

CCHA Facilities Signage Policy



INTRODUCTION

The CCHA acknowledges that most clubs have considerable expenses and limited income and that advertising and sponsorship is important. The CCHA will allow affiliated clubs to display advertising and sponsorship material in specified areas of their facility to raise the profile of that club, promote club activities and to acknowledge sponsors.

Clubs displaying signage may be required to pay an additional fee to the CCHA over and above their usual fees.

While appropriate signage can provide a valuable information service, the CCHA needs to ensure the amount and type of signage installed does not negatively impact on the safety and amenity of their facility, nor violate the CCHA ground lease with the Central Coast Council. There will be controls on what and where advertising is placed.

It is important that any signs installed are of a professional standard and complement the CCHA's branding.

SCOPE

This Policy applies to the installation of all temporary and permanent signs that provide club information and/or acknowledgement of club sponsors on any part of the ground at the Central Coast Hockey Park under lease by the CCHA from the Central Coast Council, including the playing field fence and other infrastructure that is currently built or may be built in the future.

This Policy does not extend to regulatory signs, reserve name signs or any other signs installed and maintained by the CCHA or Central Coast Council at Central Coast Hockey Park.

PURPOSE

This Policy will provide guidance for the approval of requests for signage to ensure a consistent decision making approach.

This Policy will be implemented in conjunction with all relevant clauses of the CCHA's leasing agreement with the Central Coast Council.

POLICY

Signage may be installed or displayed with permission on the following only:

- spectator shelters, including temporary spectator shelters (eg marquees);
- playing field fencing;
- player shelters;
- temporary, removable structures (eg A frame signs);

Clubs must seek approval from the CCHA prior to installing any form of signage to ensure that the proposed signage meets the conditions outlined in this Policy.

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The full cost of preparation, installation, maintenance and removal of all signage is to be borne by the applicant.

Should damage to a CCHA asset occur as a result of the installation, maintenance or removal of any signage, the applicant will be charged the full cost of any rectification works required.

Signage should comply with the relevant codes and standards of the Advertising Standards Bureau including the Australian Association of National Advertisers Code for Advertising and Marketing Communications to Children.

Information on the signage must be to the satisfaction of the CCHA in regard to the message being presented. A reasonable person should not find the message offensive or discriminatory.

Sponsors acknowledgement signage must include wording indicating sponsorship of the club (so as to not imply sponsorship of the CCHA).

The applicant must ensure that all signage is covered by its own insurance policy, to the level prescribed by the Central Coast Council leasing agreements.

Maintenance

Clubs are expected to maintain their signage in an acceptable and safe condition at all times and at their cost. This includes the immediate removal of graffiti, damaged and broken signs.

Removal of Signage

Clubs are required to remove all their signage within seven days of the end of the approval period. Signage deemed by the CCHA to be dangerous to users or members of the public may be removed immediately by the CCHA without prior notice and at the cost of the club. The CCHA will, where practicable, provide photographic evidence of the sign's condition prior to it being removed.

The CCHA reserves the right to arrange the removal of any signage at any time should the club not meet the conditions outlined in this Policy. Any costs associated with the removal or reinstallation of signage will be charged to the club.

The CCHA will not be held liable for any claim made by an aggrieved sponsor where signage considered by the CCHA to be in breach of this Policy has been removed.

Authorisation

President..... Date:.....