

Consultation Report

Signage at Sporting Grounds and Reserves

October 2022



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1 Summary

This report shares findings from the consultation on signage at sporting clubs and reserves in Moonee Valley. This consultation sought to understand whether there was community support for the Draft Community Standards for Signage at Sporting Grounds and Reserves. In addition, this consultation sought to understand the thoughts from the community on level of signage, and guidance on the direction, size and quantity of signage.

The consultation took place in September 2022. A survey was available online from 7 September until 5 October 2022. Community members were directed to this survey through Council's Your Say page, social media and direct email campaigns.

The results of the engagement highlight a range of views. Approximately 47% of respondents either strongly agreed or agreed that the Draft Community Standards for Signage at Sporting Grounds and Reserves provided a balance between clubs using signage to identify a sense of home and for generating sponsorship income, as well as ensuring public spaces in Moonee Valley are not visually cluttered.

The level of agreement from the 101 respondents who identified as being affiliated with a sports club was slightly higher. Of those affiliated respondents, there was general support for the draft standards with 51% of respondents agreeing or strongly agreeing that the standards provided a balance.

Community feedback was mixed with many respondents noting that sponsorship and signage is a key requirement for sporting clubs to stay financially viable, with other comments suggesting that signage in public spaces, that are not owned by sporting clubs, should be minimised or removed.

A number of respondents felt that the standards should clarify the definition of key terms such as “nearby residents” and “sensitive environs/landscapes”, and that clarity around the processes relating to enforcement be provided.

Overall survey respondents were mixed in their reaction to the Draft Standards, with those identifying as belonging to a sports club having a slightly higher level of support for the Standards.

2 Introduction

The importance of public open space and reserves is recognised in the planning scheme to the extent that most signs are prohibited regardless of the message or role of the sign. Although, at this stage, Moonee Valley City Council has not enforced the Planning Scheme as it relates to the use of signage in sporting reserves.

Sport and recreation clubs have traditionally raised sponsorship revenue through signage at sporting reserves, whilst some of the broader community would prefer sporting grounds/reserves to remain uncluttered.

Council prepared the Draft Community Standards for Signage at Sporting Grounds and Reserves as a starting point in the conversation with community, to achieve an equitable outcome for most park users and provide clear direction to the community on acceptable levels of signage.

This report shares the findings of the engagement to assess the level of support for the standards and to ensure that Council has understood the voices of the all community members.

2.1 Key decisions and questions for engagement:

The consultation aimed to assess the degree of community support for Draft Community Standards for Signage at Sporting Grounds and Reserves.

The standards are designed to achieve balance by:

- Ensuring the visual amenity of Council sport and recreation reserves (reserves) is maintained to an agreed standard.
- Supporting clubs and community groups to raise sponsorship revenue through advertising signage at reserves where appropriate.

The Standards are broken down into three categories: location; safety; and amenity.

Location

Signs must:

- Be directed towards the playing areas or clubhouse/pavilion.
- Not have any part of a sign located higher than 1.2 metres on any fencing.
- Be located only around playing fields, shelters and other existing structures safe to accommodate signs.
- The number and volume of signs at a location should not be excessive or visually dominant.
- Signage should be at least 30m away from sensitive landscape environs and nearby residents. Signage should also face away from these uses.

Safety

Signs must:

- Not impact the safety of park users.
- Not obstruct any access or sightlines for pedestrians, vehicles, cyclists and other park users.
- Be safely secured.
- Not be attached to ball protection fencing and cricket nets.
- Where possible be designed and manufactured from material that allows reduced wind loads.

Amenity

Signs must:

- Be free of offensive words, pictures, messages or anything deemed inappropriate by Council at its discretion including tobacco, alcohol products, gambling activities or adult entertainment businesses.
- Not require the removal of trees and vegetation.

3 Methodology

A survey was publicly made available to Your Say Moonee Valley. This survey was advertised multiple times on social media with each post generating a good response rate.

3.1 Participation

The table below provides information about consultation participation.

Consultation	Details	Promotion	Participation
Your Say website	Information about consultation with link to the survey	Emails sent directly to sport and recreation clubs Social media – tagged local interest groups on social media	841 Total Visits 225 informed visitors 631 aware visitors
Community Survey	Measured the level of support for the Draft Standards	Social media	223 responses
Emails/Written submissions	Emails sent direct to officers	N/A	9 emails

3.2 Promotion

The engagement was promoted widely and the table below details the reach of communications.

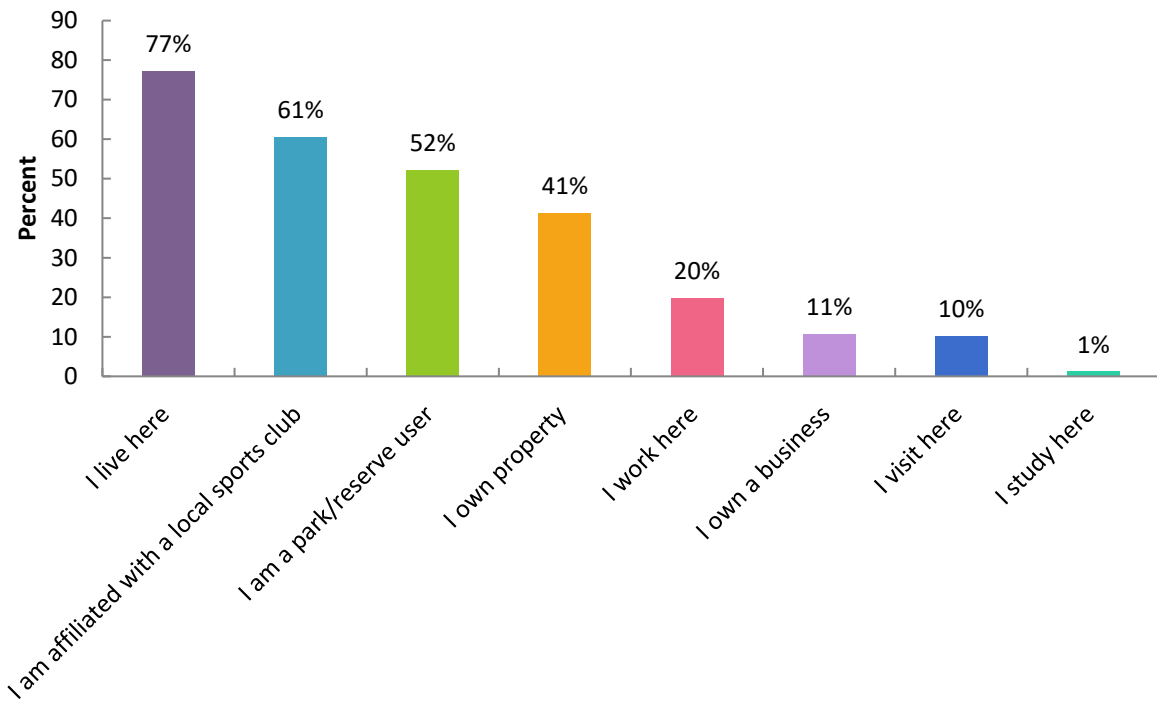
Facebook		Twitter		Instagram	
Clicks	1449	Engagement	16	Impressions	1701
Comments	185	Impressions	487	Likes	12
Impressions	41,888	Likes	3	Reach	1597
Link clicks	405	Link clicks	N/A	LinkedIn	
Reach	21,361	Media engagements	16	Clicks	36
Reactions	21	Media views	NA	Impressions	1478
Shares	NA	Retweets	NA	Reactions	17

3.3 Survey respondent demographics

3.3.1 Connection with Moonee Valley

Survey respondents were asked about their connections with Moonee Valley. Of the respondents, 77% indicated they were local residents. 61% indicated they belonged to local community groups and 41% owned a property. Respondents could select more than one option to indicate their connection with Moonee Valley.

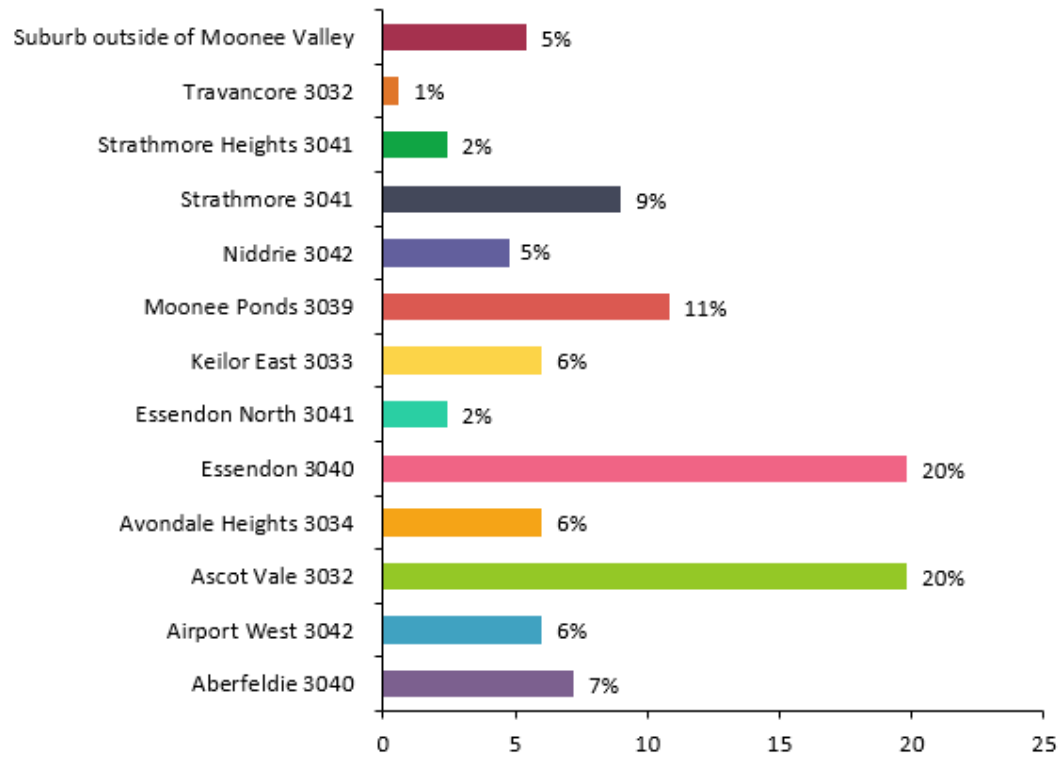
Figure 1 Connection with Moonee Valley



3.3.2 Suburb

Respondents mainly lived within the Moonee Valley district (95%) with a good geographic spread represented. The majority of respondents lived in Essendon and Ascot Vale (40%).

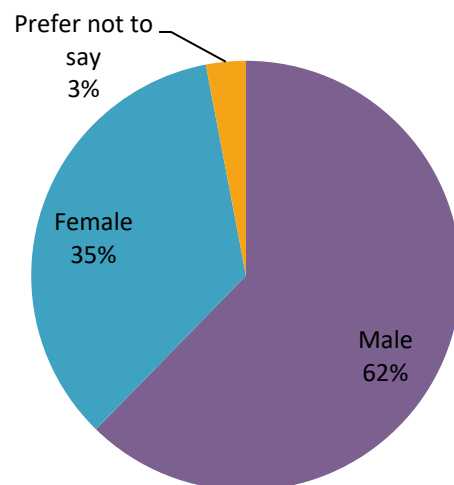
Figure 2 Suburb



3.3.3 Gender

Reponses were gathered from significantly more males (62%) than females (35%).

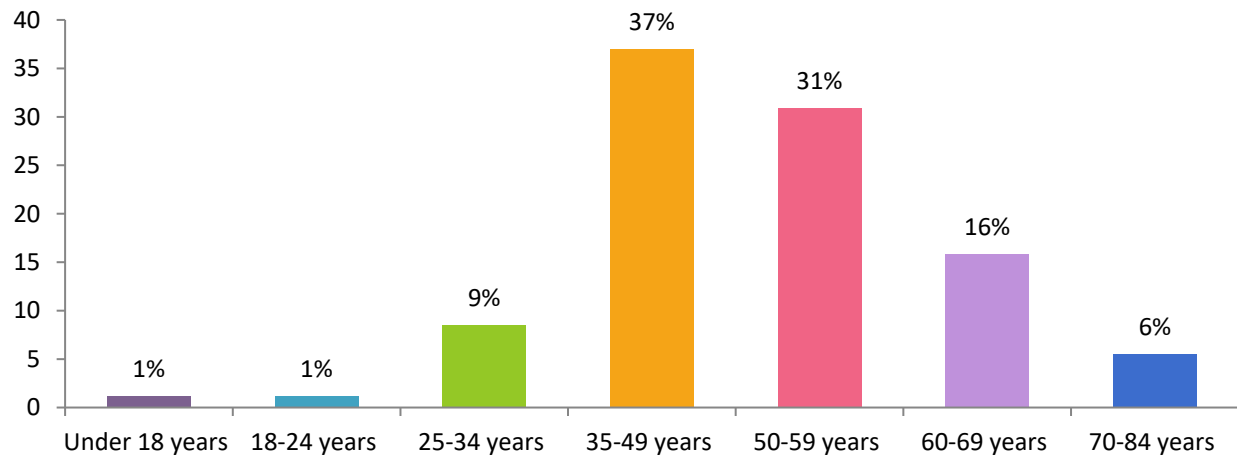
Figure 2 Respondent Gender



3.3.4 Age

The majority of respondents were 35-49 years of age (37%) The results indicated that not many respondents were below twenty-five (2%). 53% of respondents were aged over 50.

Figure 3 Respondent Age group from 62 respondents



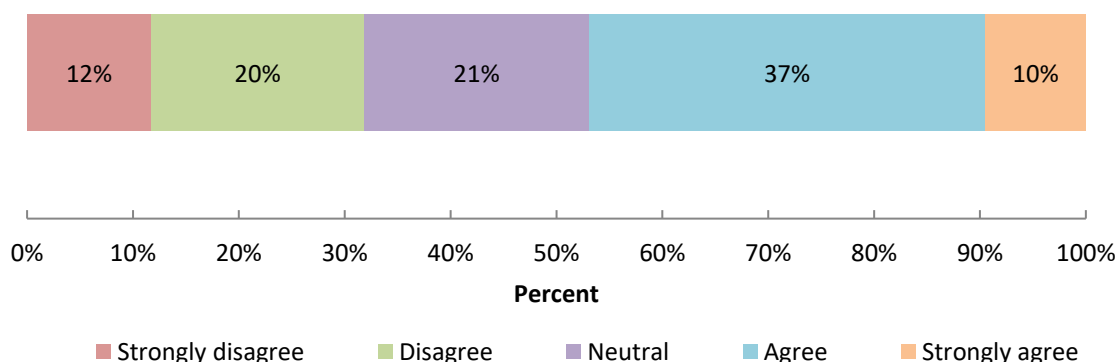
4 Findings

4.1 Balance for community members and sporting clubs

The survey noted that the standards seek to achieve balance between clubs using signage to identify a sense of home and for generating sponsorship income, as well as to ensure public spaces in Moonee Valley are not visually cluttered. Community members were asked to what extent do they agree that the standards achieve that balance.

There is a moderate agreement that the standards achieve the balance with 47% of overall respondents voicing their agreement or strong agreement. When broken down further, 51% of those who identified that they belonged to a sporting club agreed or strongly agreed that the standards achieved this balance.

Figure 4 To what extent do you agree that the standards achieve that balance?



A large number of comments (62) were received noting that revenue from sponsorship and signage is an important source of income for clubs that would otherwise be struggling to remain viable.

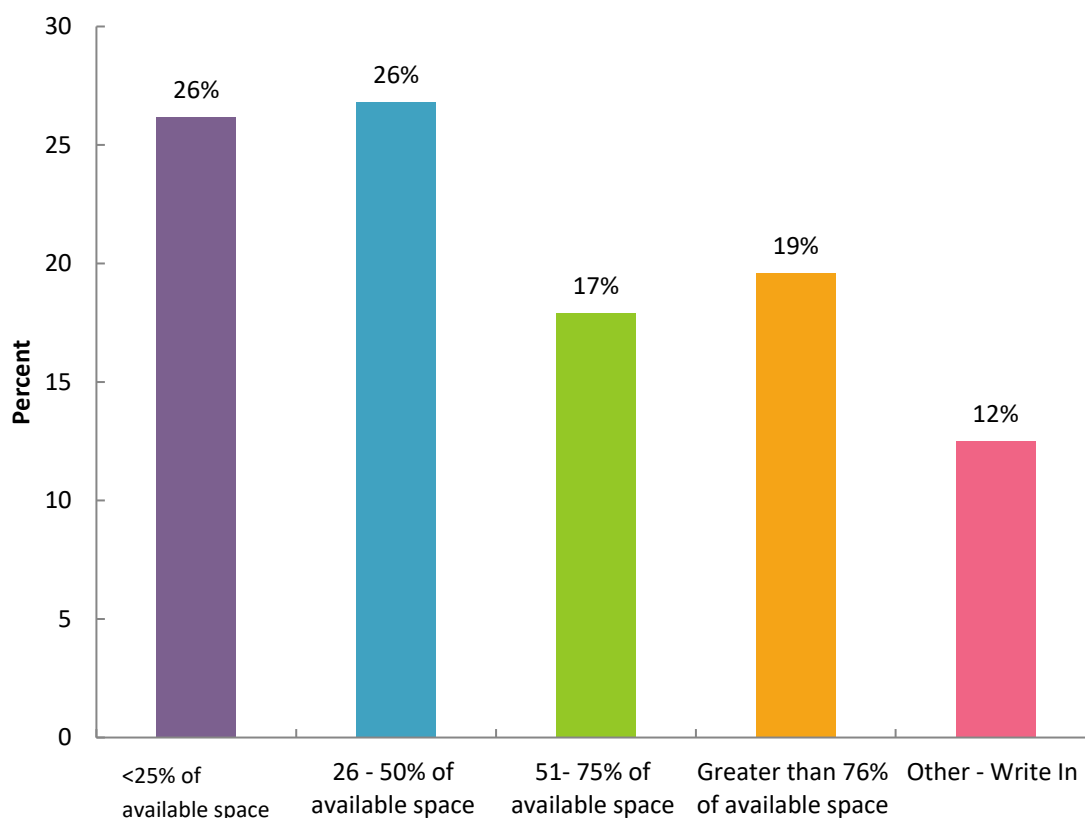
Other comments received highlighted the possibility of achieving a balance between signage for sporting clubs and community amenity. It was also noted that club identification and advertisement should be treated separately.

Other feedback noted that some areas have too many signs, and some signs are too large. It was also noted that signage should be limited when multiple clubs are sharing a facility, and that signage sometimes blurs the line between a Council-owned versus private facility.

A number of comments (20) related to the proposed restriction of affixing signage to ball protection fences.

4.2 Level of Signage

Respondents were asked what percentage of fencing and exterior pavilion walls do they believe is appropriate to display signage. Responses for this question were mixed although 52% of respondents believed it should be less than 50% of the available space. Feedback from those who identified as belonging to a sporting club was similar, with 55% of those responding that it should be less than 50% of the available space.



Free text comments from the 'other' response to this question varied, with some respondents (3) suggesting that there should be no signage and others (6) suggesting that a club should be able to place as much signage as they would like.

Respondents were asked what else Council needed to understand in relation to levels of signage. Similar to previous questions, the majority of comments (35) noted that revenue from sponsorship and signage is an important source of income for clubs.

Other comments noted that the direction and size of the signage should vary depending on the facility and the configuration of fencing at a particular location.

Other comments noted that they believe as the facilities are Council owned, sports clubs should not be able put up sponsorship signage.

4.3 Direction of signage

4.3.1 Agreement with statements

Respondents were asked to indicate their level of agreement with a number of statements that appeared in the Standards. The table below indicates the overall responses received. Feedback received from those who identified as belonging to a sporting club was similar, with generally only 1-2% difference.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Responses
Signage should be directed towards the playing areas or clubhouse/pavilion	10.4%	9.1%	15.9%	39.6%	25.0%	164
Signage should be affixed only to perimeter fences around playing fields, shelters and other existing structures safe to accommodate signs	12.9%	12.9%	14.7%	38.7%	20.9%	163
Signage should be at least 30m away from sensitive landscape environs and nearby residents. Signage should also face away from these uses	17.1%	13.4%	20.7%	25.6%	23.2%	164

4.3.2 Feedback on direction

Comments on direction of signage varied with some respondents suggesting that the direction and size of the signage should vary depending on the facility and the configuration of fencing at a particular location.

4.4 Other feedback

Other feedback was received which did not necessarily fit into the above questions.

Definitions

Respondents suggested that a number of terms within the document such as 'nearby residents' and 'sensitive environs/landscape' needs to be more clearly defined.

Graffiti/vandalism

A small number of respondents queried graffiti/vandalism in relation to signage and who has the responsibility to address any issues.

Process

Some respondents requested clarity around processes relating to these Standards and enforcement.

Appendices

4.5 Signage at Sporting Grounds and Reserves YourSay page



Home / Signage at Sporting Grounds and Reserves

Signage at Sporting Grounds and Reserves

[Facebook](#) [Twitter](#) [LinkedIn](#) [Email](#)

Sport and recreation clubs have traditionally displayed sponsorship and other signage at some sports grounds and reserves in Moonee Valley.

The Draft Community Standards for Signage at Sporting Grounds and Reserves have been developed and informed by previous feedback from our sporting clubs and broader community and are designed to achieve balance by:

- ensuring the visual amenity of Council sport and recreation reserves is maintained to an agreed standard, and
- supporting clubs and community groups to raise sponsorship revenue through advertising signage at reserves where appropriate.

The purpose of this consultation is to understand the views of the community and develop appropriate standards for the display of signage. The consultation will also assist in informing further work on a potential Planning Scheme Amendment.

To achieve an equitable outcome for all park users we are seeking feedback on the [Draft Community Standards for Signage at Sporting Grounds and Reserves](#).

We want to hear our community's thoughts on the draft Community Standards:

- How much signage is acceptable to the broader community?
- What level is acceptable to sporting clubs?
- Potential restrictions regarding the direction, size and quantity of signage?

Have your say:

We appreciate your views. All feedback will be recorded and presented to Council in a report.

-  Complete a brief survey to provide your feedback by 5 October 2022 - Survey closed
-  Email Recreation@mvcc.vic.gov.au
-  Write to us: Signage at Sporting Grounds and Reserves, Moonee Valley City Council, PO Box 126, Moonee Ponds, VIC 3039.

Page last updated: 06 Oct 2022, 02:49 PM

Draft Community Standards for Signage



Community Standards for Signage at Sporting Grounds and Reserves

1. Purpose

The maintenance of public open space and reserves is integral to the planning scheme to the extent that signs are prohibited on the site of the reserve or on the site of the sign. The purpose of the standards is to regulate signs to the discretion of Council.

Sport and recreation clubs have traditionally used signage to raise sponsorship revenue through signage at sporting reserves. Whilst signage of this nature is necessary to support sporting grounds and reserves to remain open, it is also important to ensure that signage is appropriate and does not detract from the visual amenity of the reserve.

Council has prepared these community standards to provide an equitable outcome for all park users.

All signs proposed on public land are subject to agreement with Council and should only be considered on the following criteria:

The standards are intended to regulate signage at sporting grounds and reserves to achieve the following:

- ensuring the visual amenity of Council sport and recreation reserves (reserves) is maintained to an agreed standard;
- supporting clubs and community groups to raise sponsorship revenue through advertising signage at reserves where appropriate.

Stages

-  **September 2022**
Community Consultation on Draft Community Standards
-  **October 2022**
Review of community engagement findings
-  **December 2022**
Council report for consideration

Who's Listening

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4.6 Survey tool

- The standards seek to achieve balance between clubs using signage to identify a sense of home and for generating sponsorship income, as well as to ensure public spaces in Moonee Valley are not visually cluttered.

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
To what extent do you agree that the standards achieve that balance?	☐	☐	☐	☐	☐

- Please provide comments to support your response (optional)
- Number of signs and size.
What percentage of fencing and exterior pavilion walls do you think is appropriate to display signage?

- ☐ <25% of available space
 ☐ Greater than 76% of available space
☐ 26-50% of available space
 ☐ Other Write in _____
☐ 51-75% of available space

- What else is important for Council to understand in relation to the number and size of signage in sporting clubs/reserves? (optional)
- Location of signs
Please indicate your level of agreement with the following statements.

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
Signage should be directed towards the playing areas or clubhouse/pavilion	☐	☐	☐	☐	☐
Signage should be affixed only to perimeter fences around playing fields, shelters and other existing structures safe to accommodate signs	☐	☐	☐	☐	☐

Signage should be at least 30m away from sensitive landscape environs and nearby residents. Signage should also face away from these uses	☐	☐	☐	☐	☐
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6. **Do you have any feedback on the direction of signage at sporting clubs/reserves? (optional)**

7. **What is your connection to Moonee Valley?**

- ☐ I live here
 ☐ I work here
 ☐ I visit here
☐ I study here
 ☐ I own property here
 ☐ I own a business here
☐ I am affiliated with a local sports club.
☐ I am a park/reserve user

8. **Suburb**

- ☐ Aberfeldie
 ☐ Essendon
 ☐ Flemington
☐ Airport West
 ☐ Essendon Fields
 ☐ Strathmore
☐ Ascot Vale
 ☐ Essendon North
 ☐ Strathmore Heights
☐ Avondale Heights
 ☐ Essendon West
 ☐ Travancore
☐ Other:

9. **Gender**

- ☐ Male
 ☐ Female
 ☐ Non-binary
 ☐ Prefer not to say

10. **Age group**

- ☐ Under 18 years
 ☐ 18-24 years
 ☐ 25-34 years
 ☐ 35-49 years
☐ 50-59 years
 ☐ 60-69 years
 ☐ 70-84 years
 ☐ 85+ years

11. **Do you identify as Aboriginal or Torres Strait Islander?**

- ☐ Aboriginal
 ☐ Torres Strait Islander
☐ Aboriginal and Torres Strait Islander
 ☐ Neither Aboriginal nor Torres Strait Islander

4.7 Free text comments

The standards seek to achieve balance between clubs using signage to identify a sense of home and for generating sponsorship income, as well as to ensure public spaces in Moonee Valley are not visually cluttered. To what extent do you agree that the standards achieve that balance?

Please provide comments to support your response (optional)

Responses below are from those who indicated that they were affiliated with a sports club.

- Clubs pay good fees to rent the facilities they do and are under increasing costs pressure as cost of equipment, coaches, player and team registration with their relevant bodies, insurance, utilities etc. continue to rise. Furthermore, clubs and the activities they deliver account for the vast majority of use of most reserves and public spaces where there are sporting club tenants. Sponsorship plays a crucial role in helping to keep these clubs financial and to try and keep the fees they charge members as affordable as possible. At the moment, I believe policy is balanced more to the minority of reserve users and far too much emphasis on this debate is placed in the handful of complaints received for an issue that - realistically - in no way affects the public use of reserves.
- Every ground has a different orientation so signage may need to be displayed outward
- Sponsors always ask what type of exposure they will get for supporting our club and are usually happy with sign on the fence to promote their business. The signs do indicate the type of culture at the club as reputable businesses in the community on display give the club a good name.
- During these testing times due to covid etc signage is our main source of income, without it we would struggle.
- I do not agree that signs must not be attached to ball protection fencing and cricket nets. Australian football clubs should be allowed to mount mesh banners (capable of at least 50% airflow) at ground level to ball protection fences behind goals.
- Signs on fences are no issue.
- If you have too many signs, then they lose some relevance
- Signage at our sports grounds are old and in poor condition
- From Essendon Canoe Club's perspective, we don't have any signs on fences only the building and only name of club.
- A lot of sponsors signage at our ground
- The positioning of signage is too restrictive. Electronic scoreboard should be able to promote sponsors at any time not just when games are on,

- All Sports clubs should be allowed to have any signage regardless of size as long as it isn't offensive.
- I think if the club is struggling and they get sponsorship of any kind then they should be allowed a sign to promote it ...doesn't have to be big or an eye sore
- The draft is a fairly weak document and will not be policed in any way.
- Signage can be in designated spots such as on pavilions or around the boundary fences, they shouldn't obstruct views or get in people's way.
- Could be some improvements
- The rules for signage should be different for Advertising versus Club identification.
- Our Club currently adheres to these standards
- There is no mention of the type of advertising permitted You could end up promoting alcohol gambling and erectile dysfunction products on council land.
- I agree that signage should not be overdone however club identification signage should be allowed at all sides. Also sponsor signage should be allowed on the pavilion facing side of the fence where the pavilion blocks the greater view so that attendees see the sponsor signage.
- The draft provides some quite 'general' rules and may need to add some additional specific inclusions/exclusions of what can be displayed and where. Specify what is meant by 'Be located only around playing fields, shelters and other existing structures safe to accommodate signs.' as opposed to 'Signs may not be affixed to new structures or built forms unless otherwise advised.' What are these structures and built forms likely to be, pavilions? It also mentions 'All signs proposed on public land are subject to agreement with Council and should only be considered as temporary fixtures', does this mean there will be a formal agreement process between groups and council and if so how and when would this be done and for what length of time? Why is ball protection fencing specifically excluded? for some reserves, this would be a prime location for sponsor signage, and would provide optimum exposure, especially if located behind a scoring area. In general, having set out and agreed guidelines to work within is a good step forward and will look forward to reading any further draft releases following community consultation.
- The proposed standards are adequate
- I think signage at the low heights is suitable - visually aesthetic and having less impact on line of sight.
- some grounds have it and some don't
- I live opposite a reserve, which until very recently was in direct violation of all proposed standards. Despite complaints, accidents and concerns raised with Council seemingly nothing could be done. I want to ensure no extra fences or

capital build and expenditure is required to support signage. Should residents complain about Bingo centres, pubs or pokies signs are removed immediately with consideration to lease approvals. Ideally sight lines, safety and environmental aesthetics must be held as the greatest concerns.

- The current state is ok, sponsorship is important for the club's financial sustainability, the current signs do not affect the residences above the ground and when we walk or cycle in the creek the water side is what matters to us. We actually don't notice the sign given there're canopies all around the wire fence.
- This obviously varies from ground to ground but as a whole I believe local sponsors generally identify and create a sense of "home"
- The cricket nets at Fairbairn Park receive excellent exposure and are ideal for recruitment signs - if they are secured to the nets in a way that does not cause any issues with use I don't see why they can't be used as appropriate measures of advertising.
- It is important that small clubs are not hidden by sponsorship signs
- Clubs should be able to display signage with the aforementioned information to reasonable size standards
- A balanced approach to sports ground signage meets the needs of sports clubs to be able to raise revenue from non traditional sources to enable them to continue to deliver sport opportunities within the community. It also ensures that the site does not become billboard city and impact on the visual amenity of the place.
- Signs must: • Be free of offensive words, pictures, messages or anything deemed inappropriate by Council at its discretion including tobacco, alcohol products, gambling activities or adult entertainment businesses. THIS SHOULD OMITTED,
- Sports signage at grounds only supports that particular sporting group. What about groups that have no home, i.e. Basketball, they have no home in Moonee Valley and no public space to advertise their sponsors. The sporting clubs that have ovals are given a great advantage and should think themselves lucky to have what they are given. Level playing field, we do not have at all for all sporting bodies
- Community clubs cannot survive without sponsorship.
- Clubs need sponsorship Simple as that
- The question is worded weirdly. Its two parts. I agree with the first part and think the second part should be a separate point. It is confusing, and unnecessarily verbose.
- Clubs need sponsorship so should be allowed to have some real estate to raise funds provided the signs are ethically approved.
- Should not be visually intrusive. Mostly visible to area sponsor is visible and not to general public. Immediately removed when sponsorship period or activity ends.

- No sporting club who is supporting their local community by providing a pathway for kids to play sport should be prevented in any way from raising funds to keep the club alive. Especially after 3 difficult covid restricted years and revenue losses.
- There is a lack of clarity on what volume would be permissible for clubs. What does 'excessive' and 'visually dominant' mean? I spoke at a MVCC public forum regarding signage 18 months ago and raised the issue of perception and what is reasonable for one is not necessarily the same for another. I feel that there is a need for parameters for clubs to adhere to to offer some equity between clubs and residents.
- Clubs should not be restricted in advertising small local businesses around their venues in order to raise funding and support small business.
- As most sporting grounds already have the majority of signage around the boundary and facing the ground, I do not understand how they are affecting the amenity of the area. They are a vital source of income to the clubs as well as helping promote small business in the area
- To keep the cost of participation down, sponsor signage is needed by clubs. For small business sponsor signage is a form of advertising
- The public spaces, whilst being licensed to sports clubs are public spaces.
- This appears to be a complete non issue. Community clubs require local business support and those businesses require exposure. As a local business owner and club sponsor I have never felt over exposure at any ground, quite the contrary in fact.
- Leave the signage as is, this is a waste of time and money. MVCC should reduce the volume of administrators and unnecessary consultants.
- Haven't seen the standards to be able to make a comment on it, unsure if it is good for the clubs or not
- Sporting clubs are a vital piece of fabric in the community. Restricting their ability to fund their operations in this manner is an overreach. Sure, guidance should promote that where possible clubs use signage that is temporary or better still removable for game days, but seeking to restrict the quantum of signage is not recognising the positive benefits that all clubs play in the social fabric of any community.
- I'm not confident the council knows what the standards are.
- I think it's 95% right, but at some clubs, ball protection fences are the only visible surface around the ground, so there should be no blanket exclusion on using ball protection fences.
- I play football at Maribyrnong Park and we don't have anywhere to put up sponsor signs apart from our ball protection fences.
- My son plays football at Maribyrnong Park and they need sponsors. Otherwise, it's all on parents of junior players to fund the club.

- Sporting clubs need to be able to demonstrate support for their sponsors, as long as signs are professionally presented. I see no reason why they should not be there.
- Sporting clubs need sponsors, but not all clubs have the same ability to promote their sponsors. Council should take this into account.
- The ball protection fences behind goals are perfect and sensible locations for sponsorship signage and should be included in the guidelines.
- The draft policy is about 95% acceptable, except the blanket ban on using ball protection fences (such as those Maribyrnong Football Club have behind the goals on their two ovals) to mount sponsor signage. As a community sporting club, Marby relies on sponsors to make up the difference between membership fees, food/beverage sales, and merchandise sales, and what Marby outlays in training, equipping, and fielding 25 senior and junior football teams. Without sponsors, Marby would be forced to increase membership fees by around 25%, and that is not something the club wants to do, nor something that members can afford with the rising cost of living. More than ever we need to keep kids in sport and community clubs operating sustainably. Increasing costs will increase the risk of kids not participating in sport and clubs closing down. Further points: - the ball protection fences are the only vertical surfaces we have around our grounds - Marby sponsors are local businesses and are mostly members of our club community (current and past players, coaches, officials, and parents) - Marby sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road the sponsor logos are only visible from around the grounds and the pavilion - the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres), so Marby is not surrounding the ovals in advertising - the mesh material from which the banners are made allow 50% airflow to reduce wind resistance forces by half - the banners are located as close to the ground as possible, where any wind resistance forces will have the least leverage against the fences - the banners are attached with carabiner clips along the top and a much smaller number along the bottom, to allow the banner to billow out and spill trapped air in high winds. I hope the feedback will be considered seriously and in the interests of balance between community standards and maintaining community wellbeing through participation in affordable community sport.
- Signage has been around for many years and is part of the culture of local football and should stay.
- the ball protection fences are the only vertical surfaces we have around our grounds our sponsors are local businesses and are mostly members of our club community (current and past players, coaches, officials, and parents) our sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road the sponsor logos are only visible from around the

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- the ball protection fences are the only vertical surfaces we have around our grounds our sponsors are local businesses and are mostly members of our club community (current and past players, coaches, officials, and parents) our sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road the sponsor logos are only visible from around the grounds and the pavilion the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres), so we are not exactly surrounding the ovals in advertising the mesh material from which the banners are made allow 50% airflow to reduce wind resistance forces by half the banners are located as close to the ground as possible, where any wind resistance forces will have the least leverage against the fences the banners are attached with carabiner clips along the top and a much smaller number along their bottom, to allow the banner to billow out and spill trapped air in high winds
- We love the fact that we have the chance to put signage up and work with the council on the best way of doing so
- I think it is more important for clubs to achieve a sense of identity and generate sponsorship income than for visual impact of a public space. I am a resident living in MOONEE Valley area and there is a lot of public parkland. I always support my local clubs, regardless of the sport or whether I'm involved with them or not. Council does nothing to support clubs in advertising sponsorship etc..
- the ball protection fences are the only vertical surfaces we have around our grounds; our sponsors are local businesses and are mostly members of our club community (current and past players, coaches, officials, and parents); our sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road; the sponsor logos are only visible from around the grounds and the pavilion; the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres), so we are not exactly surrounding the ovals in advertising; the mesh material from which the banners are made allow 50% airflow to reduce wind resistance forces by half; the banners are located as close to the ground as possible, where any wind resistance forces will have the least leverage against the fences; the banners are attached with carabiner clips along the top and a much smaller number along the bottom, to allow the banner to billow out and spill trapped air in high winds

Responses below are from those who did not indicate that they were affiliated with a sporting club.

- Sporting clubs should be allowed to place mesh banner signage on ball protection fences behind goals. Advertising should not be placed on picket or similar fencing around sporting grounds.
- Banners play a integral part in income being generated by sporting clubs
- Corporate sponsorship is essential to keep community sport vibrant and look after our citizens
- The standards are not prescriptive enough to be able to enforce. ITs needs to be alot clearer in terms of size, volume, location. Sports field are more often located in our green spaces, next to reserves creeks and rivers. Where people go to connect to nature. Restricting the signage of these is important to the aethetics to these spaces. I would like to see the following - the volume of signs per sports reserve is limited so they do not exceed 10mtr². signage should only be secured to existing fixed Council owned structures that are safe to accommodate signs around the playing field. No signage should be fitted to temporary and mobile structures. signage should be no higher than 1mtr from the ground to improve visibility for young families, the key users of these facilities. requirement that signage is to be removed at the end of each sporting season and provide guidelines to what that is and a process to ensure compliance. need for annual application to Council for signage permits prior to fitting any signage, to ensure that guidelines and processes are followed. prohibit political advertising at sports reserves, including that by Councillors. I also believe that the all sports fields need fencing between them and natural spaces with litter catchment design incorporated into the structure. Sports facilities generate a huge amount of litter which with the help of the wind, gets pushed into our waterways and bushland. Sports clubs need to be made more responsible for the litter then create. They are using a community facility provided by Council at the expense of the rate payer. They should be respectful of these spaces and clean up after themselves.
- I am a regular user of cross key reserve with little boys . Dogs are a big time problem . Dog walkers ignore the signage and unleash the dogs as soon as they either from the pavilion side . Obviously dog poop as everywhere . The signage's should be big and bold on all entry points possible and strict enforcement is essential. It is council's responsibility to make a safe space for the young generations Thank you
- Clubs need this money to do work that the council won't pay for
- Overuse of advertising signage degrades the visual amenity of any sporting field and lessens the intended effectiveness of the individual signs.

- Promotion of clubs & income to survive relies on appropriate signage. Some clubs are less well know & when I moved into the area, it was hard to identify
- Our homes are 10 - 15 metres from Cross Keys Reserve and the signage displayed by the Essendon Royals in 2021 turned our neighbourhood into an Industrial Estate belonging in Melton. We'd walk out of our homes and be confronted by huge signs advertising the same 3 Major sponsors, over and over and over again. It was unnecessary, disrespectful and offensive. We do not want a repeat of that. This is a residential neighbourhood in Strathmore, not an Industrial Estate in Sunshine. As much as we hate the signage, 2022's display was both sufficient and reasonable and none was placed on the fence along Woodland St, as was done in 2021. Council should also encourage Clubs to use more effective channels for its sponsorship from businesses. There are other options for clubs to effectively advertise their sponsors, rather than destroying quiet residential neighbourhoods
- The balance is towards sporting clubs and this just seems like another sham consultation process to give them even more power to exclude residents. It's 2022 and there's much better ways to advertise sponsors and raise revenue wout advertising signs
- How are clubs supposed to survive? If the local fish and chip shop has a massive sign at a club that empowers communities good on them
- No. Sporting clubs will break the rules regardless and residential neighbourhoods will be trashed as they are now. MVCC threaten enforcement and reassure residents it's taking place but do nothing. Just look at the Essendon Royals disregard for Cross Keys Reserve. So many bins yet the reserve has never been so filthy. MVCC built them a car park and they chose to park on the grassland at the end of Woodland St while the car park had empty spaces. MVCC assured us of enforcement but didn't do it once. Not even once and as a result the Royals now consider the Grassland another car park. So no there is no balance because sporting clubs are not held accountable for breaking the rules and their continued poor behaviour.
- Strongly support no advertising material for alcohol and gambling
- Signage that only has club logo/ name or coaching contact numbers should be allowed to face outwards
- This is a non issue. Why are we wasting valuable resources on this topic!
- Building community support needs the ability to advertise away from the ground. If limiting just to the immediate vicinity you only capture the attention of those already at the venue.
- Most signage is for the support of local businesses. Fantastic for our Community.

- Sports clubs cannot operate and provide a service to the community without Sponsors. Signage at sports ground is a must. It is done all around the world, so why is Council making this an issue?
- Limiting signs size to no more than 1.2m is a good start. What about the banner type signs..there needs to be a limit to how much of the fence can be covered. General related point: There needs to be clearer definition of what is an acceptable number of signs eg what proportion of 1.2 m fencing around an oval is acceptable to cover with signs. And the standards as far as I can tell dont limit multiples of the one sponsors sign. The (diagram) examples show it is acceptable to have signage around the entire perimeter of an oval. That is not acceptable. In Strathnaver Reserve this would create an unacceptable impact on the visual amenity. The back of a sign is still intrusive even when text etc on other side. With a shared path around more than half of the oval the 30m buffer is not available. What then? A very important standard required is the length of time the signs can be there. There needs to be dates given for when they can be put up and when removed(start and end of each season) There needs to be provision for a council officer to monitor compliance with any standards and prompt follow up where they are not being met. I support replacement of signage on fences with an electronic sign (at club's expense) which only advertises during match time. I also support clubs being encouraged to investigate alternatives to physical advertising signs which capitalise on the effectiveness of social media to communicate. With Strathnaver Reserve signage it is not only Moonee Valley residents living nearby that are impacted by inappropriate signals at sports grounds. In this case users of the shared Moonee Ponds Creek trail come from suburbs opposite and up and down the creek and beyond. All these users are potentially affected by the decisions made in relation to signage. Clubs must not be allowed to call the shots in relation to this issue! I applaud the work that has been done to develop a set of standards and look forward to a much better result for local communities in relation to this issue.
- Clubs provide strong social capital and need to prosper and we want an aesthetically pleasing environment, uncluttered by big signage. It is possible to have both.
- There is not enough clarity with many vague conditions in your feedback. I have sent an email detailing points that need to be taken into account when refining the guidelines. You take away sponsorship for local clubs then you take away clubs developing skills to young people. No money equals no development
- It's important continues to work in partnership with local sporting groups around signage. This includes upholding its commitment to understanding that community sporting organisations critically rely on sponsorship to meet operational costs to remain ongoing viable entities. Without sponsors clubs will fold leaving community nowhere to participate in local community sports.

- Community sports adds greatly to the welfare of the area. The council makes it almost impossible to raise reasonable sponsor value by restrictions on signs
- Some signs are too large and visually obstruct park users.
- As long as visuals aren't all around the grounds, the standards are adequate
- I do not believe that sporting clubs at reserves in Moonee Valley should be allowed to mount signs intended for 'generating sponsorship income'. Such advertisements for private businesses are a visual blight in an otherwise green area.
- Clubs need to be able to ensure viability and if this is case to get sponsorship then having some bang for their sponsorship dollar makes sense. Understand the need to be reasonable and a little careful to not turn into Etihad stadium and wreck the wider parkland though
- They are not currently visually cluttered and to keep fees down advertising is needed
- I believe it's another way the Councils are trying to restrict and control.
- There is no mention of whose responsibility it is to maintain the signs ie repairing damage caused by tagging or vandalism, nor is there mention of at what point should a sign be replaced or removed when it deteriorates due to weather or age.
- Most sponsors are local business supporting the clubs which is very important.
- Maribyrnong doesn't have fencing that allows such signage. All they have is the ball protection area.
- the ball protection fences are the only vertical surfaces we have around our grounds; our sponsors are local businesses and are mostly members of our club community (current and past players, coaches, officials, and parents); our sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road; the sponsor logos are only visible from around the grounds and the pavilion; the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres), so we are not exactly surrounding the ovals in advertising; the mesh material from which the banners are made allow 50% airflow to reduce wind resistance forces by half; the banners are located as close to the ground as possible, where any wind resistance forces will have the least leverage against the fences; the banners are attached with carabiner clips along the top and a much smaller number along ther bottom, to allow the banner to billow out and spill trapped air in high winds
- Signs around grounds really do take away from the amenity.
- Regard needs to be had to each venue in terms of what is reasonable - blanket approach suffers from creating uneven outcomes for different clubs - for example I feel Maribyrnong Park will be disadvantaged because; the ball protection fences are

the only vertical surfaces we have around our grounds; our sponsors are local businesses and are mostly members of our club community (current and past players, coaches, officials, and parents; our sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road; the sponsor logos are only visible from around the grounds and the pavilion; the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres), so we are not exactly surrounding the ovals in advertising; the mesh material from which the banners are made allow 50% airflow to reduce wind resistance forces by half; the banners are located as close to the ground as possible, where any wind resistance forces will have the least leverage against the fences; the banners are attached with carabiner clips along the top and a much smaller number along the bottom, to allow the banner to billow out and spill trapped air in high winds

- I am often confused as to whether sporting fields and pavilions are public or private facilities. Some seem like they are modern, community owned facilities managed by the Council and others feel like private facilities just for a single sporting club.
- No advertising should be allowed, only club identification.
- There are no clear rules on what is and what isn't acceptable. The standard needs to clearly articulate: - a maximum size of say 10m² (where there is also an electronic sign) or 30m² (where no electronic sign) - a maximum height of 1m off the ground - no fossil fuel or related advertising at all Clarity will avoid the issues.
- Providing all grounds have equal permitted signage so no one is disadvantaged over another
- I think we do not want to make this an arms war for clubs that have a lot of natural fencing at their reserve but clubs need ways to find revenue opportunities to compete with clubs from other councils who have significant income from clubs and other commercial streams. I agree with most of what you have proposed except I do not see why they cannot be put on ball protection or nets these structures are very visible and get maximum attention as they are more than likely behind the goals or where there is a lot of play activity
- Let clubs display sponsors
- It's extremely important for the club to use signage to identify their home and sponsors.
- No gambling or alcohol advertising including venues.
- The amount/quantum of signage relative to the space is critical. Fencing structures should not mean that they all need to be covered in sponsor signage.
- The document seems to be only offering suggestions that depend on good will and compliance. Some clubs have shown little regard for safety and amenity particularly

along the Moonee Ponds Creek shared trail. The document should provide for enforcement of the standards set out.

4.7.1 What else is important for Council to understand in relation to the number and size of signage in sporting clubs/reserves? (optional)

Responses below are from those who indicated that they were affiliated with a sports club.

- Every club is different. A club that is successful and attracts sponsorship from several businesses should not be punished for that success. Council should also consider the benefits this sponsorship brings to the local businesses themselves.
- clubs rely on sponsorship to fund junior & community programs and visible signage is one of the most effective ways to promote sponsorship
- It is handy for people going for walks to see what businesses are available locally and can support them if they need a plumber, cleaner, lawns mowed, tree lopper, etc.
- As a tennis club, we maximise income by placing advertising on wind breaks.
- Maribyrnong Park Football Club seeks only to place mesh banners (capable of 50% airflow) at ground level on ball protection fences behind goal posts at one end of each of our two ovals. Each of these banners are 25 metres long, and comprise substantially less than 10% of the approx. 400 metre circumference of each oval.
- Fence size only
- Some signs face residences in primarily residential areas - these signs should be less obtrusive and unlit at night (say, from 10pm). Other signs face major roads, with or without residences, and the restriction on size and illumination should be considered in the same way that commercial signage is managed by council.
- Many clubs share the same grounds and the signage should mirror that
- Without signage, clubs won't be able to generate sponsorship incoming meaning council will have far poorer clubs in their catchment
- I think it depends on the club size - Football/Crickets clubs have a larger area for signage to be displayed compared to a tennis or bowls club.
- Not too overwhelming or too cluttered
- Signs need to be of similar size
- Inappropriate advertising by sponsors, who is responsible for any vandalism or graffiti removal.
- Sponsors expect advertising. We want to advertise our club

- the level of club sponsorship being generated to keep clubs going without this clubs may not exist
- Signage is vital for attracting sponsors to club. Clubs do not function without sponsors.
- Signage is used in every sport around the world to promote sponsors who provide financial backing that is imperative for a clubs survival. Why is Moonee Valley Council working against the thousands of sporting groups that is effected by this signage review, but wasting Council resources on handful of individuals who have nothing else to do than to discriminate against certain clubs?
- Sponsors request signage to advertise their business so it is important to acknowledge this in the policy.
- The Council signage regarding the rights and responsibilities of using Off-lead dog parks, are woefully under-sized.
- Most pavilions are different shapes and sizes. For Fairbairn park in particular, I would say around 60% of the pavilion's walls are unreachable anyway due to the stilts that the pavilion is on. A limit of signage could limit clubs in how many sponsors they can sign up, or mean that some signage needs to be extremely small and unreadable.
- Don't want clutter
- Advertising is important to promote and make the community aware of the existence of the facility and the community businesses that support the club
- It may have information on how to book courts, so this would need to be visable to walkers by near main gates
- Sponsor signs should only be on fences and less than 1.2m high. They should also be concentrated to the area with greatest viewing (opposite pavilion) and not sporadically placed around the ground.
- Not all reserves and sports grounds have equal areas for display of signage. Reserves generally are not fenced so there is no ability for 'fence' signage for some clubs. Mentioning 'pavilion walls' in Q3, distinguish between club naming signage and sponsorship signage, are both allowed under the draft which discusses structures and built forms not specifically named structures such a pavilions.
- A majority of residents are not interested in having public amenities controlled by sporting clubs who do not regard the interests of residents
- It is not just about clubs receiving sponsorship it is also about building community, clubs and communities supporting local businesses and events.
- Strathnaver Reserve signage is out of control in the winter season. It encompasses the entire boundary and advertised Bingo centres etc. and yet, despite the natural

beauty of the area and proximity to blind corners little to no action has been undertaken - you can understand residents feeling like their concerns are thrown in the bin.

- 2 meters by 500mm
- As a community sporting club in Moonee Valley, we do not have access to any council facilities to display our signs or to get sponsorship. We just want to see a highball stadium and increased expenditure on schools with halls and a commitment to keep the hire affordable for local community clubs. Our taxes partially fund the schools.
- Signage/sponsorship is an important source of revenue for clubs, and should be encouraged - particularly as Good Sports clubs are actively seeking to find funding streams that can reduce the reliance on liquor sales to fund activities.
- It is extremely important that there is a consistency with size of signage.. Money has been wasted on printing signage as directed by council, then a year later told signs are required to be smaller...no grey areas
- The existing signs. Club will lose sponsor money if existing signs are taken away. Available space. clubs which have no fence line for instance and a club room with minimal solid walls struggle to have any option to offer signals to sponsors. Consider scoreboard signage or time keepers box.
- I believe the percentage you're polling is for the fence which does not cover the entire pitch so 51yo 75% of the fence isn't more than 25% of the pitch.
- Maintenance and upkeep of grounds is likely to draw more and better sponsors for sporting clubs
- Clear and visible signage is often the only opportunity a club has to recruit - council need to take into consideration the variables of each sporting precinct and work with clubs to find a balance that allows them to promote their location and also fall in line with council expectations.
- Ensuring the community knows of the existence of the club itself. Street signs indicating there is a club nearby would also be good, not just advertising at the club itself
- Signage should only be for users of a venue...no general advertising
- Utilise inward facing signs with boundary fence and scoreboards.
- These sponsors are getting ongoing sponsorship on council land and nothing for rate payers. If they paid for these types of signs through private signage it would cost a lot more than what they pay in sponsorship
- Along fencing is ok

- Clubs will go broke without sponsorship signs and keep kids and youth our future will be on the streets If you want out youth to turn to crime became druggies as result of no sporting club keep up with this nonsense policy
- Leave it up to the clubs and have no council involvement at all
- There should be some standards in place in terms of uniformity and a process to remove if they become unsightly.
- Not be visually obtrusive to general public.
- Each club generates funds differently Some rely on fundraising whilst others rely heavily on sponsorship and in turn signage There should be no restriction on clubs who are only supporting their local community
- Rather than 'available space', I would suggest a limit of square meters. Available space but disadvantage some clubs, ie, clubs that have less appropriate space for signage. Possibly, a limit of 20m² per club. Signage should be on 'fixed' council structures and have been approved by OH&S measures. Temporary/mobile structures should be excluded (by using these, safety issues may be introduced and some clubs may take advantage of limits). Signage not higher than 1m around fencing (affect line of view for some individuals).
- Don't think this should be limited. If the clubs are limited in obtaining income, will council reimburse them?
- Different fencing configurations across different parks and sports.
- Decreasing sponsorship signage will decrease sponsorship revenue. This in turn will increase the cost of participation.
- Sizing should be consistent on fencing and building advertising panels to ensure visual continuity
- I feel there are there are various purposes for signage. The main purpose of signage on Council pavilions and structures should primarily advertise the sporting clubs that are 'tenants' of the pavilion/grounds and the name of the sporting club/organisation should be the main subject. In addition to signs identifying the tenants of the facility, further signage under a separate category could be monitored, which would mainly be for sponsorship purposes. These could be attached to fences (as seen at grounds such as Avondale Heights Football club) promoting local or larger businesses for the main purpose of sponsorship advertising of the said business and providing income to the sporting club.
- I feel it is important that council step back here, I can't believe this is even an issue
- The role of sporting clubs is vital for the community and raising sponsorship should not be inhibited by the MVCC. Focus on providing more sporting facilities, MVCC is

the only LGA without a basketball or netball venue. Spend our money on this and reduce unnecessary administrative consultants

- Same height as fence, the length of the signs would be proportional to the sponsorship paid the signs should face the majority of the viewing public that are watching the sporting event
- The consistency of this versus other posters and signage in public places. Why restrict clubs who play a crucial role in the overall fabric of the community when rent seeking behaviour employed by posters on street poles and other furniture is allowed to run free. Think the inconsistency is stark especially when clubs have had two years of interrupted operations.
- What exactly do you mean by available space? Is the entire fence facing inwards towards the ground? Scoreboard?
- The ball protection fences are only at one end of each ground and we don't have a picket fence around our ground like other clubs do.
- They only want signs up behind the goals at one end of either ground.
- The clubs provide a wonderful community environment for both children and adults and need to be able to fund their very existence, signage for sponsors and events is an imperative part of fund raising.
- The type of advertising, as long as it's not offensive (smoking, alcohol, drugs, sexual, discriminatory), then it should be as per each club's needs
- behind the goals is enough
- Sponsors are integral to the survival of community sport, especially coming out of COVID it is important that clubs can easily allocate sponsorship spaces to meet the growing financial requirements of community sport.
- The ball protection fences must be used for sponsor signage
- The draft policy is about 95% acceptable, except the blanket ban on using ball protection fences (such as those Maribyrnong Football Club have behind the goals on their two ovals) to mount sponsor signage. As a community sporting club, Marby relies on sponsors to make up the difference between membership fees, food/beverage sales, and merchandise sales, and what Marby outlays in training, equipping, and fielding 25 senior and junior football teams. Without sponsors, Marby would be forced to increase membership fees by around 25%, and that is not something the club wants to do, nor something that members can afford with the rising cost of living. More than ever we need to keep kids in sport and community clubs operating sustainably. Increasing costs will increase the risk of kids not participating in sport and clubs closing down. Further points: - the ball protection fences are the only vertical surfaces we have around our grounds - Marby sponsors are local businesses and are mostly members of our club community (current and

past players, coaches, officials, and parents) - Marby sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road the sponsor logos are only visible from around the grounds and the pavilion - the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres), so Marby is not surrounding the ovals in advertising - the mesh material from which the banners are made allow 50% airflow to reduce wind resistance forces by half - the banners are located as close to the ground as possible, where any wind resistance forces will have the least leverage against the fences - the banners are attached with carabiner clips along the top and a much smaller number along their bottom, to allow the banner to billow out and spill trapped air in high winds. I hope the feedback will be considered seriously and in the interests of balance between community standards and maintaining community wellbeing through participation in affordable community sport.

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- Location
- To be able to display advertising etc you need fencing to begin with.... there is no fencing provided by council!

Responses below are from those who did not indicate that they were affiliated with a sporting club.

- Sponsor banners behind goal posts are acceptable. Clubs should not be allowed to mount advertising signs on picket or similar fencing around grounds.
 - banners should comply within reason, example lower than eye vision walking on path
 - Unless Council pays much much more please respect and support businesses within MV which sponsor sports and community engagement
 - Having clear guidelines/standards for what the signs can include & to be inline with existing standards from other authorities, eg for those that face roads
 - Appropriate to the club involved
 - Community sporting clubs are under increasing financial pressure. Maximising their ability to generate revenue from advertising allows them to add to the community
-
- Needs to be visible, especially for some that are harder to locate like Strathnaven Reserve.
 - As little as possible. At Cross Keys, the current amount of advertising displayed on the clubrooms is more than sufficient and provides sufficient attention to the club sponsors. Signage should only be secured to existing fixed Council owned structures that are safe to accommodate signs around the playing field. No signage should be fitted to temporary or mobile structures and signage should be no higher than 1metre from the ground, the 1.2m suggested by MVCC is too high. MVCC to also ensure that signage is removed by the end of each sporting season and failure to comply results in penalty.
 - Avoid socially contentious products and services
 - As little as possible. If these sporting clubs want unlimited advertising for their sponsors, they should buy their own land rather than seek to bully councils and residents for ongoing control.
 - It's how clubs survive. Will you compensate clubs putting a limit on it?
 - Sporting clubs should use other means to generate revenue rather than destroying the visual aesthetic benefits associated with PUBLIC open space. Our open spaces have been trashed enough by these selfish sporting clubs. It's not all clubs. Our neighbourhood shares Cross Keys Reserve with Essendon Royals soccer club during winter and Essendon cricket club during summer. The Essendon Royals have continued to destroy our neighbourhood for years. Double parking endlessly

along a busy road, blocking driveways, parking illegally, throwing their rubbish on the ground. Essendon cricket club are the opposite. They respect it's a residential neighbourhood and we appreciate that and are happy to share with them. Essendon Royals can place their ugly advertising signage in their own front yards.

- Height of signs on fencing from ground Some sports may need them higher off the ground so signs aren't ruined by hard balls hitting them ie hockey or distract the players ie tennis
- There is no problem in MVCC
- Having fixed tracks will help with installation costs for clubs and also ensure a uniform size of signage is erected.
- Must be kept in good condition, free of graffiti.
- Signs are paid for and put up by club volunteers. As long as the signs represent a sports clubs sponsor and do not contain offensive content, let clubs put up any size they want. Doesn't bother me.
- The signs shouldn't dominate the view at a sports ground. The signs shouldn't obscure the view across the area. No multiples of one sign. If kept to 1.2 m high and facing pavilion only, should only cover about 20% of fencing
- Size is more important than number. Anything over a metre in height on a perimeter fence is too high.
- No more than 30 square metres for grounds with no electronic scoreboards and 10mtrs square for those with an electronic scoreboard. Even giving the option of over 25% is absurd and totally unreasonable and unfair to the public who use the space other than for sport.
- It is important to council to understand how much money sponsors put into local clubs. The larger amount a sponsor puts in, the larger the sign. Sponsors need to see a return and if they don't, they don't invest money again and that impacts the stability of the club.
- They should not dominate the open park areas. They should not be too large.
- Visuals on paths close the grounds should not be affected, eg. to see where a rider is going on a bike path
- Minimal club identification signs are OK, but signs advertising sponsors are intrusive, unnecessary and wrong. They are visual blights for neighbouring properties and park users. They disturb the amenity of the local area and spoil our natural green spaces in Moonee Valley.
- Different clubs locations dictate what would be reasonable. Fences backing onto freeways/busy roads e.g. Ormond Park or the like should be able to use some of the

fencing for sponsorship signs to shield traffic compared to an Alberfeldie west location along the river.

- Local not corporate should be prioritized. Safety is a priority
- As many as they can sell, and the signs to be as high as the field boundary fence height
- Keep in mind that the park is not for the exclusive use of sporting clubs. It is an important resource for nearby residents.
- With the welcome addition of women playing AFL comes extra cost for additional facilities. We require LOCAL businesses to invest financially to allow sport to be viable to all.
- Competing against sides in different councils where the entire ground has signage around it. It puts clubs in the Moonee Valley area at a huge disadvantage.
- Sponsorship is extremely important to local sporting clubs. If council removes the signs they should replace the sponsorship lost
- That volunteers run clubs not like council who waste vast amounts of money on their incompetent corporate staff.
- Help clubs make ends meet in tough times with sponsorship signs.
- how do clubs survive without signage
- Buildings are fine. Fencing signs stop the flow of the green space.
- the circumstances of each venue
- All facilities should be branded as Moonee Valley, not for the clubs at all and with no sponsorship unless there is a direct benefit to the entire Moonee Valley community. I'm concerned that too many clubs are offering advertising opportunities to their "mates" at well below market rates and without enough benefit to the community for turning our facilities into billboards.
- sponsor banners should be see-through at close range and from across the road, and have a row of trees between them and the road The mesh material from which the banners are made should allow 50% airflow to reduce wind resistance forces by half the banners are located as close to the ground as possible, where any wind resistance forces will have the least leverage against the fences the banners are attached with carabiner clips along the top and a much smaller number along the bottom, to allow the banner to billow out and spill trapped air in high winds
- Terms like "visually excessive or dominant" are too subjective. Instead there need to be clearly defined maximum sizes.

- To take into account some grounds have fences and more physical square metres on pavilions, and some grounds have no fencing so getting a fair balance is very important
- For commercial signage and sponsor signage not to overwhelm club signage. Often the sponsor info dominates and the club info/details on display are less important
- I agree with most of what you have proposed except I do not see why they cannot be put on ball protection or nets these structures are very visible and get maximum attention as they are more than likely behind the goals or where there is a lot of play activity
- It's extremely important for the club to use signage to identify their home and sponsors.
- Open public spaces should not be dominated by advertising & signage. A subtle amount of signage should be allowed.
- Protection of sensitive areas such as wildlife corridors should be offered more protection from visual pollution. And can someone please explain why a soccer club needs an electronic score board when most matches result in less than 5 goal apiece even less!!

4.7.2 Do you have any feedback on the direction of signage at sporting clubs/reserves? (optional)

Responses below are from those who indicated that they were affiliated with a sports club.

- Wherever is most visible to the main crowd is probably best as long as the signage is not cumbersome or blocking viewing of the game.
- I think council has been great to point with signage etc
- Signage should also be allowed on Clubhouse/Pavillion for club branding purposes
- Clubs should be able to encourage sponsor ship and be able to display in a way that is tasteful and doesn't take away from the community, clubs need revenue streams to help fund activities and facilities and hindering these opportunities is a drawback. Doing so though in a respectful way should be a consideration.
- Signage should always be erected and maintained in a safe way. There is no reason signage should face inwards as a 'hard' rule.
- mvcc should also see who it could use electronic signage to promote what is going on in community

- Certain grounds are located on creek lines that 1 individual would argue is an environmental area. As long as signage is placed on a fence facing the clubrooms/playing field, no problem.
- Agree signage to be 30m away from sensitive landscape and nearby residents, but not always practical to "face away from these uses" because of the existing layout of grounds.
- Who is going to monitor/police that signage is placed correctly around Sporting Grounds and Reserves?
- Seems that there is disparity between what football clubs can do and other sporting clubs.
- Club identification needs to be directed outwards - one of it's main functions is to inform potential members and visitors the location and contact details of the club. To have it inside the club venue has much less usefulness. However I do agree with this stipulation for advertising signage.
- Should not be visible from outside the ground eg people enjoying green space near the park should not be having to see advertising when they look up or into the distance
- What is the definition of 'safe' and who would decide this? Generally agree that signage should be away from residents where possible Just a note on demographic information, Q9 & 11, why is there a 'prefer not to say' box in Q9 and not in Q11? Q11 has purposely been left unanswered.
- Should not be visual to residents in adjoining streets and environs
- There is no value in signs nobody can see
- Small, away from sight lines, away from the creek and bicycle/walking trails. I've noticed multiple signs for the same business at Strathnaver and this should not be allowed - max one sign per business. Potentially all could be done away with if electronic signage is being established at grounds.
- Large banners on cyclone fences should not be permitted without council approval
- Signage is designed to be seen to support sponsors. Being purely internal-facing does not meet this objective, and will make it harder for clubs.
- Some clubs have too much
- Signage should be both inward & outward facing. Signage should not be limited to fences...it could be affixed to buildings or free standing.
- Indeed, the signage at Marbylions is a disgrace. It is huge and is taking us all for a ride. The sponsor has cheap advertising on a main road that again rate payers get

nothing. Signs should on the playing field only and facing the ground. That is more than enough

- Council could sponsor clubs
- Signage help local clubs with sponsorship and keeps clubs as afloat . The council would not understand this as relates to us taxpayers paying your wages
- Leave it up to the clubs discretion
- I don't care which direction they face. They are there to be seen. Sponsors pay for people to see them, and often that's spectators who will only see them if the signage is facing away from the playing field. 30 metres from homes is silly. We see real estate signs on homes in every street and our precious eyes cope with those. I'm sure we can survive some sponsor signs that help local clubs. Most likely they are local businesses supporting local community clubs, run by volunteers. This survey is so ridiculous.
- Signs are there to be read.
- As mentioned previously There should be no restriction on clubs aiming to promote local businesses who in turn support the clubs
- How does signage affect the nearby residents? These residents are generally the same people that take advantage of living nearby, that take their dogs onto the playing fields, allow them to dig up the playing surface and leave the dog droppings behind when their done.
- The proposed directions make sense - albeit generally. There maybe some valid acceptable exceptions.
- Signage needs to be able to be viewed from a carpark / common area to maximise sponsorship opportunities.
- There are varying levels of signage at Council grounds. Some Australian Rules football clubs have multiple signs attached to the fence around the ground, facing inwards. Other less sponsored clubs have fewer opportunities to display such signs as there are no fences around the ground, so their signs may need to be attached to structures.
- Majority facing towards the playing arena, remainder on main buildings/structures
- Local businesses sponsor clubs and raise in less their profile and potential business, again this is for local businesses, MVCC should support not restrict this relationship.
- The signage should face where the majority of the public that are watching the sporting events are able to view the signs

- The restriction of 30m is very hard to implement and ensure consistency. Some tennis and bowling clubs abut directly onto streets for examples opposite housing. This completely negates their ability to get sponsorship.
- It's difficult to have a one size fits all rule as every ground is different. Need to show flexibility.
- at my club (Maribyrnong Park), the ball protection fences are the only vertical surfaces we have around our grounds; the sponsors are local businesses and are mostly members of our club community (current or former players, officials, coaches, parents etc.); sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road; the sponsor logos are only visible from the playing surfaces and pavilion; the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres), so we're not exactly surrounding the ovals in advertising; the mesh material from which the banners are made allow 50% airflow to reduce wind resistance forces by half; the banners are located as close to the ground as possible, where any wind resistance forces will have the least leverage against the fences; the banners are attached with carabiner clips along the top, and a much smaller number along the bottom, to allow the banners to billow out and spill air in high winds
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any wind resistance forces will have the least leverage against the fences; the banners are attached with carabiner clips along the top, and a much smaller number along the bottom, to allow the banners to billow out and spill air in high winds

- There is no reason that signage should not be visible from passing traffic for instance, advertising can also be of benefit to the wider community.
- the ball protection fences are the only vertical surfaces we have around our grounds; our sponsors are local businesses and are mostly members of our club community (current and past players, coaches, officials, and parents); our sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road; the sponsor logos are only visible from around the grounds and the pavilion; the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres), so we are not exactly surrounding the ovals in advertising; the mesh material from which the banners are made allow 50% airflow to reduce wind resistance forces by half; the banners are located as close to the ground as possible, where any wind resistance forces will have the least leverage against the fences; the banners are attached with carabiner clips along the top and a much smaller number along their bottom, to allow the banner to billow out and spill trapped air in high winds
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- Seems an arbitrary rule for no good reason
- The draft policy is about 95% acceptable, except the blanket ban on using ball protection fences (such as those Maribyrnong Football Club have behind the goals on their two ovals) to mount sponsor signage. As a community sporting club, Marby relies on sponsors to make up the difference between membership fees, food/beverage sales, and merchandise sales, and what Marby outlays in training, equipping, and fielding 25 senior and junior football teams. Without sponsors, Marby would be forced to increase membership fees by around 25%, and that is not something the club wants to do, nor something that members can afford with the

rising cost of living. More than ever we need to keep kids in sport and community clubs operating sustainably. Increasing costs will increase the risk of kids not participating in sport and clubs closing down. Further points; the ball protection fences are the only vertical surfaces we have around our grounds; Marby sponsors are local businesses and are mostly members of our club community (current and past players, coaches, officials, and parents); Marby sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road the sponsor logos are only visible from around the grounds and the pavilion; the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres), so Marby is not surrounding the ovals in advertising; the mesh material from which the banners are made allow 50% airflow to reduce wind resistance forces by half; the banners are located as close to the ground as possible, where any wind resistance forces will have the least leverage against the fences; the banners are attached with carabiner clips along the top and a much smaller number along the bottom, to allow the banner to billow out and spill trapped air in high winds. I hope the feedback will be considered seriously and in the interests of balance between community standards and maintaining community wellbeing through participation in affordable community sport.

- At Maribyrnong Park there is limited scope for vertical signage on ball protection spaces and they will be disadvantaged in the ability to attract sponsors leading to larger fees for club members. This is significant in this current financial environment.
 - the ball protection fences are the only vertical surfaces we have around our grounds our sponsors are local businesses and are mostly members of our club community (current and past players, coaches, officials, and parents) - our sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road - the sponsor logos are only visible from around the grounds and the pavilion - the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres), so we are not exactly surrounding the ovals in advertising - the mesh material from which the banners are made allow 50% airflow to reduce wind resistance forces by half - the banners are located as close to the ground as possible, where any wind resistance forces will have the least leverage against the fences - the banners are attached with carabiner clips along the top and a much smaller number along the bottom, to allow the banner to billow out and spill trapped air in high winds
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- I think it should both face grounds and also out for exposure
- It is very important that there is advertisement of sponsorship and signage provided, but also, again, as a resident in moonee valley, it is also important to be respectful and mindful of neighbours and face signage towards playing fields/ club rooms and not residential homes

Responses below are from those who did not indicate that they were affiliated with a sporting club.

- Sporting clubs rely on sponsorship to survive, and sponsors are generally local businesses with an existing connection to the sporting club. That said, advertising signage should be limited to behind goals, and should not be attached to picket or similar perimeter fencing around grounds.
- signage should be allowed on all fencing no higher than 1.5mtrs, so walking public dont get impeded while walking
- The more sponsors are recognised for supporting our communities the better
- what is sensitive landscape environs and nearby residents? This needs to be clarified.
- If it is on the sporting ground & helping the sporting club I have no issue
- Signage that doesn't face the sporting ground should be allowed as long as it can be removed when the season is over
- It should be greater than 30m away from residents. More like 50m. Our neighbourhoods need to be protected from being made to look like Ghettos. Essendon Royals proved in 2021 that they have no regard for residents and they displayed sign after sign of the same sponsor without any regard that people actually lived here and the Reserve is not exclusively theirs. Signage should only be allowed around the clubrooms and taken down at the end of the season. Including inside the rooms because these were built to attract community group participation and not a 100% exclusive area for sporting clubs.
- Signage should be as far away from residents as possible. Signage only needs to be visible to those in close attendance to the organised sport. It doesn't need to be seen from the moon as was the case at Cross Keys Reserve in 2021. Signage should also be removed at the end of each club's seasonal allocation. They're

absolute eye sores and council should encourage clubs to advertise their sponsors by other means.

- It for the club let them be
- We don't want any signage but they'll ultimately get what they want. The amount of signage displayed by the Essendon Royals in 2021 was disgraceful. Nicholas James Lawyers & Coburg Super Finish had a minimum of 20 signs each being displayed, most being 2m by 2m. It negatively impacted our mental health but MVCC didn't care. You continued to support the Essendon Royals. You still Do.
- No, it's not an issue that keeps me up at night
- Game day Temporary signage should be allowed to complement fixed signage. Also where signage is affiliated with a club/team it should be removed when another party is using the facilities eg footy club removed for cricket clubs
- Always facing where most of the attendees are gathered.
- What if sports grounds are along the Creek? Boeing, Lebanon, Strathnaver, Cross Keys Reserves etc are close to the creek line. Signage has no impact to the environment so why is this even an issue.
- The signs shouldn't be around the entire perimeter. Only opposite pavilion. Note back of signs even when blank have an impact on a natural area such as at Strathnaver Reserve.
- The signage should be aimed towards sports participants so direct them inwards please.
- Signs should be affixed only to council owned secure and safe structures. All signs need a permit from council before installation and a visit from council to ensure they are safe and following guidelines. And define what sensitive areas are. It is too unclear.
- If we start complaining about directions of signs, then we are wasting tax payers money
- Multidirectional signage at all areas
- They should not be obtrusive to park areas around the ovals.
- Regarding the second question, signage should not be permitted to be affixed to sports ground perimeter fences in Moonee Valley. Such signs are ugly, visually intrusive and the use of signs in public parks to advertise private businesses is completely wrong. They detract from the appearance of our Council public parks - which should be green, peaceful places, devoid of advertising hoardings. Powerful local sporting clubs should not be permitted to affix their sponsorship advertising to our park surrounds. Council should ban such advertising in Moonee Valley.

- There can't be a blanket rule on perimeter fences as many clubs don't have this. It needs to be open to other options such as ball protection fences.
- Look at the ground. Some grounds don't have fences where signs can be placed.
- It doesn't matter
- Sit down with the clubs and mediate, stop being a dictatorship.
- the ball protection fences are the only vertical surfaces we have around our grounds; our sponsors are local businesses and are mostly members of our club community (current and past players, coaches, officials, and parents); our sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road; the sponsor logos are only visible from around the grounds and the pavilion; the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres), so we are not exactly surrounding the ovals in advertising; the mesh material from which the banners are made allow 50% airflow to reduce wind resistance forces by half; the banners are located as close to the ground as possible, where any wind resistance forces will have the least leverage against the fences; the banners are attached with carabiner clips along the top and a much smaller number along their bottom, to allow the banner to billow out and spill trapped air in high winds
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- ground facing
- There should be none - these are public facilities on public land. Not for the commercial benefit of any club or their sponsors.
- Any Ball protection fences are vertical surfaces around grounds and contain sponsors that are local businesses and are mostly members of club communities (current and past players, coaches, officials, and parents) the logos should only be visible from around the grounds and the pavilion as the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres),

so they are not exactly surrounding the ovals in advertising. Banners are attached with carabiner clips along the top and a much smaller number along their bottom, to allow the banner to billow out and spill trapped air in high winds

- Again, clarity is needed on what "sensitive landscape environs" and "nearby residents" actually means. Otherwise clubs will push the limits too far.
- I do not see why signage cannot be on ball protection or net areas, they face the ovals typically which aligns too the rest of your plan
- It's extremely important for the club to use signage to identify their home and sponsors. It should be displayed anywhere there are vertical walls to house it. Towards the players, towards the street. Helps identify the home and location for visitors.
- Planning for signage next to sensitive areas should be subjected to community feedback before being approved. Till now the community has been ambushed by intrusive signage then we have to fight to have it reduced or removed. Upfront consultation should be enforced.

4.7.3 Social media comments

- What's wrong with the signage? Is it just aesthetics or something? Seriously there's much more important things the council should focus on.
- let's all worry about what's important in the present? sporting clubs are the backbone of community spirit
- I disagree with most of the comments here. This is an important issue, particularly in environmentally sensitive areas.
- don't really think Footy / Cricket grounds are "Environmentally Sensitive Areas"....not like a Walking path along a Creek as such....most Local Ovals (when not being used for Sport) are usually used by Dog Owners as Toilets for their Dogs....
- There are a number of clubs in Moonee Valley that are adjacent to the Moonee Ponds Creek (and other sensitive areas).
- In my view areas that are close to our creeks and other waterways are precious and large advertising hoardings detract greatly from the natural environment.
- Moonee Valley City Council many/most grounds are shared facilities. If you allow permanent signage you create issues whereby one club will try to takeover by putting their signage everywhere (it happens). Temporary storage during a booking otoh should have very few restrictions. If signage is so important the volunteers can put it up and take it down

- Ask the clubs who abused their rights and ruined it for all other clubs. One club was using signage to mark their territory and making locals feel unsafe.
- If councils ban or limit sponsor signage for community sports clubs I hope they will be prepared to make up the shortfall in funding to the clubs.
- Moonee Valley City Council well there are two different types of signage. Permanent signage should be highly restricted, other people use the parks and it is ugly. Temporary signage on game/training days should have no restrictions. Clubs should be able to put up whatever they want on days they have a booking for the ground as long as it is all packed away when they leave
- Why is this even an issue?
- sports clubs gain some small revenue allowing sponsors ads on fences etc. Council want to restrict that, so far to a large degree.
- Go and ask the clubs who abused their rights and ruined it for all other clubs. One club was using signage to mark their territory and making locals feel unsafe.
- Signage you can't be serious, how about you concentrate on all the damn multiple units you allowing through with not enough parking for them to accommodate, therefore streets are full of cars! I've seen delivery vans, even the bus, have to back up suburban streets because they can't get through!
- They have verbally advised no signage but have obviously not enforced that. It is nice that they are seeking input from the community before establishing their policy. Hopefully they listen and the correct decision is made.
- Would love if all councils decided to pool their brains and get rid of all the gambling advertising our kids are exposed to on tv instead!!!
- Easy no signage no sponsors = no sport for kids and adults
- Obviously council want a cut of the sponsorship money clubs raise via signage.
- Marby wants to remove the blanket exclusion of ball protection fences because they are our only vertical surfaces around our two ovals and we take additional precautions to ensure our sponsor banners are attached safely. We need more people saying the same thing. Otherwise, the cranks across the road win.
- the ball protection fences are the only vertical surfaces we have around our grounds• the sponsors are local businesses and are mostly members of our club community (current or former players, officials, coaches, parents etc.)• sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road• the sponsor logos are only visible from the playing surfaces and pavilion• the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres), so we're not exactly surrounding the ovals in advertising• the mesh material from which the banners are

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- More concerned about access to some reserves, and how the club can somehow dictate how or if the public can use their land.
- most of the time it is councils that close the ground & up to clubs to enforce, clubs are also the one's that pay to lease the grounds & pavillions.
- this is about clubs that literally put up fences around their oval to keep the public off it while they use it, and have gone to council asking for exclusive use.
- Too many signs as it is. Stop wasting ratepayers money on stuff we don't need eg. Pop up bike lanes .
- Why is these even a thing?!?Make life even harder for sporting clubs. Do you actually have a clue how important they are in our local community.
- Leave it alone clubs need to look after sponsors. I have not seen an eye sore of at at clubs. Fair go. Mvcc
- I think the policy is about 95% right, and the only issue we have is the blanket exclusion on the use of ball protection fences. We want to make the following points:• the ball protection fences are the only vertical surfaces we have around our grounds• the sponsors are local businesses and are mostly members of our club community (current or former players, officials, coaches, parents etc.)• sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road• the sponsor logos are only visible from the playing surfaces and pavilion• the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres), so we're not exactly surrounding the ovals in advertising• the mesh material from which the banners are made allow 50% airflow to reduce wind resistance forces by half• the banners are located as close to the ground as possible, where any wind resistance forces will have the least leverage against the fences• the banners are attached with carabiner clips along the top, and a much smaller number along the bottom, to allow the banners to billow out and spill air in high winds
- One of the stupidest initiatives I've heard. These dills have obviously never been involved in a Community sporting club. So let's make it more expensive for kids and adults to play sport, then they'll be bored and spend time grafitiing and damaging property which council will need to pay to be repaired. Just let clubs raise money thru sponsorship, keep people playing sport and allow clubs the ability to pay ground rental. You can't have it both ways.

- Moonee Valley City Council so you are saying what the council considers appropriate . The clubs run the sport not the council.
- I live close to two of the clubs and there have been lots of community complaints from residents who share this space.
- Moonee Valley City Council You sound like a broken record, saying the same thing over and over again. All any council cares about are council rates, that's a fact that you can deny if you wish. Most ratepayers and clubs are not in favour of council interference in their lives and in sporting clubs fundraising activities, sadly in this day and age that's not how things are. You are constantly overstepping the bounds of common sense with all your rules and regulations. Just remember that the public can vote you into office or out of office dependant on your performance or civic overreach.
- I am connected with small sporting clubs that struggle each year to make ends meet and who are screaming out for locals to come and support them, we have had complaints from people using the parkland over some really stupid things and its never those who are actively involved in the club that complain. Small clubs do not have it as easy as you may think and sponsor signage is a good way for clubs to earn a few dollars.
- ...clubs get a free ride by council building most of the facilities for them. We all have equal rights to the space so I am not sure how your comment is even relevant. Perhaps get more members to volunteer like I and other park advocates do with endless hours per week to keep our environment accessible and friendly to everyone, not just sports people. And no, we don't get paid to do this, and we are rate payers.
- Our community sporting clubs have ever increasing costs, just like everyone else in our economy/society. To help offset those costs sponsorship dollars are extremely important, if you remove the ability to attract sponsorship dollars, the cost of community sport will increase for the user, and people will just stop taking part.
- As much as they need for sponsors just no cigies booze or gambling
- if any Maribyrnong Park Football Club or Maribyrnong Past Players & Officials Association members or supporters are reading this, can you please do your club a solid favour and leave your feedback at the council survey. The main points we want to make are:• the ball protection fences are the only vertical surfaces we have around our grounds• the sponsors are local businesses and are mostly members of our club community (current or former players, officials, coaches, parents etc.)• sponsor banners are see-through at close range and from across the road, and have a row of trees between them and the road• the sponsor logos are only visible from the playing surfaces and pavilion• the 25 metre width of these banners comprises less than 10% of the circumference of each oval (400+ metres), so we're

not exactly surrounding the ovals in advertising• the mesh material from which the banners are made allow 50% airflow to reduce wind resistance forces by half• the banners are located as close to the ground as possible, where any wind resistance forces will have the least leverage against the fences• the banners are attached with carabiner clips along the top, and a much smaller number along the bottom, to allow the banners to billow out and spill air in high windsCan you please keep your comments polite and courteous - the guys at the council are just workers doing a job.Thanks very much, and GO MARBY!

- sigh... it IS an important issue. i work hard for sponsors for my local sporting club but I think the balance matters my opinion is that signage should be more temporary / gameday in nature or on clothing. etc. These things can get out of hand quickly. Public spaces, particularly green ones should not be over-commercialised.
- That is exactly right. On days there is a booking clubs should be able to put up any signage and sponsorship they like. They have a booking so should have exclusive use. Buy it should be temporary and come down after the booking ends.
- ...remember that nearly all people volunteering at sporting clubs have jobs and families, taking sponsorship signs down and putting them back up is tedious and unnessesary. There are already restrictions in place on what sort of businesses you can promote so as long as Clubs are acting within these guidelines why should they have to remove and replace them?