

1 PURPOSE

To establish guidelines for purpose and content of a sign on a Council reserve for the identification of the reserve, use or event on the reserve, sponsorship arrangements and to permit structures for commercial advertising.

To provide guidance for signs displaying general advertising of a commercial nature within a Council reserve if the provision of such signs can provide a broader community benefit.

2 OBJECTIVE

That the content and purpose of Identification, sponsorship, and advertising signs on Council reserves are required to –

- a) maximise community benefit;
- b) manage actual and perceived risks to Council; and
- c) be installed and operate under clear obligations for content and maintenance

3 SCOPE

This policy relates to signs on Council reserves.

4 DEFINITION OF TERMS

Council reserve means a Council reserve to which the *Public Reserves and Public Buildings By- Law, By-Law No. 1 of 2011* (or subsequent by-law) applies.

Sponsorship signs means signs limited to the name of the organisation which provides current sponsorship to the occupant of, or to a use or event conducted at or on, a Council reserve.

Social Return on Investment assessment is a formal method for measuring extra financial value (i.e., environmental and social value) relative to resources invested.

Commercial advertising signs are signs, displays, or devices used to promote or advertise a business, product or service or brand for commercial purposes, and are not solely a sponsorship sign.

5 POLICY

- 5.1 Council may install and maintain Council-branded outward facing signs at access and egress points to the reserve and at the reserve boundary, for the purpose of identifying the reserve;
- 5.2 Other than Council-branded signs authorised in paragraph 5.1, no signs are permitted to be installed at access and egress points to the reserve and no outward facing signs are to be installed at the reserve boundary or on an external fence of a Council reserve;
- 5.3 Community and sporting groups that have a lease or licence with Council authorising use of all or part of the reserve may install within the reserve sponsorship signs that includes wholly or in part sponsorship identification, provided Council's written approval is obtained prior to the installation of the sign and the sign fully complies with the requirements of this policy;
- 5.4 For the removal of doubt, sponsorship signs may be installed in a Council reserve if visible to the public from outside of the reserve, including inward facing signs affixed to a boundary fence, provided the requirements of this policy are satisfied.
- 5.5 Community and sporting groups cannot install commercial advertising signs on a Council reserve.
- 5.6 Location of any sign within a Council reserve must not interfere with use of the reserve, or constitute a hazard or inconvenience to reserve users or general public;
- 5.7 Council may provide a map of a reserve identifying areas available for signage and signage may only be installed in those designated areas;
- 5.8 Council may by resolution allow commercial advertising structures or signs, including billboards or electronic displays, if such structures or signs can demonstrate an additional and broader community benefit to be determined by an independent Social Return on Investment assessment. Any cost of the assessment is to be paid by the applicant.
- 5.9 Commercial sign structures must only be erected and managed if there is a legal agreement with the Council which –
- a) May be subject to Council successfully undertaking a Disposal of Public Land process under the Local Government Act 1993;
 - b) Establishes that the responsibility for erection and maintenance of the sign

structure is with the party named in the agreement;

- c) Establishes that the responsibility for provision, fixing, maintaining and removing the content of the sign is with the party named in the agreement;
- d) Restricts the content of advertising material in accordance with clause 5.11 of this Policy;
- e) Requires the manager of any commercial advertising sign must ensure all advertising contracts contain a clause to the effect that the right to place material on the sign does not constitute or imply an endorsement of the product, service or message by the Burnie City Council; and that such advertising does not constrain the Council from carrying out its legislative, compliance or any other functions;
- f) Indemnifies the Council against liability for any damage resulting from the sign structure or from the nature of any message displayed on the sign.

5.10 Any commercial or general advertising sign on a Council reserve must fully comply to the requirements of the applicable planning scheme, building regulations, Council by-laws, and State regulations;

5.11 The following products or services advertising must not be promoted on advertising structures or general advertising signs:

- a) tobacco and tobacco related products;
- b) Political advertising during Commonwealth , or Tasmanian State or Local Government electoral periods;
- c) Advertising of a religious proselytising nature;
- d) Sex and sex services;
- e) Advertising completely dedicated to gambling sites, products or activities;
- f) Messages deemed discriminatory under Commonwealth or State legislation; and
- g) Advertising that may present a potential conflict with Council's policies and responsibilities to the community.

5.12 Determination of what constitutes non-permitted advertising under this policy is at the discretion of Council and any determination will be final.

5.13 Council reserves its right to remove any signs installed that are determined to be in contravention of this policy.

6 LEGISLATION

Local Government Act 1993 (Tas)
Australian Human Rights Commission Act 1986 (Cwth)
Age Discrimination Act 2004 (Cwth)
Disability Discrimination Act 1992 (Cwth)
Racial Discrimination Act 1975 (Cwth)
Sex Discrimination Act 1984 (Cwth)
Anti-Discrimination Act 1998 (Tas)

7 OTHER REFERENCES

Public Reserves and Public Buildings By-Law, By-Law No. 1 of 2011 (or subsequent by-law)
Receipt of Gifts, Benefits and Inducements Policy CP-CCS-CG-028

Policy Endorsement	
Responsibility:	It is the responsibility of the Director Operations to implement and ensure compliance to this policy. It is the responsibility of the People and Safety Unit to maintain this policy in the corporate document framework.
Minute Reference:	Item AO043-25
Council Meeting Date:	25 March 2025
Strategic Plan Reference:	Making a Better Burnie 2044 Goal 5: Democratic and engaged communities Key Direction 5.1: Leadership through communication, consultation, collaboration and facilitation
Previous Policies Replaced:	This policy replaces the previous Identification, Sponsorship and Advertising Signs on a Council Reserve Policy, version 2.1 adopted by Council on 21 July 2015 and amended on 28 April 2016 to v2.1.
Date of Commencement:	26 March 2025
Publication of policy:	Members of the public may inspect this policy at the City Offices, or access it on Council's website: www.burnie.tas.gov.au