

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 by an External Party.

STRATEGIC PLAN ALIGNMENT

Leading Our Community

Objective 4.1 Govern in the best interests of our community

Objective 4.2 Prioritise our resources to achieve our community's goals

STATUTORY REQUIREMENTS

Acts	<i>Local Government Act 1993</i> <i>Land Use Planning and Approvals Act 1993</i>
Regulations	<i>N/A</i>
Australian/International Standards	<i>N/A</i>

DEFINITIONS

Advertising Device means a device used for exposing for sale, or for the purpose of publicising, any matter.

Commercial Property means a property used primarily for the sale of goods or services such as a retail shop or business office.

Council Property means any land and associated structures owned or administered by Council.

Device means any design, writing, drawing, three-dimensional object, depiction, symbol, structure, erection, place card, banner, notice, signboard, projection, image, animation, hologram, publication or sign of any kind.

External Party means any group or individual that is not the Glenorchy City Council.

General Manager means the General Manager of Council or delegate.

Sports Ground means Council Property which is a sport playing field or facility that is owned or administered by Council.

Recreation Reserve means Council Property (other than a sports ground) which is used for recreation and includes but is not limited to a park.

POLICY STATEMENT

1. The display of any Advertising Devices on Council Property is prohibited unless in accordance with this Policy.
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 lease or licence agreement with Council on terms satisfactory to Council, and
 - (b) the Advertising Device is inward facing to primarily 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. Council may authorise the display of an Advertising Device at a Commercial Property where the advertising device is used to promote the sale of goods or services that are provided from that property.
5. All Advertising Devices displayed under this policy must be located in a position that is safe and that will not affect vehicle or pedestrian traffic.
6. All Advertising Devices displayed, or to be displayed under this policy require the prior written approval of the General Manager. Council reserves the right to refuse any application that it deems inappropriate.
7. Council will not authorise any Advertising Devices that are deemed to be offensive or discriminatory, or that are directly associated with alcohol, tobacco or gambling.
8. This policy does not alter any requirements 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 codes, standard, Act, regulation, rule, requirement of other law that regulates the use of 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’s 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 including or for a community event. The advertising must not adversely impact amenity or environmental values.

DOCUMENT CONTROL

Version:	2.0	Adopted	27 June 2022	Commencement Date	28 June 2022
Minutes Reference	Council Meeting 27 June 2022, item 6			Review Period	4 Years from adoption
Previous Versions:	v 1.0 adopted 20 March 2017 (Council meeting, Item 11)				
Responsible Directorate	Infrastructure and Works		Controller:	Manager Property, Environment & Waste	
ECM Document No.:	Policies				