

COMMERCIAL ADVERTISING ON COUNCIL ASSETS POLICY

Reference number:	POL 023
Approval date:	17 October 2022
Policy owner:	Chief Financial Officer
Next review:	September 2029

Commercial advertising on Council assets provides a means for Council to obtain additional funding or other benefits to assist with the provision of services. It also allows for local community groups and organisations to generate revenue and enables private business to promote their services or products.

Advertising on Council assets may be perceived as linking Council with the advertiser and that perception must be managed.

Purpose

To establish criteria for the acceptance by Council of advertising on its assets.

Scope

This policy applies to any commercial advertising displayed on Council assets.

Policy Provisions

Advertising types permitted:

- Display of commercial advertising material or devices on existing Council advertising spaces.
- Display of advertising on materials or equipment used by Council.
- Erection of structures or location of devices owned by others, to carry advertising material or devices on Council land or facilities
- Promotional or advertising material distributed with, or linked to, Council marketing publications or other media output.
- Advertisements which provide information about the sponsors of teams or organisations using sporting facilities, or about the products of those sponsors as defined under Council's sportsground sponsorship guidelines.

Advertising restrictions:

Advertising which proposes to feature any of the following products or services is prohibited:

- Those prohibited by existing legislation e.g. tobacco
- Items of a sexually explicit nature
- Gambling

Payment to Council for advertising can take the form of:

- Payment for specified services or activities (such as the use of a Council billboard or sponsorship of a Council event)
- Provision of services, products or materials at zero or reduced cost for use by Council, whether or not that use is specified.
- Others as agreed between Council and the advertiser/sponsor.

Responsibilities/process

All initial inquiries to be directed to Chief Financial Officer who will then liaise with the Council officer responsible for the asset or service of interest. The relevant Council officer is then responsible for:

- Reviewing applications in line with this policy and related documents and with regard to managing Council's image, reputation and perceived or real conflicts of interest within the community.
- Preparing a report to Council if appropriate.
- Providing written feedback to the applicant regarding their request.

Legislative Context

- Wagga Wagga Local Environmental Plan 2010
- Wagga Wagga Development Control Plan 2010
- State Environmental Planning Policy (Exempt & Complying Development Codes) 2008
- State Environmental Planning Policy 64 - Advertising and Signage
- Local Government Act 1993
- Environmental Planning & Assessment Act 1979
- Environmental Planning & Assessment Regulation 2000

Related Documents

- Wagga Wagga City Council - Code of Conduct
- Wagga Wagga Local Environmental Plan 2010
- Wagga Wagga Development Control Plan 2010
- State Environmental Planning Policy (Exempt & Complying Development Codes) 2008
- State Environmental Planning Policy 64 - Advertising and Signage
- Procurement and Disposal Policy (POL 110)
- Activities on Footpath Policy (POL 041)
- Revenue Pricing Policy – (Fees and Charges)
- Wagga Wagga City Council Sportsground Sponsorship Signage Strategy

Definitions

Term	Definition
Commercial advertising	Is the promotion of a private business's product/s, service/s or activities in return for payment, services, goods or awareness of their services.
Commercial advertising at Council may be:	<ul style="list-style-type: none"> • Through the use of signage or digital displays at agreed location/s and duration/s • Associated with a particular event, facility or activity. • Linked to the provision and use of a product or service by Council acknowledging Council as a sponsor. • Promotion of a local non-profit Clubs or organisations to raise awareness of their services.

Revision History

Revision number	Council resolution	Council meeting date
1	Res. No. 86/150	28 January 1986
2	General Manager	27 February 1999
3	Res. No. 91/899	27 May 1991
4	Res. No. 1155/00	25 September 2000
5	Res. No. 03/141	24 February 2003
6	Res. No. 03/238	24 March 2003
7	Res. No. 04/243	23 August 2004
8	Res No: 09/077	27 July 2009
9	Res No: 13/244.1	26 August 2013
10	Res No: 14/161.1	30 June 2014
11	Res No: 17/279	28 August 2017
12	Res No: 22/354	17 October 2022