

Active Reserves Signage & Sponsorship Policy

Consultation Report

3rd February – 14th March 2025



Active Reserves Signage & Sponsorship Policy

Consultation Report

The community consultation and engagement program for the Active Reserves Signage & Sponsorship Policy ran from *3 February 2025 to 14 March 2025.*

During the consultation period, there were 281 visitors to the Shape Monash page and 23 submissions received.

Summary of Engagement:

1. Shape Monash on-line consultation - 23 on-line submissions received via Active Reserves Signage & Sponsorship Policy | Shape Monash. 2 submissions did not provide a written response.

2. Onsite Meetings with the following clubs were held during the consultation period:

- Glen Waverley Hawks Sports Club
  Ken Calder - President
  Capital Reserve
  Date: 10 February 2025

- Glen Waverley Bowls Club
  Frank Staebe - President
  Central Reserve
  Date: 20 February 2025

- Oakleigh South Bowls Club
  Greg Telley - President
  WA Scammell Reserve
  Date: 11 February 2025

3. Direct Email – resident sporting clubs were directly emailed and encouraged to complete the on-line submission form.

4. Email Submissions – 2 email submissions received via recreation@monash.vic.gov.au.
   Key:

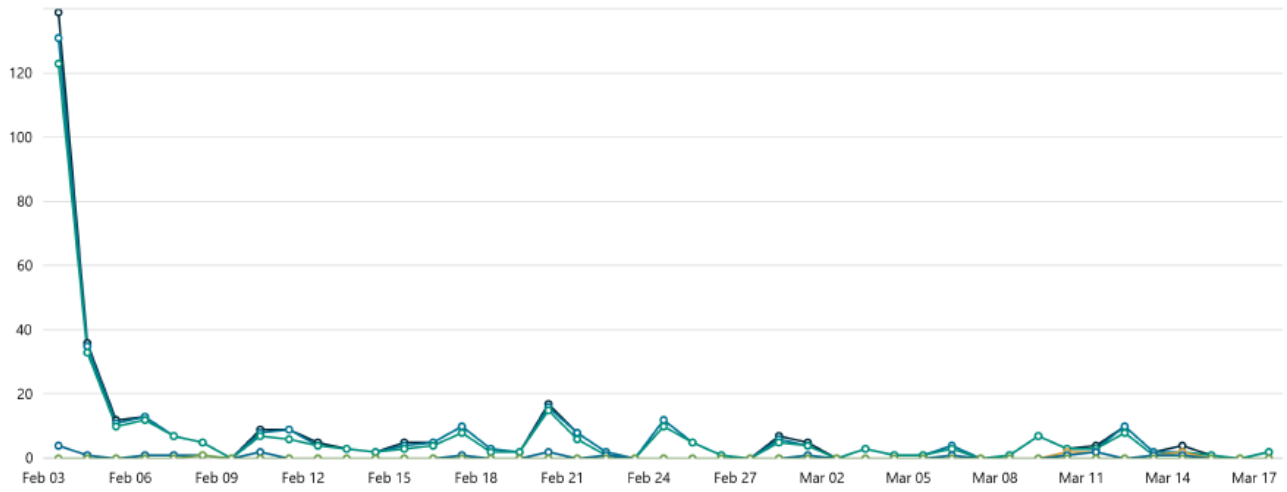
No. of submissions received	Key Theme
#11	Support New Policy
#10	Oppose New Policy
#2	Not relevant or position unclear

Shape Monash

Report Type: Project
Project Name: Draft Active Reserves Signage and Sponsorship Policy
Date Range: 03-02-2025 - 17-03-2025
Exported: 17-03-2025 13:08:00

Performance Summary

Information regarding key visitation and utilisation metrics for your Site or projects.



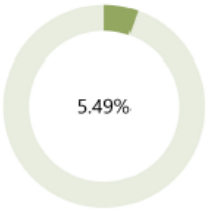
365 Views	346 Visits	281 Visitors	23 Contributions	20 Contributors	1 Followers

Views - The number of times a Visitor views any page on a Site.
Visits - The number of end-user sessions associated with a single Visitor.
Visitors - The number of unique public or end-users to a Site. A Visitor is only counted once, even if they visit a Site several times in one day.
Contributions - The total number of responses or feedback collected through the participation tools.
Contributors - The unique number of Visitors who have left feedback or Contributions on a Site through the participation tools.
Followers - The number of Visitors who have 'subscribed' to a project using the 'Follow' button.

Conversions

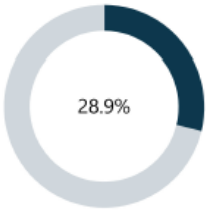
Information regarding how well your engagement websites converted Visitors to perform defined key actions.

Feedback



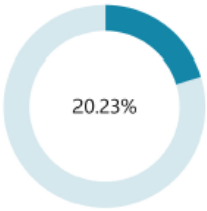
Percentage of visits where at least **1 contribution** was made.

Attention



Percentage of visits that lasted at least **1 active minute**.

Actions



Percentage of visits where at least **2 actions** were performed.

Participation

Information regarding how people have participated in your projects and activities.

Contributions by Activity
Contributions by Activity is a breakdown of contributions across each tool

Activity	Contributions	%
Form	23	100%

Top Activities
Top Activities is the top 5 tools that received the highest contributions

Activity	Page Name	Contributions	Contributors
Form	Draft Active Reserves Signage and Sponsorship Policy	21	20
Form	Draft Active Reserves Signage and Sponsorship Policy	2	2

Projects

The current number of published projects on your site

Engagement Time

0 Days	6 Hours	23 Minutes

Feb 3rd 2025	Monday
Peak Visitation Date	Peak Visitation Day

Top Visited Pages
Summary information for the top five most visited Pages.

Page Name	Visitation %	Visits	Visitors
Draft Active Reserves Signage and Sponsorship Policy	100%	344	279

Engagement Time

0 Days	6 Hours	23 Minutes

Feb 3rd 2025	Monday
Peak Visitation Date	Peak Visitation Day

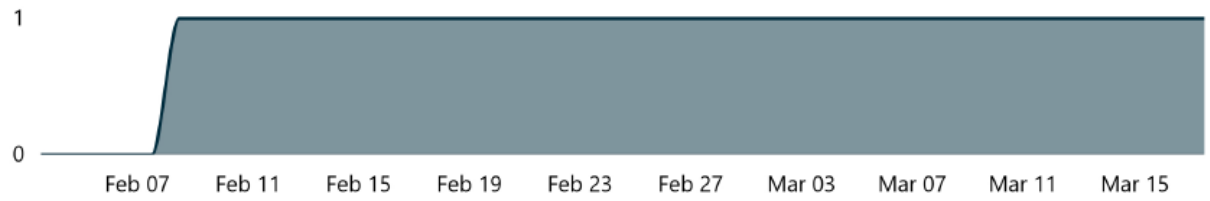
Top Visited Pages
Summary information for the top five most visited Pages.

Page Name	Visitation %	Visits	Visitors
Draft Active Reserves Signage and Sponsorship Policy	100%	344	279

People

Information regarding who has participated in your projects and activities.

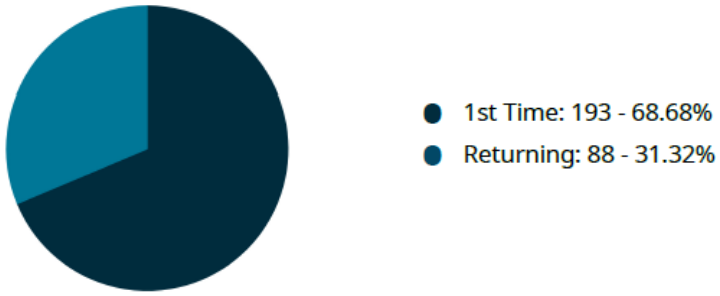
Follower Activity
Information regarding the activity of registered Members who have 'followed' or subscribed to one or more projects.



1 Total Followers	1 New Followers	1 Total Follows	1 New Follows

Total Followers - The number of unique Members who have 'followed' at least one project.
New Followers - The number of new unique Members who have 'followed' at least one project within the specified reporting date range.
Total Follows - The number of total 'follows' performed by all Followers across all projects. Each Follower may record multiple Follows.
New Follows - The number of new total 'follows' performed by all Members across all projects within the specified reporting date range.

Visitor Profile
Visitor Profile is a comparison between new visitor and returning over the selected period



First Time - The number of Visitors that are visiting a Site for the first time within the reporting date range.
Returning - The number of Visitors that have made more than one Visit to a Site within the reporting date range.

Acquisition

Information regarding the method by which Visitors arrived to your Site or projects.

Referral Types
Referral traffic is the segment of traffic that arrives on your website through another source, like through a link on another domain.



Direct - Visitors who have arrived at a Site by entering the exact web address or URL of the page.
Search Engine - Visitors who have arrived at a Site via a search engine. Such as Google, Yahoo, etc.
Websites - Visitors who have arrived at the Site after clicking a link located on an external website.
Social Media - Visitors who have arrived at a Site by clicking a link from a known social media site such as Facebook, X, LinkedIn, etc.
Campaigns - Visitors who have arrived through a campaign (using a UTM). See your email campaign report for more details on campaigns sent from this platform.

Downloads

Information regarding your downloads, the total set of unique documents downloaded, total downloads of all files, and your top downloads.



261
Total Downloads

Top Downloads
Top file downloads in your selection, ordered by the number of downloads.

File Title	File Type	Downloads
Draft_Active_Reserves_Signage_and_Sponsorship_Policy_2025_v3.pdf	PDF	248
7.2.1-draft-active-reserve-advertising-and-sponsorship-policy.pdf	PDF	13

Email Campaigns

Information regarding your email campaigns, your total campaigns, the total number of recipients, and your top campaigns by click-through rate (clicks as a percentage of total recipients).



1
Email Campaigns Sent



1,821
Total Recipients



8.07%
Click-through Rate

Top Campaigns
Top email campaigns that have activity in your selection, ordered by click-through rate (clicks as a percentage of total recipients).

Campaign Name	Recipients	Clicks	Click-through Rate
Draft Active Reserves Signage and Sponsorship Policy	1,821	147	8.07%

Written Submissions

Contribution ID	Date Submitted	On-line Submission via Shape Monash
21238 #1	Mar 14, 2025, 01:07 PM	I don't disagree with having a policy in place, however the content is designed to screw clubs and be impossible to administer. The council policy is something that is needed but with club struggling what us and council help advertise the clubs at the reserves like they used to rather make it harder and harder for clubs. I don't know what this had against me or my sporting club.
21236 #2	Mar 13, 2025, 08:44 PM	It is not clear whether approval is needed where "inward facing" or "facing the playing surface" seasonal signage can be seen from nearby land (due to the proximity of the grounds to a local street). If approval is needed, then this would mean that we would need approval for all sponsor signage which is a considerable burden on the club volunteers to obtain. The document should be clearer that if it is "inward facing" or "facing the playing surface" then it is exempt.
21225 #3	Mar 11, 2025, 01:39 PM	The whole policy seems to be written around those sports that are seasonal, and have large, open sporting facilities, such as football (AFL), cricket, soccer etc. For clubs that have more than one season per year (e.g. tennis, which has summer, winter, spring and autumn seasons), and use their facilities all year round (are not sharing facilities with other clubs in an "off" season), and use the fencing surrounding the courts as the primary means of erecting signage, large portions of the policy are irrelevant, or at best, hard to interpret. Also, there are no definitions of policies around signs that are erected for reasons of safety, standards of behaviour, how to contact coaches, match convenors etc, so the policy is lacking. Instead of trying to create a policy that assumes it can be equally relevant to all sports, it would be great if the tennis clubs in Monash were consulted about their signage needs, and a special section (or policy) was created that clearly addresses our situation, which is not currently covered in the policy.
21224 #4	Mar 11, 2025, 12:13 PM	Oakleigh Cricket Club DEFINITIONS ARE SATISFACTORY SCOPE AND RESPONSIBILITIES ARE SATISFACTORY THE DRAFT POLICY SEEMS A WELL CONCEIVED POLICY.

21222 #5	Mar 10, 2025, 08:32 AM	Oakleigh South Bowls Club In summary South Oakleigh Bowling Club (SOBC) does not think this policy matches community expectations and feel there is no objective evidence to support safety considerations. In fact there are studies we can refer you to from Monash University that show no correlation between car safety and static signage. SOBC has no issue with seeking Council approval for outward facing signage (to check if appropriate etc) but to have a blanket ban on any outward signage is really without due consideration. It would appear there is a different rule for government owned properties compared to those owned privately. There needs to some consideration in this process to an element of fairness. SOBC believes signage that promotes community groups or businesses that assist the local community should be allowed. It is of benefit to all concerned. There is a concern that this draft policy is being used to support Council's stated policy to have its bowls club share resources/assets (SOBC thinks this may be code to mean to encourage mergers) in that it will restrict potential sources of income from sponsors and place a financial strain on clubs such as ours. SOBC urges Council to rethink this draft policy to ensure there is equity across all sectors, consider the impact on income streams and how this sits with Council's direction for bowls clubs to seek alternative income streams, as well as look at some form of financial compensation for the loss of sponsorship if this policy is implemented as is. There needs to be broader consultation on this policy.
21206 #6	Mar 06, 2025, 09:21 AM	This Policy is totally unnecessary for the Bowls Club signage, and we do not feel it helps the Club in anyway. The Definitions and Terms are superfluous. If Council wants to implement its standards on Clubs like ours, it should resource itself to do so, rather than draw club volunteers into pointless form filling and process implementations to satisfy new council requirements. This Policy is simply additional red tape being put in place without any prior thought given how the community can possibly resource such control requirements. Furthermore, specifics such as requiring Honour Boards to be in line with new Council requirements and under Council's control (as an example) are ludicrous. Why doesn't Council offer to provide onsite resources to administer their requirements? That might be helpful and would be a fairer way of helping clubs, rather than imposing ever increasing requirements on our limited volunteer resources.
21201 #7	Mar 01, 2025, 08:04 PM	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.

		Seriously?? How is a club supposed to garner support and sponsorship revenue with inward-facing advertising. Do you people have any idea of the workings of any sort of sporting/community club? If you referring to the responsibility of costs of any engineering assessment, building permits etc. etc. Fair enough. It's not like the club would expect anything from council in the way of support in this area. I often wonder if council has any real interest in what a sporting club contributes to the community. Perhaps if council members were to spend some "out of hours" time to experience the contribution a club makes to the community they would be less inclined to have a negative impact on the virtual survival of that club. Then again, I often wonder if these surveys are ever actually looked at? I sort of think not.
21177 #8	Feb 22, 2025, 11:42 AM	The timeline for approval of appropriate signage by Active Monash requires clarity. If an organisation seeks to advertise at sports facilities, it will be imperative to ensure approval is swift to enable the signage to be visible during the season.
21170 #9	Feb 20, 2025, 05:50 PM	Clear and concise. Should be easy to follow with clear examples of what is acceptable and what is not. The policy should include directions regarding temporary signage such as printed on paper. Soon becomes litter when not secured. Provide notice boards? Keep up to date and tidy. What is appropriate sponsorship. Reflect values of community promoting healthy options. Clubs using council grounds should be no smoking. Clear signage for this. Sponsorship for clubs using council owned grounds to reflect values of community e.g. no billboard for fast foods.
21167 #10	Feb 20, 2025, 09:08 AM	Oakleigh Amateur F.C We understand that some sporting facilities/ reserves are going over the top but gaining council permits is money grabbing and creating more work for volunteers. Should be case by case and not a blanket rule.
21149 #11	Feb 17, 2025, 06:33 PM	There is no evidence to back up the assumptions that signage on roads is a sufficient danger or distraction to drivers to push this through. If that was the case, there would be no signage on our freeways advertising all manner of goods and services. Cities like Tokyo and Ney York are literally walking billboards - so to what end is this for, other than to reduce the earning capacity of sports clubs that desperately need the income provided. The council certainly aren't putting their hands in their pockets to cover this shortfall, are they? There is absolutely no evidence to suggest there is any danger or risk of outward facing signage being responsible for accidents. If you are going to block this important revenue-earning capacity for struggling sports clubs, should I also expect that I won't see any advertising on the M1 on my way to work each day or when travelling through the city. State government has already destroyed small business, now you want to restrict the way they can advertise their business whilst letting big business have a free for all? You're having a laugh, right?

21128 #12	Feb 10, 2025, 09:39 PM	Poseidon Angling It seems like a fair way to allow all clubs to input their signage concerns. Need to see final draft and individual signage.
21127 #13	Feb 10, 2025, 09:14 PM	Glen Waverley Hawks Sports Club Because it will create a standard across the board for all clubs. Had a meeting with members of the draft proposal committee today and basically our club complied with all requirements. I think it is a good idea to standardise all signage in whatever format it is.
21122 #14	Feb 08, 2025, 11:54 PM	Victorian Sikh Association It clearly sets out the guidelines for the Clubs. Clubs will take ownership and responsibility.
21109 #15	Feb 07, 2025, 01:25 PM	Lum Reserve Tennis Club It seems straight forward, probably just a couple of clarifications required: 1. What things are planning permit exempt? 2. Under 2.2, are things on a noticeboard considered permanently affixed given the noticeboard is permanently affixed?3. Under 10.2, what if a sponsor is a pub, but you have a deal whereby members get a discount on food only, so you're not promoting alcohol?
21045 #18	Feb 03, 2025, 05:29 PM	it appears that the amendments and recommendations are for the safety and well-being of people within the community BUT could ai ask that any signage, including advertising is in ENGLISH given it is the national language of this country.
21044 #20	Feb 03, 2025, 05:02 PM	These policies have been in place for quite some time and seems to be working ok.

21042 #21	Feb 03, 2025, 11:37 AM	Oakleigh Amateur Football Club Not sure what the need it to conduct this survey? Every club is run on volunteer's and the Monash Council are creating more work for nothing. Sporting clubs all around Australia need community business to support the local clubs and i wish the Monash Council focus on more important issues! Sporting clubs look fantastic when they have a good range of sponsors signage around the grounds, plus its vital to the survival of the local clubs. Each year is becoming tougher and harder to raise money for ground rental and other costs associated. Will the Monash Council supply extra storage at the clubs to if they required the signage to come down during their off season? Will there be a timeline (2-3 years) to change over signage as this will be a big cost to clubs to change signage?
Email	February 17, 2025, 3:12 PM	Glen Waverley Bowls Club - Frank Staebe Our first impressions of this document are not overly positive on a few levels. I will be consulting with my colleagues on the Board internally as well as some of the other Monash Bowls Clubs. As you are aware Maria, getting sufficient volunteers is always an issue for clubs and it appears to me that this Policy, would require the monitoring and management of a whole new set of controls and processes, further requiring the imposition of lots of additional red tape for very little benefit (if any in our case). What is the point? Your officers in any case are entitled to visit the property under the terms of the Lease. They can simply let us know if there is anything offensive to council on our site (e.g. ex-sponsor Waverley RSL signage). They are just some initial thoughts. But we will respond on your survey link in due course.
Email	March 10, 2025, 8:29 AM	South Oakleigh Bowls Club – Glen Telley Thanks for giving us the opportunity to comment on this draft policy. Will also do the survey. I would also like to thank you for organising Alexa and her colleague (sorry I have forgotten her name) coming to the club last month to explain what the policy means in terms of what we can and cannot do. In summary SOBC does not think this policy matches community expectations and feel there is no objective evidence to support safety considerations. In fact, there are studies we can refer you to from Monash University that show no correlation between car safety and static signage. SOBC has no issue with seeking Council approval for outward facing signage (to check if appropriate etc) but to have a blanket ban on any outward signage is really without due consideration.

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