



Council Policy Manual

WEST WIMMERA SHIRE COUNCIL

COUNCIL POLICY	
COMMUNITY AND COMMERCIAL ADVERTISING ON COUNCIL BUILDINGS AND STRUCTURES POLICY	Policy No:
	Adopted by Council: 16 Jun 2017
	Next review date: June 2022
Senior Manager:	Director Infrastructure Development & Works
Responsible Officer:	Leasing Manager and Buildings Officer (position to be created)
Functional Area:	Community Services – Community Leases
Introduction & Background	Advertising on external walls of Council owned buildings and structures needs to be regulated.
Purpose & Objectives	To regulate non-Council advertising and promotion on Council owned buildings and structures.
Definitions	Buildings include all Council buildings. Structures include fences, signs, sheds and tanks.
Policy Details	
1.	<p>Commercial Advertising</p> <p>Commercial advertising is not permitted on the walls of Council owned buildings without an application to Council. Considerations for Council might include:</p> <ul style="list-style-type: none"> • Amenity • Fit with Council and community values • Safety and visual impact • Compliance with human rights legislation, and other Federal and State legislation. <p>Commercial leases will include specific parameters for commercial advertising and promotion, and will note restrictions in the lease schedule.</p>
2.	<p>Community Advertising</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 may include:</p> <ul style="list-style-type: none"> • Amenity



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	<ul style="list-style-type: none"> • Fit with Council and community values • Safety and visual impact • Compliance with human rights legislation, and other Federal and State legislation • Community benefit of advertising
3.	<p>Permission Required</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>
4.	<p>Fees and Charges</p> <p>Fees and charges may apply at Council's discretion.</p>

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