



GREATER SHEPPARTON CITY COUNCIL

SPORTS FACILITY USE AND SIGNAGE POLICY

Effective: 19 July 2022



SPORTS FACILITY USE AND SIGNAGE POLICY

Version:	2
Business Unit:	Parks, Sport and Recreation Department - Infrastructure
Responsible Officer:	Manager Parks, Sport and Recreation
Adopted By:	Council - 19 July 2022
Next Review:	19 August 2025

1. PURPOSE

This policy describes the considerations and principles for allocation of sporting fields, signage and associated facilities for hire.

2. OBJECTIVE

To provide equitable access and safe playing conditions for users while sustainably managing available sports facilities.

The objectives of the Sports Facility Use and Signage Policy are:

- To provide a responsible, consistent, transparent and equitable process for the use of Council sports fields and associated facilities
- To provide agreed principles to prioritise use and management of sports fields and associated facilities managed and/or owned by Council
- To assist Council in the allocation of sports fields and facilities when competing requests are received
- To provide clear direction which is consistent with other Council policies, local laws and relevant legislation affecting the use of sports fields and facilities
- To ensure provision of adequate and timely maintenance activities to sustain quality sporting facilities for use by the community
- To provide guidance on establishing fees and charges for use and contributions for development
- To establish the expectations of respectful and positive interactions between users and Council as a condition of use
- To provide clear and equitable access to sports facilities for sponsorship signage for user groups and avoid conflicting aspects of signage in a way that avoids dispute

3. SCOPE

This policy applies to sports grounds and associated facilities located within the Greater Shepparton municipality which are owned and/or directly managed by Council, and does not include Community Asset Committees (formerly S.86 Committees of Management).

4. DEFINITIONS

Reference term	Definition
e.g: Immediate Family Member	The legal spouse, children or step children of the employee.

5. POLICY

1.1 Sustainability

If, during the season, the condition of the field deteriorates, Council may, at its discretion, reduce the hours or cancel the right of a user group to use a field.

1.2 Facility Allocation

Council will consider the following hierarchy for prioritising facility allocation:

- Major Events - Council endorsed major events
- Level of competition - higher levels of competition will be given a higher weighting. Higher age groups will be given a higher weighting
- Financial sustainability - users that demonstrate financial viability and meet financial obligations to Council
- User groups with long term agreements with Council - established usage patterns will be considered in allocating access
- Associations, schools and community groups

Note – All bookings are to go through Council’s Parks, Sport and Recreation Bookings Officer and final approval will be made by the Manager Parks, Sport and Recreation.

1.3 Compulsory Contributions to Capital Infrastructure

Council will prioritise capital infrastructure upgrades at sporting facilities where there is confirmed financial contribution from user

groups in accordance with Council's Sporting Facilities, Grounds and Pavilions User Guide.

1.4 Eligibility to Hire Fields

To be eligible to hire sports fields and associated facilities, user groups must have a public liability policy with a minimum of \$20 million coverage.

1.5 Pre-season and Out of Season Booking Requests

Bookings for additional use outside of seasonal arrangements may be approved by the Manager Parks, Sport and Recreation. This will be determined considering the following:

- Ground conditions
- Maintenance activities are not programmed

1.6 Fees and Charges

The fees and charges for hire of Council sports fields and/or associated facilities are based on a classification rating system with Classification 1 venues attracting the highest fees. Fees and charges are adopted annually as part of Council's budget process.

The schedule of fees will be available on Council's website.

1.7 Temporary Closure of Fields

Council will close any sports field and/or facility, where required, to protect the playing surface, reduce risk to competitors and the public, to complete capital or maintenance works, in poor weather conditions or to allow rehabilitation of the ground after damage.

1.8 Signage

Council will ensure there is a consistent approach to signage and that signage is safe, maintained and does not detract from the visual amenity or reputation of the facility. This will be determined considering the following:

- Written permission is required from Council prior to the installation of any form of signage at a Council owned or managed facility. A copy of the layout (including colour scheme) and the wording of the proposed advertising sign is to be submitted as part of the approval process. Council's

approval can only be provided by the Director Infrastructure or Manager Parks Sport and Recreation

- Where there are multiple user groups at one facility equal share of sponsorship signage area will be allocated. User groups who book the facility may cover other users signs if written permission is approved from the sign owner. However if a venue club is of a competitive status at a Regional, State, National or International standing and is a professionally live-streamed event, then such written permission is not required from the aforementioned sign owner but that such signage is to be authorised by the CEO or under delegation. This last iteration is to come into effect as at 01 January 2024
- Temporary signs for sponsor advertising is also subject to written prior approval from Council
- Clubs must be able to remove all signs on request to deliver a clean venue for Council managed or controlled events
- Signs must not be painted directly onto the walls or the roof of any facility, building or structure on the reserve
- The signs must be appropriate for a public reserve and not in any way be offensive or discriminatory.
- Signage cannot be associated with alcohol, cigarettes (including tobacco products) or gambling
- Signs must be oriented to display inward to the reserve and not positioned to be viewed by passing traffic or people beyond the reserve to meet the objectives of the Shepparton Planning Scheme section 52.05.10
- Clubs must only use the official Council name of a facility in any communications
- 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
- If signs are considered unsafe, they will be removed and the cost of removal charged to the club
- Council encourages sports clubs to align to sponsors that promote and encourage healthy lifestyle behaviours. Children and families should be able to enjoy sport free from advertising that alcohol, gambling and unhealthy food companies use to promote harmful products.

6. RELATED POLICIES

- Greater Shepparton Council Plan 2017-21
- Greater Shepparton Sport 2050 Strategic Plan
- Municipal Health and Wellbeing Action Plan 2017-21
- Greater Shepparton planning scheme
- Greater Shepparton Sporting Facilities, Grounds and Pavilions User Guide

7. RELATED LEGISLATION

Nil

8. REVIEW

This Policy will be reviewed on a biennial basis by Greater Shepparton City Council's Bookings Officer in conjunction with the Manager Parks, Sport and Recreation and Executive Leadership Team.

9. COMPLIANCE

DOCUMENT REVISIONS

Version #	Date Adopted	Date Effective
1	19 September 2017	19 September 2017
2	19 July 2022	19 July 2022