

POLICY

Commercial Naming Rights

Date adopted by Council	27 June 2022
Minute number	H.06.2.1.a
Endorsed by	Senior Management Group
CM Ref	CD-21/22
Due for review	30 June 2026
Related documents	
Responsible officer	Director Corporate Services
Department/Section	Corporate Services
Category	Corporate
Community Strategic Plan goal	Goal 4 Quality Infrastructure
	SO 4.2 Provide inviting public spaces that are clean, green, properly maintained, well designed, encourage active participation, family friendly and accessible to all.



Policy Statement

Council will permit sporting organisations to obtain sponsorship for the commercial naming rights to facilities/infrastructure at their home venue.

Objective

The objective of this policy is to assist sporting organisations to maintain their financial viability.

Scope

This policy applies to all local sporting organisations.

Policy Details

A sporting organisation must apply in writing to Council with a proposal to obtain sponsorship.

The proposal must include details of the:

- Sponsorship arrangement; and
- Facility or item of infrastructure which is to be the subject of the naming rights.

The General Manager will consider the proposal and make a recommendation to Council.

Council will not grant commercial naming rights to a community facility that has been previously named in the Register of Geographical Names.

Responsibilities

Councillors

Councillors will consider proposals for commercial naming rights strictly in accordance with the terms of this policy.

Senior Management Group

The Senior Management Group, and specifically the General Manager will consider proposals for commercial naming rights and shall make a recommendation to Council.

References and Related Legislation

Nil.



Version History

Version No.	Date	CM Reference	Reason for Review
1	24/06/2013	INT-5189/13	
2	19/12/2016	CD-33/21	Timed review
3	27/06/2022	CD-21/22	Timed review