

Draft Temporary Community Advertising Signage Policy

Policy owner	Regulatory Services		
Adopted by	Council		
Adoption date	20/07/2026	Scheduled review date:	1/08/2030
Revision/version number	2.0		
Council Plan reference	1.1 Community culture and identity - We enrich local identity and foster opportunities for the community to make meaningful connections through creative arts, events and cultural expression.		

1 Purpose

The regulation of *Temporary Community Advertising Signage* is an important function of Council that supports community events or activities providing a benefit to the local community while protecting the amenity and maintaining public safety.

By managing the placement and presentation of signage on road reserves and Councils land, this policy seeks to minimise visual clutter and ensure road and traffic safety is not compromised.

2 Scope

This Policy applies to all community members who wish to place temporary signage that meets the definition of *Temporary Community Advertising Signage* within the road reserve and Council Land in approved locations. It does not relate to advertising on private property, real estate signage, political signage, signage covered by other permits or policies or additional signage required as part of an event on Council Land.

Temporary Community Advertising Signage may be sponsored by real estate agents, signage companies or businesses and no more than 20% of the sign may be taken up by the dedicated sponsors information.

3 Definitions

Term	Definition
Authorised Officer	A person appointed under section 224 of the Local Government Act 1989 to enforce the Local Law.

Community member	Individual who belongs to, lives in, works in, or regularly participates in a particular community, and who may contribute to and be affected by that community's activities, services, and decisions
Council	Refers to Cardinia Shire Council.
Council Land	land vested in or under control of the Council including reserves, watercourses, reservations but excludes a road.
Local Law	The Cardinia Shire Council Community Local Law 2024 and subsequent versions of the Local Laws adopted by Council in accordance with the Local Government Act 2020.
Permit	An approval issued in writing under the Local Law allowing certain uses or activities.
Permit Holder	A person or entity authorised under the Local Law to carry out permitted activities.
Planning Scheme	Refers to the Cardinia Shire Council Planning Scheme.
Road	Has the same meaning as in the Local Government Act 1989 and includes a street, a public road under the Road Management Act 2004, a footpath, bicycle path or nature strip and any culvert or kerbing or other land or works forming part of the road.
Road Reserve	land vested in Council for the purpose of a road and includes the reserve on the side of the road.
Temporary Community Advertising Sign	A temporary sign erected for the purpose of advertising or promoting community events or activities providing a benefit to the local community, including those associated with schools, sporting clubs, not-for-profit organisations, community groups or other community based activities.

4 Policy

The objective of this policy is to control the type, size and position of advertising that may be displayed within road reserves and to meet Council's statutory requirements under the Local Government Act, the Roads Act and other relevant legislation in relation to the use of road reserves. This policy also provides direction in relation to enforcement.

4.1 Responsibilities

Cardinia Shire Compliance Team will be responsible for administering the requirements of this policy with the assistance of Councils Traffic Management Team and Parks & Social Infrastructure Planning Team.

Council has approved locations, on land owned or managed by Council, where *Temporary Community Advertising Signage* can be placed. Sites have been selected where the sign will have good exposure but will not unduly affect the amenity or road safety in the area. These sites are identified in Appendix 2.

4.2 Compliance

The prior approval of signage does not grant any ongoing or future entitlement for permits and locations. All applications will be assessed against the requirements of this policy at the time of application.

Permission to erect *Temporary Community Advertising Signage* must be obtained from Council's Compliance Services team prior to installation.

Application Requirements

Applicants must submit a complete application by:

- Lodging the relevant application form, available on Council's website; and
- Paying the applicable fee as determined by Council through its annual budget process.

Application Timeframes

- Applications must be received no later than two (2) weeks prior to the proposed commencement date of advertising.

Information to be Provided

Applications must include:

- Detailed information about the proposed sign, including written content to be displayed on the sign; and
- A signed Council indemnity form; and
- Evidence of current Public Liability Insurance with a minimum cover of \$20,000,000.

Assessment and Approval

- The applicant will need to demonstrate a clear community benefit consistent with the intent of this Policy
- Non-profit organisations may access all approved advertising locations; however, where an organisation cannot provide satisfactory evidence of its non-profit status, it will be restricted to a maximum of four (4) locations. Additional locations may be requested and assessed by Coordinator Compliance Services.
- Applications for signage are generally assessed on a first received, first served basis. Where applications are received at the same time, reasonable efforts will be made to prioritise Council-sponsored events. However, where permits have already been issued for specific locations, no changes will be made to existing approvals.
- An extension of time to display *Temporary Community Advertising Signage* may be granted only where a new application is submitted, the applicable fee is paid, and the request is assessed and approved by an Authorised Officer.
- Applications primarily promoting commercial activity (including where community benefit is incidental) will be refused.
- All signage must be professional presented and finished to a high quality standard.

Applications that do not meet all documentation and requirement criteria will not be eligible for a permit.

The approval of signage is not to be interpreted as Council support for or endorsement of the associated event or activity.

Ineligible Signage

Temporary Community Advertising Signage will not be approved:

- If its sole purpose is to promote a private business;
- Is considered offensive;
- If it for political purposes
- Includes gambling sponsorships or references;
- If the sponsorship information is more than 20% of the sign; or
- Is otherwise deemed by an Authorised Officer to be inconsistent with the intent of this Policy.

Refusal of permit

Should a permit be refused, the applicant will be provided with an explanation in writing. The applicant has the right to appeal the refusal, in writing, to be addressed to the Manager Regulatory Services.

4.3 Signage within Council Reserves

Requests for additional signage associated with events held on Council reserves will be managed by the Parks & Social Infrastructure Planning team and considered as part of the relevant event permit.

This is considered outside the scope of this Policy.

Request for signage to be placed at a recreation reserve to promote a private business will be managed by Councils Sport & Active Recreation Team. This is considered outside the scope of this policy.

4.4 Events occurring outside of the Municipality

Council will consider issuing *Temporary Community Advertising Signage* permits for events that occur outside of Cardinia Shire that show a clear benefit to the Cardinia Shire community.

Consideration will be given to:

- community focused events
- school activities (such as open days)
- cultural events
- sporting clubs
- not-for-profit organisations
- community organisations
- fundraisers
- or other community related activities

All applicants must be able to demonstrate:

- they have a strong and established connection with residents and communities within Cardinia Shire and;
- are within a municipality that share a boundary with Cardinia Shire Council.
- Scale and nature of the event

Coordinator/Team Leader Compliance Services will be responsible for the decision-making process surrounding these permits.

No other form of advertising will be permitted within the road reserve unless approved by other means.

4.5 Recourse for non-compliance

Signs without the appropriate authorisation, displayed outside the authorised period or erected in the wrong location risk being removed and impounded by Council in accordance with the applicable Local Law and a fine issued. Under the Local Law, the entities that are advertised and the company that sponsors and installs the sign are liable for fines and charges.

In accordance with the applicable Local Law, Council or an Authorised Officer may cancel or amend a permit or require a sign to be relocated in accordance with the requirements of the policy.

Cardinia Shire Council is obliged to manage the installation and control of directional signage under its obligations as a coordinating road authority pursuant to Section 66 of the *Road Management Act 2004* (the 'Act'). DTP is the relevant coordinating authority for all freeways and declared arterial roads and local government is the relevant coordinating authority for municipal roads.

To ensure consistency between DTP managed road reserves and Council owned road reserves, Cardinia Shire Councils Compliance Services team may enforce signage on both forms of reserves and public land.

5 Relevant documents

- Cardinia Shire Council Community Local Law 2024
- Road Management Act 2004
- Compliance and Enforcement Policy V2
- Gambling Harm Prevention and Minimisation Policy 2024
- Cardinia Shire Liveability Plan 2017-2029

6 Review

Council will review this Policy every four years.

The next review of this policy is scheduled for completion by 1/08/2030.

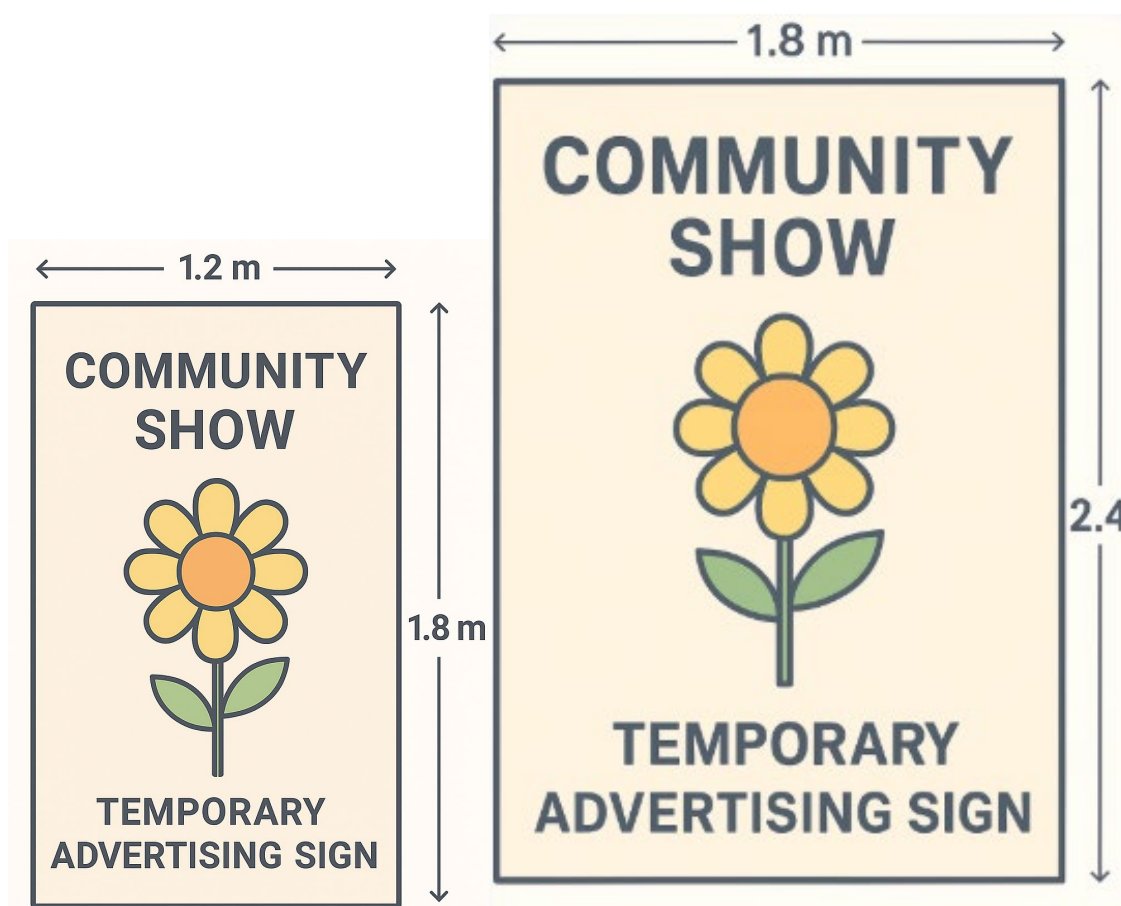
It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter this document, such a change may be made administratively. Examples include a change to the name of a Council department, a change to the name of a Federal or State Government department, and a minor update to legislation which does not have a material impact. Administrative changes do not require Community Engagement.

7 Document history

Date approved	Change type	Version	Next review date
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9/12/2019	Minor Review	1.0	Click or tap to enter a date.
Click or tap to enter a date.	Choose an item.	Click or tap here to enter text.	Click or tap to enter a date.

Appendix 1 – Sign size guideline



Signage exceeding the sizes shown in these examples will not be approved.

Appendix 2 – Approved Locations

Growth Corridor

PAKENHAM

1. Pakenham Park, McGregor Rd, Pakenham (opposite Main Street)
(3 Signs)



2. IYU Recreation Reserve, Henry Rd Pakenham
(3 Signs)



3. Corner Lakeside Blvd and Princes Hwy, Pakenham
(4 Signs)



4. Corner Henry Rd & Cardinia Rd Pakenham Next to Lakeside Sign – On reserve land behind footpath
(2 Signs)



5. Corner Shearwater Dr & Cardinia Rd Pakenham – On reserve land behind footpath
(1 Sign)



6. Corner Superior Waters and Windermere Blvd – On reserve land behind property boundary
(1 Sign)



7. Windermere Boulevard, Pakenham
(1 sign)



BEACONSFIELD

8. O'Neil Recreation Reserve, O'Neil Rd – On reserve land behind property boundary
(2 Signs)



9. Bob Burgess Reserve– On reserve land behind property boundary
(2 Signs)



OFFICER

10. Heatherbrae Recreation Reserve – On reserve land behind footpath
(2 Signs)



Southern Rural Region

KOOWEERUP

11. Cochrane Park – On reserve land behind property boundary
(2 Signs)



LANG LANG

12. Corner Westernport Road and McDonalds Track (3 signs)



Bunyip

13. Koolangarra Park - Corner Bunyip-Modella Road and Main Street (1 sign)



CATANI

14. Taplins Road Catani – Catani Recreation reserve (to the right of driveway) (2 Signs)



CORA LYNN

15. Cora Lynn Recreation Reserve - Bunyip River Road (1 sign)



MARYKNOLL

16. Corner Koolbirra Road and St Josephs Square (1 Sign)



Hills Region

GEMBROOK

17. Gembrook Skate Park - On reserve land behind property boundary
(4 Signs)



18. Gembrook Community Centre – Behind footpath within property boundary
(3 signs)



COCKATOO

19. Alma Treloar Reserve - Behind footpath within property boundary
(4 Signs)



20. Alma Treloar Reserve Tennis Club/Bowls Club - Behind footpath within property boundary
(5 Signs)



21. Mountain Road Recreation Reserve – Within property boundary
(3 Signs)



AVONSLEIGH/EMERALD

22. Avonsleigh Common Area – Signs must be parallel with path
(3 Signs)



23. Worrell Reserve Car Park
(2 Signs)



24. Puffing Billy Park – Must be parallel with footpath
(3 Signs)

