



FACT SHEET

SPORT AND RECREATION

RECREATION ADVERTISING SIGNAGE

The City of Greater Geelong's (CoGG) Signage Policy seeks to allow sporting clubs to derive income from the placement of advertising signage to acknowledge club sponsors whilst maintaining the amenity of the reserve for the greater Geelong community.

Where and how signs can be placed

- No more than 50% of an internal oval perimeter can be fenced and must have a three (3) metre gap every 20 metres.
- External facing signage will only be permitted directly in front of social facilities. This signage must not be visible beyond the reserve.
- Coaches boxes or player shelters signage will cover no more than 25% of the internal surface
- Scoreboard signage will cover no more than 25% of the surface. Signage must not detract from the purpose of the structure and must not be visible beyond the reserve
- Cricket practice net signage is limited to two (2) signs per net no greater than 1m x 1m
- For other fenced facilities such as tennis and netball, signage must face inward and is limited to two (2) signs per court no greater than 1m x 1m
- Signs must not be painted directly onto the walls or roofs of any facility, building or structure
- Freestanding signs will not be permitted except where there is no oval fencing or when extenuating circumstances can be demonstrated.
- All signs must acknowledge the name of the club being sponsored.

- Signs must be orientated to display inwards as not to be seen by passing traffic.
- Sporting clubs are not permitted to enter into commercial agreements to alter venue names or install signage pertaining to naming of the reserve on a permanent basis.

Application process

- CoGG has pre-approved signage areas for each reserve. These areas do not require permission from Council to erect providing signs comply with the policy. Copies of pre-approved area maps for reserves can be obtained via [email](#) or by phoning 03 5272 4380
- Outside of pre-approved areas, applicants must submit their proposal via our [online form](#) and include a map of where the signage will be located and full colour designs, wording and dimensions.
- Council officers will review the application and contact the applicant for more information if required.
- Approval will be provided in writing to the applicant within 10 working days.

For further information please contact Council's Sport & Recreation department on 03 5272 4380 or [email](#).

Permissions Required

Signage in pre-approved areas that complies with the Signage Policy does not require an application to COGG.

Permission is required for the installation of any signage outside of the pre-approved areas.

A Planning Permit may be required, however an exemption applies where the sign can not be seen from nearby land.

A Building Permit is required prior to the installation of any freestanding signs. Signs that are attached to buildings or structures may also require a building permit - these could be on walls, above the roof or illuminated signs.

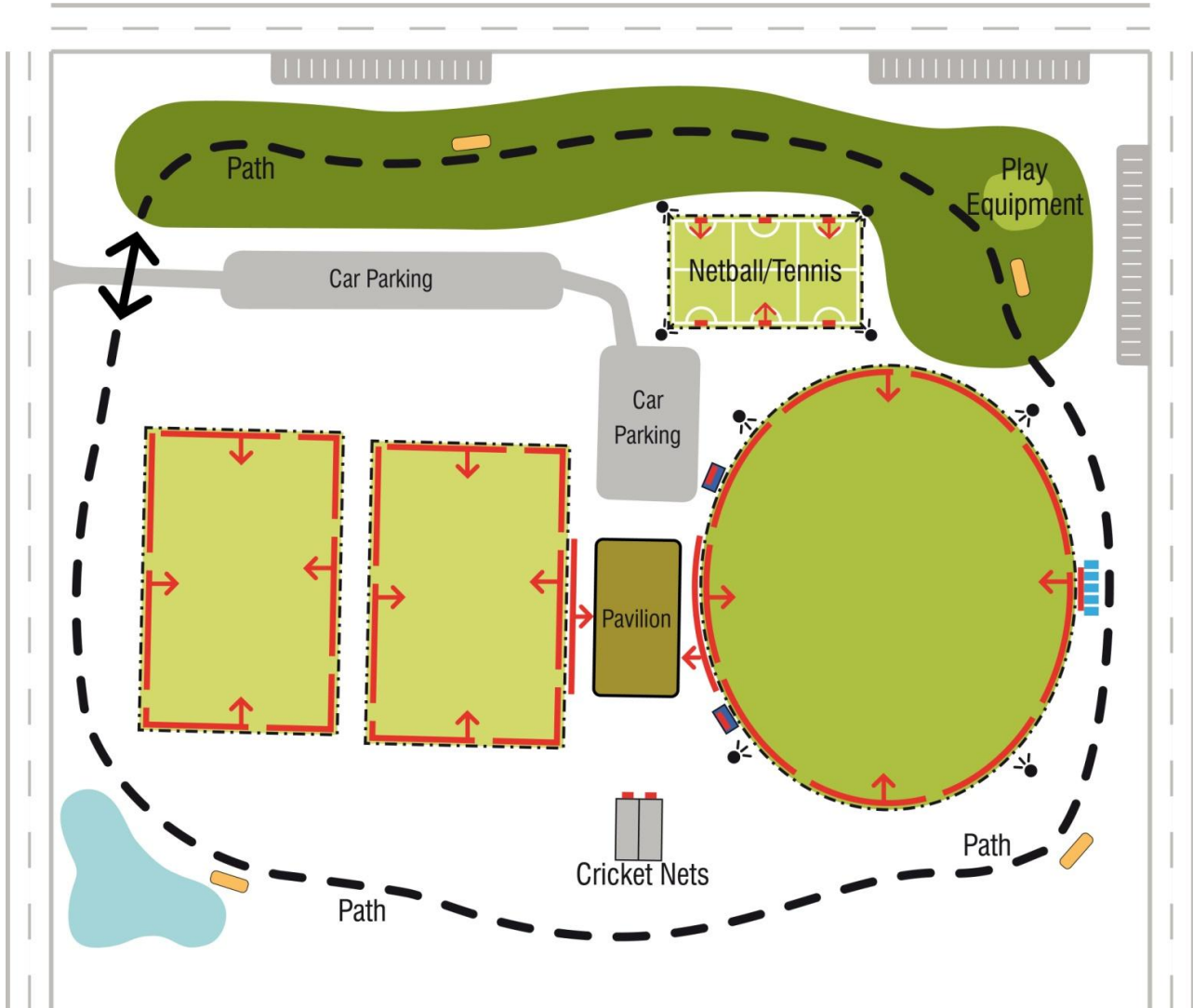
Permission for the placement of signage will be limited to the 6 month period of seasonal sport allocations unless the application is supported by both the summer and winter seasonal sports users.

Where Council manages land on behalf of the State Government, signage applications outside of the pre-approved area may also require permission through the relevant authority.

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Typical Recreation Reserve (not to scale)

- Allowable signage areas
- ↑ Signage direction
- Sports field lighting
- Coaches boxes
- ▭ Seating
- ▬ Scoreboard/Scorers Box
- - - Fence

Figure 1: Correct placement of signage at an example recreation reserve