

Policy Section:	3. Development, Environment and Regulatory Services
Policy Name:	Third Party Advertising on Council Reserves
Classification:	Public – Council Policy
Adopted:	3 May 2022
Frequency of Review:	Triennial
Last Review:	March 2022
Next Review Due:	March 2025
Responsible Officer(s):	Manager Development, Environment and Regulatory Services Team Leader Development Services Team Leader Property and Facilities
Policy and Code of Practice Manual File Ref:	CC10/2601
Council File Reference:	CR22/16008
Legislation Authority:	N/A
Related Policies and Codes:	N/A
Related Procedures:	N/A

1. POLICY

- 1.1 Subject to any Licence / Lease Agreements for Third Party Advertising on Council Reserves or other applicable instrument.
- 1.2 Council will permit the display of third party advertising/sponsorship displays on its reserves which contain Club or community facilities subject to the following guidelines being met:
 - 1.2.1 Full details of the proposed advertisement displays being submitted to Council for approval prior to their erection or display. Where applicable, a Development Application must be lodged with Council.
 - 1.2.2 The advertisement(s) not being readily visible from land outside the area of the reserve occupied and used by the Club or Organisation (inclusive of buildings, sports fields, car parks, etc).
 - 1.2.3 The advertisement(s) not being internally or externally illuminated.

- 1.2.4 The advertisement(s) not being of a size, scale, colour and sited in a location which would result in an adverse impact upon the area of the reserve occupied and used by the Club or Organisation. Approvals granted under this policy will be valid for 5 years from the date of the granting of the approval and any extension of the approval will be considered by Council at that time.

2. REVIEW AND EVALUATION

The effectiveness of this Policy will be reviewed on a triennial basis.

The Chief Executive Officer will report to Council on the outcome of the evaluation and if relevant make recommendations for amendments, alteration or substitution of a new Policy.

The Policy will not be altered or substituted so as to affect a process already commenced.

The Policy will be reviewed after each general election of Council.

3. FURTHER INFORMATION

Further information about this Policy can be obtained by:

Telephone: 8522 9211
Email: council@gawler.sa.gov.au
Appointment: Gawler Administration Centre, 43 High Street, Gawler East
Letter: PO Box 130, Gawler SA 5118

4. AVAILABILITY OF POLICY

The Policy is available to be downloaded, free of charge, from Council's website at www.gawler.sa.gov.au.

A printed copy may be purchased on request from the Council's Administration Centre.