



# Council Policy Manual

## WEST WIMMERA SHIRE COUNCIL

<b>COUNCIL POLICY</b>	
<b>COMMUNITY AND COMMERCIAL ADVERTISING ON COUNCIL BUILDINGS AND STRUCTURES POLICY</b>	Policy No:
	Adopted by Council: 15 June 2022
	Next review date: 15 June 2026
Senior Manager:	Director Infrastructure Development & Works
Responsible Officer:	Quality and Facilities Manager
Functional Area:	Infrastructure Development and Works
Introduction & Background	Advertising on external walls of Council owned buildings and structures needs to be regulated. Council will assist in the exercising of discretion, when giving advice to businesses, considering if applicable any planning applications and/or authorising advertising on Council buildings.
Purpose & Objectives	To regulate non-Council advertising and promotion on Council owned buildings and structures. To primarily direct advertising signage to business identification, rather than the promotion of goods.
Definitions	Buildings include all Council owned buildings. Structures include fences, signs, sheds and tanks.
<b>Policy Details</b>	
1.	<p><b>Commercial Advertising</b></p> <p>Commercial advertising is not permitted on the walls of Council owned buildings without an application to Council. Considerations for Council will include:</p> <ul style="list-style-type: none"> <li>• Amenity</li> <li>• Fit with Council and community values</li> <li>• Safety and visual impact</li> <li>• Compliance with human rights legislation, and other Federal and State legislation.</li> </ul> <p>Commercial leases will include specific parameters for commercial advertising and promotion and will note restrictions in the lease schedule.</p>



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2.	<p><b>Community Advertising</b></p> <p>Community groups and individuals may apply to Council for permission to advertise community activities, events and information about group existence on Council owned buildings and structures. Considerations for Council will include:</p> <ul style="list-style-type: none"> <li>• Amenity</li> <li>• Fit with Council and community values</li> <li>• Safety and visual impact</li> <li>• Compliance with human rights legislation, and other Federal and State legislation</li> <li>• Community benefit of advertising</li> </ul>
3.	<p><b>Permission Required</b></p> <p>Written permission is required from Council prior to placing advertising on Council owned buildings and structures.</p> <p>Permission may include sunset clauses and requirements to remove advertising after temporary advertising periods.</p> <p>Planning approval may also be required for any signage (either through the issuing of a planning permit or applying an exemption pursuant to the West Wimmera Planning Scheme). Advice can be obtained from Council's Planning department.</p>
4.	<p><b>Fees and Charges</b></p> <p>Any applicable permit fees that may apply will be assessed in accordance with Council's Pricing Policy.</p>

<b>Policy Adopted:</b>	Ordinary Meeting 16/06/22	Minute Book Page	RecFind
<b>Policy Reviewed:</b>	Ordinary Meeting 25/07/02	Minute Book Page 10300	
	Ordinary Meeting 06/04/06	Minute Book Page 13682	
	Ordinary Meeting 11/03/10	Minute Book Page 17759	
	Ordinary Meeting 16/10/14	Minute Book Page 27787	RecFind 14/004479
	Ordinary Meeting 16/06/17	Minute Book Page 35712	RecFind 17/002296