



Outdoor Advertising on Council Road Reserves Policy

Policy – CP078

Prepared	Reviewed	Approved	Date	Council Minute No.
Future Planning	ELT	Council	August 2023	2023/0180
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Document Owner: Manager Facilities & Assets			Review Frequency: Every three years	

1. Policy Purpose

To establish clear guidelines for commercial advertising on Council road reserves and ensure a concise, clear and consistent approach.

2. Policy Statement

Council recognises the role and importance of the effective management of commercial, community and sponsorship advertising, including those opportunities that may be located on Council's Road reserves.

Commercial advertising on Council road reserves presents opportunities to deliver multiple outcomes for community stakeholders, including:

- Council obtaining funding or other associated benefits to assist with the provision of services;
- Local not-for-profit clubs and organisations to generate awareness to sustain their activities;
- Private business to promote services or products.

3. Principles

Advertising on Council road reserves is to comply with all advertising policies adopted by the Australian Outdoor Media Association as well as other Council policies outlined in 7.2. Advertising on Council Road reserves consists of:

- The use of signage or digital displays at agreed location(s) and duration(s)
- Advertising associated with a particular event, facility or activity
- Council-related services
- Promotion of local not-for-profit Clubs or organisations to generate awareness of their services

The explicit advertising of the following are not permitted on Council road reserves:

- Promotion of gambling
- Products or services that are misleading or that are deceitful in nature

- Unhealthy or harmful foods and beverages including alcohol
- Products or services likely to be harmful to the community
- Discrimination by way of race, religion or sex
- Exploitation of people through the payment of below award wages or poor working conditions
- Products or services that contribute to the inhibition of human rights generally
- Promotion of election materials relating to Local Government elections

4. Conditions of Bus Shelters

The following conditions apply for displaying advertising materials on bus shelters on road reserves:

- Advertising must not extend beyond the perimeter of the bus shelter
- A maximum of two advertising panels per bus shelter that may comprise of an advertisement on each of the two sides of the bus shelter
- Must not contain flashing or neon signage
- Must not obscure pedestrian paths of travel in either direction
- Must be able to increase or decrease the intensity of illumination
- Must not compromise the aesthetics or visual appeal of the environment immediately surrounding the asset
- Illumination must not adversely impact on the safety of pedestrians, cyclists or drivers of motor vehicles
- Illumination must not adversely impact on the amenity of residential dwellings, serviced apartments or other tourist and visitor accommodation
- Must not be located on land that compromises a heritage item or is within a heritage conservation area

5. Cost

Payment to Council for advertising is to be considered and agreed on an individual basis as/when a request is submitted.

Council reserves the right to enter into an agreement with external agencies who will manage commercial advertising on Council assets.

6. Definitions

Commercial Advertising	The promotion of a private businesses product(s), service(s), or activities in return for payment, services, goods or awareness of their services
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Council Road Reserves	Public land from outside the property boundary and generally consisting of a nature strip (or roadside), drains, verge, road shoulder and roadway
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7. Legislation and other references

7.1 Legislation

Local Government Act 2020

7.2 Documents

This Policy is implemented in conjunction with the following documents:

- Asset Management Policy CP031
- Footpath Trading Policy CP008
- Land Managers Consent Policy CP061
- Local Law 2 – Community Local Law
- Mildura Riverfront Signage Policy CP064
- Mildura Sporting Precinct Sponsorship Policy CP070
- Advertising Policy OP050
- Use of Council Logo Policy CP044

7.3 Risk Assessment Reference

Please tick the corporate governance risk(s) that this policy is addressing.

Risk Category	✓	Risk Category	✓
Asset Management	✓	Financial Sustainability	
Committees	✓	Human Resource Management	
Compliance – Legal & Regulatory	✓	Leadership & Organisational Culture	
Contract Management		Occupational Health & Safety	✓
Contract Tendering & Procurement		Organisational Risk Management	✓
Corporate Governance		Project Management	✓
Environmental Sustainability	✓	Public Image and Reputation	✓