



Council Policy

TEMPORARY NAMING OF SPORTING RESERVE S

PURPOSE

To provide the framework to enable the temporarily renaming of sports grounds on Council owned and/or managed reserves in connection with sponsorship naming rights.

SCOPE

The policy relates to all Council owned and managed sports grounds.

DEFINITIONS

Base Name - is a consistent name over the feature's lifespan, particularly when the private sponsorship name may change.

Sports Grounds – Council managed lands where structured sport is played

REFERENCES

- Council Policy – Naming of Roads, Localities and Features
- Statutory requirements for naming roads, features and localities 2016 - Department of Environment, Land, Water and Planning

GUIDELINES/POLICY DETAILS

Sporting clubs may apply for the temporary renaming of a sports ground, in connection with sponsorship naming rights. This temporary name shall only be referred to by the approved 'sponsored name' in club, association, competition or league promotions and marketing. Council's name for the reserve "the base name" is to be used in all other public documents e.g. Council reports, engineering / road plans, directories, web-sites etc.

All of the following conditions must be adhered to for the temporary renaming to be considered:

1. Naming rights are limited to sports grounds only.
2. The Naming Rights Sponsor should be the applicant tenant's top tier sponsor.
3. The term of the sponsorship is limited to the term of the club's licence/lease agreement over the sports ground.
4. The proposed name of the sports ground should not be offensive or discriminatory in any way.
5. Funds raised are allocated to sports development or facility development, and are specifically not permitted to be allocated to player payments.
6. All tenants that use the renamed sports ground during the period of the sponsorship share in the proceeds.
7. The proposed sponsor is not associated with alcohol, cigarettes (including tobacco products) or gambling.

8. The sports ground is referred to by the approved 'sponsored name' in club, association, competition or league promotions and marketing only.
9. Any signage installed must meet Council's Recreation Reserve Advertising guidelines and be approved by Council.
10. The terms of the temporary renaming of a sports ground may be reviewed by Council at any time.
11. Where a facility has multiple tenants within a season, written agreement between the tenants for the sponsorship to occur must be provided to Council.
12. All costs relating to the sponsorship and adhering to this procedure are to be borne by the applicant tenant
13. The applicant tenant must indemnify Council against any loss should Council revoke the approval of the temporary renaming of the sports ground.
14. Sporting clubs will be required to acquit for sponsorship income generated by the temporary renaming of a sports ground to show that the conditions listed above are being met. Council may also ask a sporting club to confirm that other relevant guidelines and policies are being met in connection with the temporary renaming agreement.

Approval of applications adhering to the above conditions shall be the responsibility of the General Manager Infrastructure and Leisure Services.

15. RELATED DOCUMENTS

- Temporary Naming of Sporting Reserves application form – to be developed on approval

FILE MANAGEMENT

Policy owner		Division	
Adopted by council		Policy Number	
File Number		Review date	