



Council Policy Manual

WEST WIMMERA SHIRE COUNCIL

COUNCIL POLICY			
COMMUNITY AND COMMERCIAL ADVERTISING ON COUNCIL BUILDINGS AND STRUCTURES POLICY		Policy No:	
		Adopted by Council:	15 July 2026
		Next review date:	July 2030
Executive Director:	Director Infrastructure Development and Works		
Responsible Officer:	Quality and Facilities Manager		
Functional Area:	Infrastructure Development and Works		
Introduction and Background	Council recognises the value of advertising and promotional signage in supporting local businesses, community organisations, events and activities. However, advertising displayed on Council owned buildings and structures must be managed to ensure it is consistent with community expectations, protects public amenity and safety, and reflects Council's values and strategic objectives. This policy establishes the requirements and assessment criteria for community and commercial advertising on Council owned buildings and structures.		
Purpose and Objectives	The purpose of this policy is to: • Regulate advertising and promotional material displayed on Council owned buildings and structures. • Support appropriate community advertising and promotion of local events and activities. • Ensure commercial advertising is appropriately controlled and assessed. • Protect public amenity, safety, and the visual appearance of Council assets. • Ensure compliance with relevant legislation, planning controls and Council policies. • Provide a consistent and transparent framework for decision-making.		



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Response to the Overarching Governance Principles of the Local Government Act 2020	Section 9 of the Local Government Act 2020 states that a Council must in the performance of its role give effect to the overarching governance principles. This policy is in response to the following overarching governance principle/s of the Local Government Act 2020: (b) The public transparency principles section 58.
Definitions	Advertising means any sign, banner, display, notice, logo, image, electronic display or promotional material intended to communicate information, promote goods, services, organisations, events or activities. Buildings means all Council owned buildings and facilities. Commercial Advertising means advertising intended primarily to promote a business, product, service, commercial activity or commercial enterprise. Community Advertising means advertising that promotes community organisations, local events, charitable activities, public information, volunteer opportunities, educational activities, sporting activities or initiatives that provide a demonstrable community benefit. Structures means Council owned fences, signs, sheds, tanks, sporting infrastructure, utility structures and other built assets.
Policy Details	
1.	Policy Statement No advertising may be placed on Council owned buildings or structures without prior written approval from Council or an authorised Council officer. Council may approve, refuse or impose conditions on advertising applications in accordance with this policy. Approval under this policy does not remove the requirement to obtain any planning permit, building permit, consent, licence or other statutory approval that may be required. Council officers will provide reasonable assistance to applicants in identifying whether additional approvals may be required.
2.	Scope This policy applies to: Council owned buildings and structures buildings and structures located on Crown land where Council acts as Committee of Management or has management responsibilities,



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	other facilities, land or infrastructure under Council's care, control or management. Approvals for advertising on Crown land remain subject to any requirements imposed by DEECA, lease or licence conditions or other statutory approvals. Including but not limited to: • Buildings and community facilities. • Fences and boundary structures. • Sheds and storage facilities. • Water tanks and utility structures. • Signs and noticeboards. • Sporting and recreation facilities. • Other Council owned infrastructure where advertising may be displayed. This policy applies to permanent and temporary advertising, including: • Banners. • Posters. • Signage. • Sponsor recognition signage. • Promotional displays. • Digital and electronic advertising displays. Any other advertising visible from a public place.
3.	Exclusions This policy does not apply to: • Council approved communications and promotional material. • Statutory notices required by legislation. • Emergency management information. • Regulatory and traffic signage. • Directional and wayfinding signage. • Heritage interpretation signage. • Electoral signage where regulated by legislation.
4.	Commercial Advertising Commercial advertising is generally discouraged on Council owned buildings and structures unless there is a demonstrated benefit to Council or the community. Applications for commercial advertising will be assessed against the following criteria: • Impact on public amenity.



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	• Consistency with Council's values and strategic objectives. • Community expectations. • Visual appearance and design quality. • Traffic, pedestrian and public safety. • Impact on neighbouring properties. • Environmental and heritage considerations. • Compliance with relevant legislation and planning requirements. • Potential reputational impacts for Council. • Community benefit arising from the proposal.
5.	Sponsor Recognition Signage Council recognises that sponsorship arrangements assist sporting clubs, community organisations and user groups to remain financially sustainable. Sponsor recognition signage associated with sporting, recreation and community facilities is generally supported where: • It contributes to the sustainability of community organisations or facilities. • It is appropriately designed and maintained. • It does not adversely affect public amenity or safety. • It is consistent with the character and function of the facility. • It complies with any applicable planning and statutory requirements. Sponsor recognition signage remains subject to Council approval unless otherwise exempted under this policy.
6.	Community Advertising Council supports community advertising where it promotes activities and initiatives that provide a benefit to the municipality. • Applications for community advertising will be assessed against: • Community benefit. • Public amenity. • Visual impact. • Safety considerations. • Alignment with Council values. • Compliance with legislation and planning requirements. • Duration and location of the advertising. • Examples of community advertising may include: • Community events.



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	• Sporting activities. • Cultural activities. • Educational initiatives. • Public health campaigns. • Volunteer recruitment. • Charitable and fundraising activities.
7.	Temporary Community Event Advertising Council supports temporary advertising that promotes local sporting, cultural, charitable, educational and community events. Temporary community event advertising may be approved through an administrative process where it: • Is displayed for a limited period • Does not create safety or visibility concerns • Is not attached to road signs, traffic control devices or other prohibited locations • Complies with planning and statutory requirements Council may establish guidelines, approved locations and standard conditions for temporary community event advertising. Alternatively, Council may exempt temporary community event advertising from formal approval where: • The advertising relates to a local community, sporting, cultural charitable or educational event. • It is displayed for no more than 28 days before the event. • It is removed within 7 days after the event. • It is not attached to a road sign, traffic control device or other prohibited location. • It does not create a safety or visibility issue • It complies with any applicable planning or statutory requirements. • It is installed with the consent of the relevant land manager.
8.	Digital and Electronic Advertising Digital, illuminated or electronic advertising may be considered where it: • Does not create a safety risk. • Does not unreasonably impact neighbouring properties. • Is appropriately designed and maintained. • Complies with relevant planning and regulatory requirements. Council may impose conditions relating to: • Brightness levels. • Operating hours.



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	• Animation and movement. • Maintenance requirements.
9.	Prohibited Advertising Council will not approve advertising that: • Is unlawful. • Is misleading, deceptive or fraudulent. • Promotes illegal activities. • Contains offensive, obscene or inappropriate content. • Discriminates against, vilifies or harasses individuals or groups. • Is inconsistent with Council's values or strategic objectives. • Creates unacceptable safety risks. • Unreasonably detracts from the amenity of the area. • Constitutes political advertising unless expressly authorised by legislation. • Promotes political parties, candidates or political campaigns except where required or permitted by law.
10.	Permission Required Written approval must be obtained before advertising is installed, displayed or erected on Council owned buildings or structures. Council may impose conditions including: • Display periods. • Removal dates. • Location restrictions. • Design requirements. • Maintenance obligations. • Insurance requirements. Where required, applicants must obtain all relevant planning, building or statutory approvals before installation. Sporting clubs, community committees, tenants, user groups and facility occupiers must obtain Council approval before installing advertising on any asset covered by this policy unless specifically exempted.



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11.	Decision Making Authority Applications will generally be determined by the Director Infrastructure Development and Works or delegate under Council's Instrument of Delegation. The following matters may be referred to Council for determination: • Proposals that are inconsistent with this policy. • Matters with potential reputational, strategic, financial or legal implications. • Proposals likely to attract significant community interest or controversy • Naming rights arrangements or major sponsorship agreements • Permanent commercial advertising or prominent Council assets • Any matter that the Chief Executive Officer or relevant Director considers should be referred to Council.
12.	Application Process Applications must be submitted in the form required by Council and may be required to include: • Details of the applicant • Proposed advertising content • Location and dimensions • Proposed display period • Evidence of any required approvals • Public liability insurance details where required • Any other information reasonably requested by Council Council will assess applications having regard to this policy and any relevant statutory requirements. Council may require applicants to provide evidence of current public liability insurance prior to installation of approved advertising.
13.	Removal and Compliance Council may remove, store or dispose of any advertising that: • Has not been approved. • Does not comply with approval conditions. • Has exceeded an approved display period. • Has become unsafe, damaged or unsuitable. Council may recover any reasonable costs associated with removal, storage, disposal or reinstatement of Council assets.



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14.	Fees and Charges
	Applicable fees and charges will be determined in accordance with Council's adopted Fees and Charges Schedule and Pricing Policy.
15.	Related Legislation and Documents
	This policy should be read in conjunction with: • Planning and Environment Act 1987 (Vic). • Local Government Act 2020 (Vic). • Relevant provisions of the West Wimmera Planning Scheme. • Council Pricing Policy. • Community Vision. • Compliance with relevant Commonwealth and Victorian legislation.
16.	Review
	This Policy shall be reviewed every four years or as determined by the Chief Executive Officer.

Policy Adopted:	Ordinary Meeting 16/04/96	Minute Book Page 1144	
Policy Reviewed:	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
	Ordinary Meeting 16/06/22	Minute Book Page	Recfind
	Council Meeting 15/07/2026	SRV Governance – Policies, Procedures, Plans Strategies – Policies and Procedures – Council Policies	