the real estate agent sponsoring the club.

Some reserves also have advertising, sponsor and promotional signage around field boundary fencing and signage affixed to infrastructure such as pavilions, scoreboards and coaches' boxes.

Many existing pavilions have a variety of club signage on the interior walls of pavilions to recognise their members and the clubs' history. As buildings in reserves (e.g. clubrooms and pavilions) are upgraded or redeveloped, Council needs to consider that facilities may be shared by multiple tenants and the community, potentially at the same time.

Many reserves also have electronic scoreboards (external) and smart TV screens or projectors (indoors) which have the capacity to display digital advertising, sponsor and promotional messaging during tenant club allocated access times.

This Policy acknowledges that sponsorship agreements incorporating advertising and promotional signage provides clubs with an important source of income that helps support the provision of sporting activities and opportunities for the local community. The implementation of this Policy will continue to support the sanctioned fundraising efforts of clubs.

This Policy looks to balance commercial interests of companies and local businesses with Council's and the community's aesthetic, ethical, and environmental standards. This Policy aims to guide the integration of signage in a way that supports local businesses, promotes healthy lifestyles, and enhances the community's overall experience in sport and recreation, whilst complying with relevant legislation and policies.

5. Definitions

Naming Rights (out of scope) - is a name associated with the reserve (or facility). Any Naming Rights signage (i.e. Sponsor Naming Rights), where a commercial entity pays a fee to have their name associated with the reserve (or facility) must be approved by Council in accordance with Council's corporate Naming Rights Policy). Any approved naming will not replace the base name that is recognised in the Register of Geographic Place Names or edit place names in on-line platforms or digital mapping systems (e.g. google or apple maps).

Place (Base) Names (out of scope) are the official names of places and features registered in the Register of Geographic Place Names which will not change. While sponsor names may change under Council's corporate Naming Rights Policy, place (base) names will not be changed. Place (base) names as recorded in the Geographic Place Names Act 1998 and in accordance with the Naming Rules for Places in Victoria 2022 fall outside the scope of this Policy.

Reserve (or 'Active Reserve' or 'sport and recreation reserve') refers to Council-owned and managed public open space used for sport and recreation purposes. This also encapsulates all sport and recreation infrastructure located in reserves such as:

- Sports facilities -sports pavilions, clubrooms, and grandstands
- Active areas - sports grounds, fields and pitches, synthetic playing surfaces, outdoor courts, lawn bowls and bocce rinks, golf courses, scout and girl guide facilities in reserves, etc.
- Supporting Infrastructure - scoreboards, spectator shelters, sports lighting, cricket practice wickets, coaches' boxes, player dug outs, goals, playgrounds, shelters, oval fencing, court fencing, etc.

Reserve Signage refers to any advertising, sponsorship and promotional signage in sport and recreation reserves and typically includes:

- ***Advertising, sponsor, and promotional signage** means all seasonal and temporary board, notice, structure, banner, electronic screen, mesh/cloth/PVC fence signage, flag or similar device containing advertising, sponsor, and promotional information of a commercial nature. The tenant club can generate income from sponsor advertising and the promotion of commercial material.

- **Reserve, wayfinding and information signage** refers to signage that conveys reserve identification, location, and direction to users of open space including vehicles and pedestrians into and within a reserve. This type of signage is typically Council's responsibility and needs to be consistent with Council's Signage Style Guide. Advertising, sponsors, or promotional signage is not permitted on reserve wayfinding and information signage. Typical reserve signage include: Reserve ID sign; Vehicle Totem sign; Pedestrian Totem sign; Building / Facility ID sign; Pole-mounted wayfinding sign; Regulatory bollard sign; and Interpretive sign.

- **Club (promotional) signage** refers to any outdoor, club-initiated promotional signage that promotes the tenant club's activities and events. This type of signage is typically displayed on real estate boards. This signage is often outward-facing and would typically require a planning permit unless is qualifies for a planning permit exemption under Section 52.05-10 of the Monash Planning Scheme.

- **Inward-facing signage** refers to temporary signage that is facing in towards the centre of the sportsground or inward into the reserve, for reserve users. It is not intended for, nor can it be easily seen by passing traffic and pedestrians. Generally this signage does not require Council approval under this Policy.

- **Outward-facing signage** refers to temporary signage that is faces outwards from the reserve, facing an audience external to the reserve i.e. facing out towards the street and paths beyond the reserve. This signage is targeting passing traffic and pedestrians and requires Council approval under this Policy.

- ***Club interior and other signage** refers to any indoor, club-initiated signage such as internal wall signage, honour boards, plaques, commemorative signs and trophies, flags, banners, photos, decals, trophies, and includes club (and sponsor) advertising on apparel and equipment (e.g. jerseys), etc.

  ***Note**: All seasonal, temporary and club interior signage can be displayed for the club's playing season only (i.e., a six (6) or twelve (12) month period commencing from the first day of the sporting club's season) and will be limited to the term of the seasonal tenancy or playing season or occupancy agreement for the reserve, unless the Manager, Active Monash provides written confirmation that the signage can remain in place outside of the club's playing season.

6. Types of Signs

This policy recognises that signs which are erected on sport and recreation reserves owned or managed by Council generally fit within one of the following categories:

6.1 Permanent Signage

Includes reserve identification signs, identification of sporting club signs, sports ground identification signs and wayfinding signs permanently erected at either the entrance to the recreation reserve or at sports grounds within the reserve or on a main building servicing that reserve or sports ground.

6.2 Seasonal Signage

Includes removable advertising, sponsor, promotional or club signage around sports facilities, active area or supporting infrastructure in reserves e.g. perimeter fencing, coaches' boxes, scoreboards etc. Signage is to face inwards towards the playing surface. Signs may be erected on the outside of the fencing if facing the pavilion only. Signs are to be removed at the end of the playing season or tenancy unless prior written agreement is made between tenant club/s and Council. Unless prior written agreement is made between tenant club/s and Council, this includes all:

- *Advertising, sponsor, and promotional signage*
- *Club (promotional) signage* and
- *Club interior and other signage.*

6.3 Temporary Seasonal Signage

Refers to advertising or promotional signage or club identification signage erected or displayed at training and game days throughout the season and removed after the training/game/tournament, such as banners, A-frame signs and corflute signs.

6.4 Temporary Event Signage

Refers to the temporary advertising of 'one off' community events, commonly on real estate boards that face outward from the club's home reserve frontage that promote club membership drives, fundraising activities, open days etc., that are planning permit

exempt and not one of the three pre-determined Community Billboard Advertising Board locations that require a permit from Community Laws.

6.5 Community Billboard Advertising Boards

Community events can be publicised to assist local not-for-profit organizations promote significant events. Permits are available to place advertising boards on several pre-determined, prominent and strategically located Council properties across the city. These are located at:

- Corner of Stephensons and High Street, Roads (NW Corner)
- Corner of Springvale and Waverley Roads (SW Corner)
- Corner of Huntingdale and High Street Roads (SW Corner).

Monash's Community Laws Department issue permits for Community Billboard Advertising Boards at the above three locations, at no cost to local community groups.

6.6 Electronic and Audio messaging and advertising from Electronic Scoreboards (or similar)

Electronic advertising refers to the electronic messaging and displays of club events, activities, and the promotion of club sponsors and their services or products (messages, images or sound) e.g. via an electronic scoreboard, screen or speaker.

Any electronic or audible sponsor advertisements must be in accordance and consistent with the terms and conditions of this Policy. Audible sound from the scoreboards is not authorised without Statutory Planning approval.

7. Scope of Policy

This Policy relates to all signage in Monash sport and recreation reserves.

Only tenant clubs located within the City of Monash area are eligible to erect advertising, sponsor, promotional and club signage.

This Policy only applies to signage which is exempt from the need for a planning permit as per clause 52.05-10 (Signs not requiring a planning permit) of the Monash Planning Scheme.

Any sign which does not meet these exemptions will be required to obtain a planning permit. To find out if a planning permit is required – applicants can contact Council's Statutory Planning Department via the general customer service phone number.

8. Out of Scope (Policy Exclusions)

This Policy does not apply to the following:

- Place (base) names used in existing signage that are recorded in the Geographic Place Names Act 1998 and in accordance with the Naming Rules for Places in Victoria 2022.
- Out-of-scope approvals for signage such as:
    - Community Billboard Advertising Boards in one of the three designated signage locations around the municipality.

    - Any naming rights, sponsor naming or commemorative naming signage that requires Council approval.
    - Any signage that triggers a requirement for a Planning Permit.
    - Any signage that triggers a requirement for a Building Permit.
- Council services and facilities that are operated directly by Council e.g. Monash Libraries, Monash Youth Services, Active Monash etc.
- Community facilities where sport is not considered the primary use e.g. neighbourhood houses, community centres, senior citizens centres, men's sheds etc.
- Plaques and memorials - the Plaques and Memorials Policy, August 2024 details the procedure for assessing requests for plaques and memorials.
- Passive recreation reserves with no active sport club, facilities, or infrastructure.
- All sporting reserves located on State Government land (e.g. Department of Education or Parks Victoria) unless otherwise specified in user agreement.
- The editing or replacement of place (base) names in on-line platforms or digital mapping systems (e.g. google or apple maps etc).

9. Planning Permit Exempt Signage

Types of signs that are likely to be planning permit exempt under Section 52.05-10 of the Monash Planning Scheme are:

- A sign on a major sports and recreation facility, provided the sign's display cannot be seen from nearby land i.e. be inward-facing or facing playing surfaces.
- A sign inside a building that cannot generally be seen outside.
- A sign with a display area not exceeding five (5) square metres publicising a local recreational event not held for commercial purposes. Only one sign may be displayed on the land, it must not be an animated or internally illuminated sign, and it must not be displayed longer than 14 days after the event is held or 3 months, whichever is sooner.
- A sign publicising a special event on the land or in the building on which it is displayed, provided no more than eight (8) signs are displayed in a calendar year and the total number of days the signs are displayed does not exceed twenty-eight (28) in that calendar year. The sign must be removed when the event is finished.

If Council's Statutory Planning Department determines that the signage request will trigger a requirement for a planning permit, then the requester will need to make appropriate enquiries at their own expense. Refer to Apply for a Planning Permit.

10. Signage Not Permitted

The following signage is not permitted in Council reserves:

10.1 Political Advertisements

The advertisement of political parties or political issues including election advertising boards or election candidate signage is not permitted in reserves.

Sponsorship signage free from political party names or election referencing is permitted in reserves.

10.2 Tobacco, Alcohol & Gambling

Sponsors that promote activities and products associated with tobacco, alcohol, and gambling or gambling premises.

10.3 Offensive and Inappropriate Content

Advertising, names, or content that is likely to give offence, considered offensive, or perpetuates gender stereotypes.

11. Policy Implementation

11.1 Signage requiring Approval

Monash's Leasing and Licencing Policy 2024, and club tenancy agreements, require tenant clubs to obtain the prior written consent of Council before displaying or affixing any signs, advertisements or notices onto its buildings or facilities, except for temporary seasonal signage and advertising that is inward-facing and cannot be seen from outside the reserve.

Under this Policy, types of signage that requires the written approval from the Manager, Active Monash includes:

- Temporary Event Signage (outward facing) – temporary signage facing outwards from the reserve frontage providing it is planning permit exempt and not one of the three pre-determined Community Billboard Advertising Board locations that require a permit from Community Laws
- Advertising, sponsor, promotional or club signage that is permanently affixed or mounted on Council buildings, infrastructure and structures inside pavilions (e.g. walls, doors, windows etc)
- Any seasonal, temporary or club interior signage that remains in place beyond the club's playing season or tenancy agreement expiry date.

11.2 Sponsor Nomination Criteria

Signage for Sponsors will only be permitted if the sponsor is:

- Has made a significant financial contribution to the local community or the tenant sport club;
- Whose business and activities, as far as possible, takes into account Council's policy positions, complies with section 10 of this policy and does not conflict with any relevant legislation; and,
- Has the support of all tenant clubs at the reserve.

The terms of any Sponsor Agreement must align with this Policy and the term of any agreement (between the sponsor and the club) must not exceed the club's tenancy agreement expiry date.

11.3 Signage Applications for approval under this Policy

Tenant clubs that need written approval from the Manager, Active Monash for a sign in a reserve must email a signage application to Recreation Services for consideration to: recreation@monash.vic.gov.au.

The signage application must:

- Comply with conditions outlined in this Policy;
- Be in scope and demonstrate that the signage is planning permit exempt;
- Include details of the proposed signage including design, dimensions, materials, orientation, location (site plan), mounting arrangements and content (wording) of the proposed sign;
- Not be aimed at or intended for people beyond the reserve, namely passing traffic, unless it is temporary event signage that is planning permit exempt;
- Confirm the club agrees that the signage will be covered by its own insurance policy and confirms that the club indemnifies Council against any claims that may arise out of, or are related to, the signage;
- Confirms the club has a seasonal tenancy agreement, lease or license agreement for the sporting recreation reserve for which the application is being made. Where there is shared occupancy of a sporting recreation reserve as a home venue, an agreement to install the signage must be reached between all tenants e.g. The sponsor has the support of other tenant clubs of the facility (confirmed in writing);
- Provides evidence that the club is financially sound, has no financial debts with Council and does not haves a current payment plan in place;
- Demonstrates the proposed signage does not have adverse impacts in relation to amenity and public safety;
- Acknowledges that any editing or replacement of place (base) names in on-line platforms or digital mapping systems (e.g. google or apple maps etc) is not permitted as part of any Sponsorship Agreement.

11.4 Signage Materials, Installation and Construction Criteria

Evidence that all necessary approvals and permits have been obtained must be provided before any works can commence.

All signage must be securely fixed or displayed to ensure the possibility of injury to any person or damage to any Council asset is avoided. The finishes and materials used in the construction of all signage must have no sharp or exposed edges and all fixing (nails and screws) are to be recessed or countersunk.

It is preferred that signage be made from environmentally sustainable or recyclable material or if likely to be hit, absorptive material (e.g. corflute, banners) which are more forgiving if impacted.

To ensure the proposed signage does not have adverse impacts in relation to the overall amenity of the reserve, all signage must be professionally produced to a high standard.

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 fencing and practice nets. Where required, the full cost of any assessment is the responsibility of the club. Freestanding signs must be installed by a qualified contractor.

Generally, the installation of signage constitutes non-structural works and will not require a building permit. However, in some circumstances, such as when engineered footings are

required and underground services are involved, a building permit may be required. The club assumes full responsibility to verify the existing conditions and structural implications of the signage installation, and assumes full liability for any faults, damage or injury caused by the signage installed. If a building permit is required – the club will need to contact Council's Building Department via the general customer service phone number and apply.

11.5 Maintenance

Council accepts no responsibility, liability or obligation for repair any damage to, or theft of, or damage or injury caused by any signage or structure approved in accordance with or as a result of this Policy.

Signs are considered assets of the club and must be maintained and inspected by the club on a regular basis to ensure that they are fit for a public reserve and represent no danger to the public or property.

Clubs are expected to maintain all advertising, promotional and 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. The Club will be informed by Council if the sign is considered unsafe or untidy and if the club fails to repair or remove the sign, the sign will be removed by Council and the club will be invoiced for any associated removal and disposal costs.

Responsible clubs will need to make good any signage that is in need of maintenance or repair at their own expense.

11.6 Right to Remove

Council reserves the right to arrange the removal of any signage at any time should the club not meet the conditions outlined in this Policy or if:

- It conflicts with Council values, policies, strategies and plans
- It causes offence and or unwanted controversy
- It is deemed unsafe
- The tenant club folds, their tenancy ends or the conditions of occupancy change
- It is in breach of an occupier's occupancy agreement
- The facility is due for redevelopment or renewal
- If it is no longer compliant with Council planning or building regulations and/or local laws and/or permit
- By resolution of Council
- If any signage has been installed that requires approval under this Policy but has not been approved. Any non-approved signage will be removed and impounded by Council and charges may apply.

12. Existing Signage in Reserves

Clubs are expected to meet the conditions outlined in this Policy for all existing signage installed.

Council officers will conduct regular audits of signage in its reserves and will notify clubs in writing (via email) of any non-conforming signage.

Clubs will be provided with a period of two (2) months from date detailed on the notice (email), unless the sign is unsafe, to ensure that all existing signage complies with the conditions outlined in this Policy. After two (2) months, Council will commence removing any existing signage at the club's expense that does not meet the conditions outlined in this Policy.

13. Policy Authority

The authority for approval of signage requests within the scope of this Policy lies with the Manager, Active Monash and is subject to the conditions and nomination criteria detailed in this Policy.

14. Reporting, Monitoring and Review

Responsibility for this Policy rests with the Recreation Services (Active Monash) department to inform sports clubs about the content and meaning of this Policy and will monitor the review this Policy every four (4) years and report as required.

Monash clubs are responsible to adhere to the policy.

15. References and Related Documents

The following legislation and Council policies affect the operation of this Policy:

(a) Geographic Place Names Act 1998
(b) Naming Rules for Places in Victoria 2022
(c) Monash Council Plan 2025-2029
(d) Monash Health and Wellbeing Plan 2025-2029
(e) Monash Outdoor Advertising Policy
(f) Monash Leasing and Licencing Policy 2024
(g) Sportsground and Pavilions Conditions of Use
(h) Gender Equity Framework
(i) Monash Planning Scheme Section 52.05 Signs
(j) Community Billboards Advertising Conditions and Procedures (Appendix 1)
(k) Plaques and Memorials Policy, August 2024
(l) Charter of Human Rights and Responsibilities Act 2006
(m) Gender Equality Act 2020
(n) Gender Equality in Advertising & Communications Guidelines