

# Advertising signage at ovals

## Guideline No. 8056.001.I.N

### 1 Purpose

City of Darwin provides opportunities for sporting and community organisations to display advertising, sponsorship, and branding signage at City of Darwin sporting ovals.

This document guides the approval, installation and management of advertising signage and club branding at City of Darwin sporting ovals.

### 2 Scope

In line with Council Resolution ORD451/21, this document covers:

- permitted locations for signage and branding at ovals
- permitted products and services
- technical specifications
- operational responsibilities.

The guideline does not refer to naming rights of sporting facilities or signage types governed by the requirements detailed in the Outdoor Advertising Signs Code.

### 3 Guidelines

#### 3.1 Permitted signage locations

City of Darwin recognises the developmental nature of community-based sporting clubs and acknowledges their need to pursue various means of revenue, congruent with healthy lifestyle choices and appropriate public messaging.

City of Darwin will assess applications for advertising signage and club branding at ovals in the following locations only:

- oval boundary fences at sporting ovals that also have a perimeter fence, facing the playing surface
  - Signage in specified areas marked on the attached maps (Appendix 1 and Appendix 2) may face in either direction.
- permanent scoreboards, facing the playing surface
- oval clubhouses and/or pavilions, where stakeholders have a current tenancy agreement in place with City of Darwin

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- o exterior - club branding or painting club colours only, except Gardens Oval
- o internal - advertising signage, club branding or painting club colours.

To ensure sporting facilities keep a community aesthetic, perimeter fence signage is not permitted at City of Darwin sporting ovals.

### 3.2 Advertising products and services not permitted

City of Darwin supports healthy lifestyles and will not approve any signage that promotes products, services or messages relating to the following areas:

- tobacco including tobacco products
- alcohol
- gambling and gaming industry or activity
- adult entertainment industry, services or products
- election and political party advertising (except one MLA sign per club provided they are a Club Patron)
- offensive content.

### 3.3 Conditions of approval

Approval is subject to the following conditions and technical specifications.

City of Darwin reserves the right to remove or disallow any advertising. Failure to comply with approval conditions may affect approval for future applications.

All advertising must adhere to the relevant Australian Advertising Standard or Code, Australian Consumer Law and the Australian Competition and Consumer Commission regulations.

All signs must acknowledge the name of the club being sponsored.

### Costs

The full cost of installation, preparation, maintenance and removal of signage, and/or associated damage to City of Darwin assets or property is the responsibility of the applicant. The applicant will be responsible for the full cost of any rectification works conducted by City of Darwin.

For painting of clubhouses or pavilions it is the applicant's responsibility under their tenancy agreement, that they return the asset to good and hireable condition, (including removal of any club branding and/or painting) when they vacate.

The applicant must ensure that all signage is covered by the applicant's own insurance policy with City of Darwin nominated as an interested party. The applicant must indemnify City of Darwin against any

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actions, proceedings, claims and demands for any damages or costs arising from any incident relating to signage.

## Condition, maintenance and repairs

Applicants must keep advertising signage in an acceptable and safe condition, including the immediate removal of graffiti, damaged and broken signs.

Any sign deemed to be dangerous may be removed by City of Darwin without prior notice.

## Storage

Applicants must secure or store signs during a severe weather event or cyclone.

Applicants must arrange off-site storage of any sign while not displayed. City of Darwin will not supply storage on-site.

## Scoreboard and semi-permanent boundary fence signage

Applications will only be accepted from user groups with a current seasonal oval allocation agreement.

Approval for semi-permanent sponsorship signs is explicitly for the applicant's playing season. However, signage may remain on display during the applicant's off-season if there is no conflict with the in-season users' signage.

If there is conflict of advertisers such as competing businesses between the users, the in-season allocation holder will have the right to request the out of season club/association to remove and store their advertisers' signage at their own cost.

Approval for signage on boundary fence and scoreboard is non-exclusive. City of Darwin reserves the right to also use the boundary fence and scoreboards for signage and community messages.

If requested by City of Darwin, applicants must remove signs for community or other one-off events.

## Temporary boundary fence signage

Approval is only given for the nominated competition or event dates and must be erected and removed each day.

## Advertising and club branding signs

Applications will only be accepted from stakeholders with a current tenancy agreement for a facility.

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Approval for any advertising or club branding, including painting a clubhouse or pavilion in club colours, is only for the term of tenancy agreement over the building.

### 3.4 Technical specifications

To keep the amenity of the reserve, all signage must be professionally produced to a high standard and installed by a qualified contractor.

The finishes and materials used in the construction of all signage are to have no sharp or exposed edges and all fixing, such as screws or rivets, are to be recessed or countersunk.

Electronic or illuminated signs are only permitted on an electronic scoreboard.

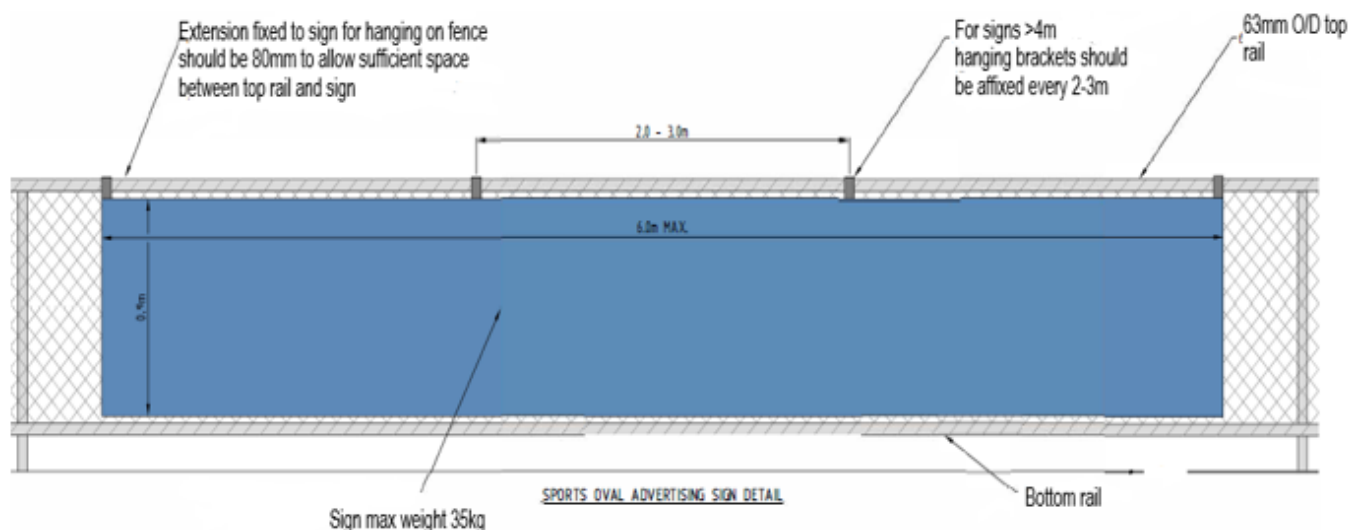
Boundary fence signage must not cover more than 75% of the internal circumference of the fence and must not be affixed to any pedestrian or vehicle access gates.

A 30cm gap must be maintained between signs.

All boundary fence signage must be either semi-permanent steel frame signs, secured with hanging brackets, as illustrated in attachment 2, or:

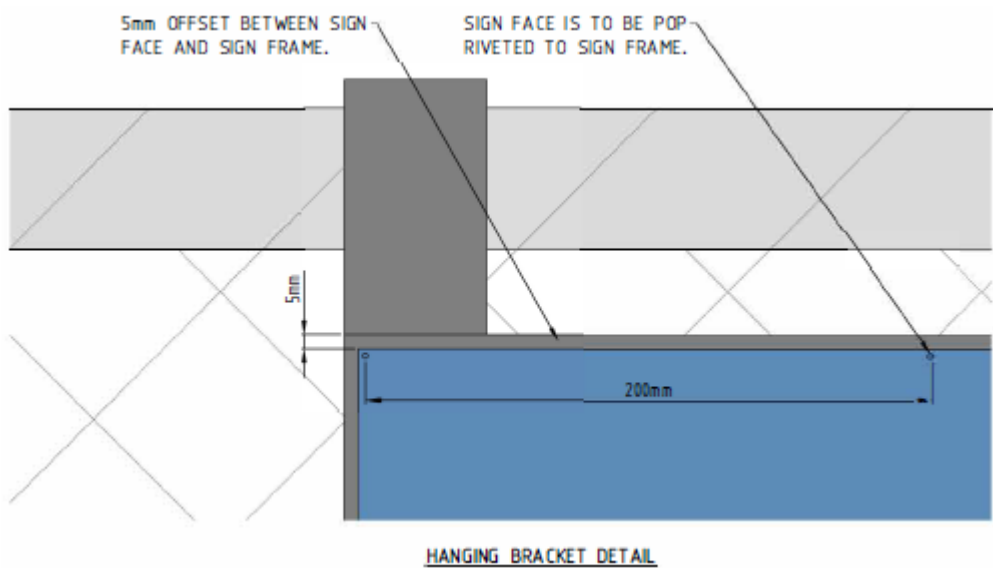
- o temporary vinyl banners and similar materials for one off event or day use
- o a maximum 900mm high x a maximum 6000mm wide
- o one advertisement per sign, not split over multiple signs
- o removable and not permanently fixed to any part of the fence.

### Sports oval advertising signs

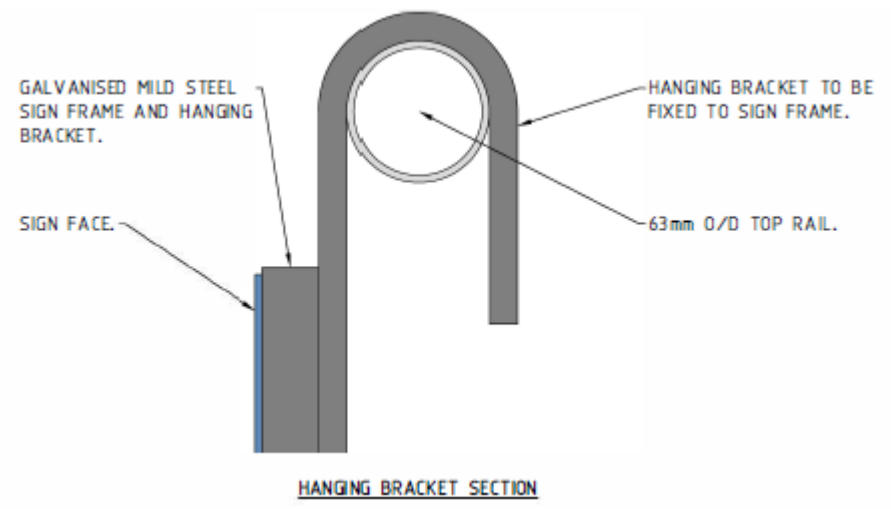


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Hanging bracket detail



Hanging bracket section



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### 3.5 Approval process

An application form for signage or club branding must be lodged and approved by City of Darwin prior to installation.

Details of the application must include:

- proposed location of signage
- proposed artwork of the signage
- applicant's contact details for responsibility and management of signage
- duration of advertising agreement
- proposed installation date
- insurance details.

### 3.6 Fees and charges

Semi-permanent boundary fence signs and scoreboard signage will be charged a fee in line with the City of Darwin's published fees and charges.

Temporary sponsor signs erected and removed on the day of the competition or event will not be charged a fee.

Club branding signage and clubhouse/pavilion painting will not be charged a fee.

## 4 Definitions

**Boundary Fence** means an internal fence surrounding the boundary line of the playing surface of a sporting oval.

**Playing Seasons** means either Dry Season 1 April – 30 September or Wet Season 1 October – 31 March

**Perimeter fence** means an external fence that surrounds the entire property or lot of a sporting oval.

**Seasonal oval allocation** means an allocation for a sporting organisation to use a City of Darwin oval for a set period, either Dry Season or Wet Season.

**Tenancy agreement** means a licence or lease for the use of an oval building.

## 5 Legislative references

*City of Darwin By-Laws 2023 (NT)*

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## 6 Procedures / related documents

6310.100.E.R Outdoor Advertising Signs Code.

Seasonal Oval Allocation Procedure.

## 7 Responsibility / application

This Guideline will be reviewed every three years or as required.

The implementation, maintenance and compliance with this guideline is the responsibility of the General Manager Community.

## 8 Document Control

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1	N/A	05/04/2024	Approved by General Manager Community	05/04/2024
2				
3				

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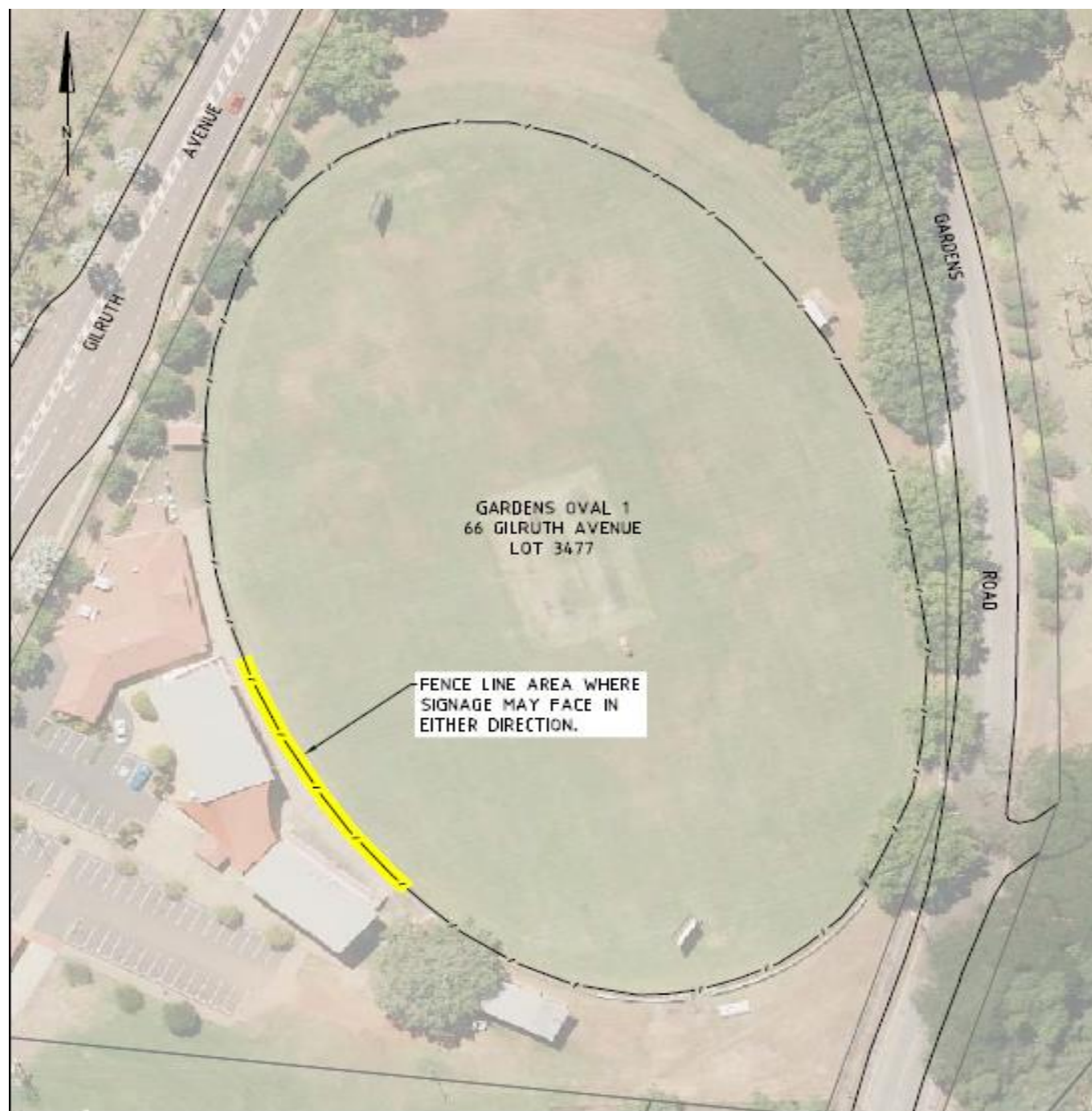
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## Appendix 1

# Signage at Gardens Oval 1



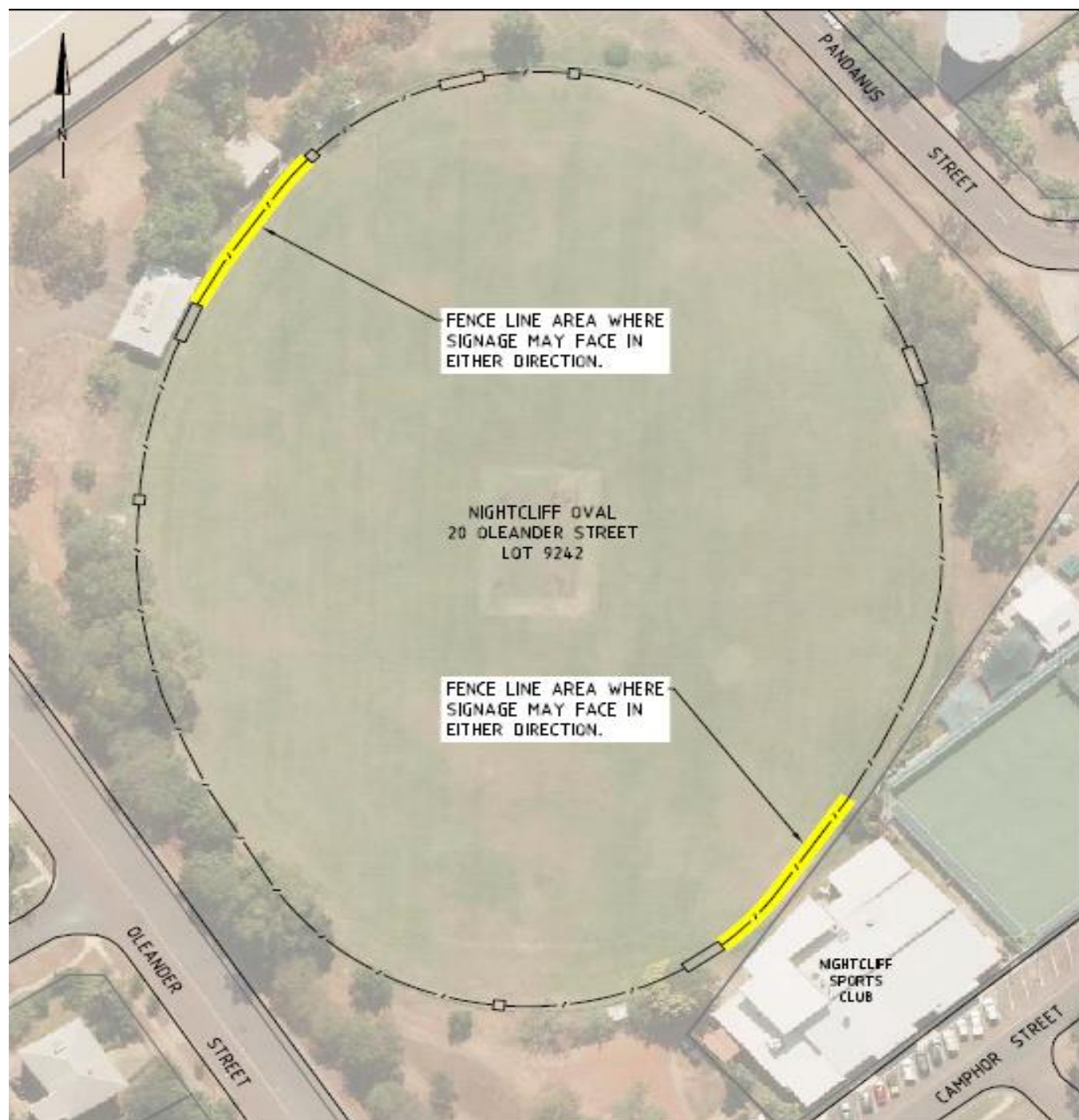
GARDENS OVAL 1

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## Appendix 2

# Signage at Nightcliff Oval



NIGHTCLIFF OVAL

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