

Title	Advertising Devices on Council Property
Council Resolution	Item 11 (20 March 2017) as per Council Minutes
Responsible Directorate	Corporate Governance
Due for Review	Four (4) years from Council Resolution Date
Strategic Plan Reference	<u>Leading our Community</u> <i>4.1 Govern in an open and responsible manner in the best interests of the community.</i> <i>4.2 Manage our resources to achieve community outcomes</i>
ECM	Council Policy

PURPOSE

This policy provides guidance on when Council will permit the use of Advertising Devices within Council Property.

SCOPE

This policy applies to any Advertising Device used, or proposed to be used, on Council Property.

STATUTORY REQUIREMENTS

Acts	<i>Local Government Act 1993</i>
Regulations	Not applicable
Australian/International Standards	Not applicable

DEFINITIONS

Advertising Device	A device used for exposing for sale, or for the purpose of publicising, any matter.
Council Property	Any land owned or administered by Council.
Device	Any design, writing, drawing, three-dimensional object, depiction, symbol, structure, erection, placard, banner, notice, signboard, projection, image, animation, hologram, publication or sign of any kind.
General Manager	The General Manager of Council, or delegate.
Sports Ground	Council Property which is a sports playing field or facility that is owned or administered by Council
Recreation Reserve	Council Property (other than a sports ground) which is used for recreation, and includes, but is not limited to, a park.

POLICY STATEMENT

1. Except for the limited circumstances outlined in the Policy, Council's default position is that it will not authorise the display of any Advertising Devices on Council Property.
2. Council may authorise the display of an Advertising Device within a Sports Ground where:
 - (a) the person or entity displaying the sign has entered into a licence agreement with Council on terms satisfactory to Council, and
 - (b) the Advertising Device will only be visible to persons attending the relevant sports Ground.
3. Council may authorise the display of an Advertising Device within a Recreation Reserve where:

- (a) the primary purpose of the Advertising Device is to publicise an event being staged by Council, for which Council is a sponsor, or with which Council has an association, or
 - (b) the Advertising Device is displayed in conjunction with an event which has been approved by Council (for example, a sign advertising a business that is authorised to operate in a Council reserve as part of a festival).
4. All Advertising Devices displayed, or to be displayed, under this Policy require the prior written approval of the General Manager.
5. This Policy does not alter any requirement of any person or entity to comply with the requirements of any applicable law, including, but not limited to the requirement to:
- (a) obtain a Planning Permit under the *Land Use Planning and Approvals Act 1993*
 - (b) obtain a licence, permit or other type of approval required under a by-law, and
 - (c) comply with any code, standard, Act, regulation, rule, requirement, or other law that regulates the use of the Advertising Device from time to time.

BACKGROUND

In line with community expectations and Council's responsibility to govern responsibly and in the best interests of the community, Council must ensure that the use of Advertising Devices on Council Property is limited to particular circumstances and in compliance with Council's requirements. It is the primary intention of Council that Council Property may only be used to promote private or commercial interests where it may result in a benefit to the community, or for a community event, and does not adversely impact amenity or environmental values.