



Council Policy

TEMPORARY NAMING OF SPORTING GROUNDS

PURPOSE

To provide the framework to enable the temporary 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.

Naming Rights – The commercial rights that are afforded the sponsor.

Sports Grounds – Council managed land where structured sport is played, specifically the playing surface and may include ovals, courts considered to be captured in the field of play.

Top Tier Sponsor – The sponsor providing the greatest benefit to the club.

REFERENCES

- Council Policy – 20.2 Naming of Roads, Localities and Features
- Statutory requirements for naming roads, features and localities 2016 - Department of Environment, Land, Water and Planning
- Recreation Reserve Advertising Guidelines

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 and is subject to the Geographic Place Names Act 1998 and associated guidelines addressed in Council's Policy 20.2 Naming of Roads, Localities and Features

e.g. Council reports, engineering / road plans, directories, websites 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. The appropriateness of the financial consideration shall be negotiated with Council officers considering industry benchmarks.
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

FILE MANAGEMENT

Policy owner	Arts and Leisure	Division	Infrastructure and Leisure Services
Adopted by council	24 April 2019	Policy Number	6.5
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