

ADVERTISING ON SCHOOL PERIMETERS

CHECKLIST: For use by schools

✓	Checklist	Description
<i>Rules for signage – responsibility of Advertiser</i>		
	Check that signage positioning doesn't target students	Detail in agreement template, clause 2.9 (a)
	Check that messaging and images are clear on their association with the school	Detail in agreement template, clause 2.9 (b)
	Check that signage and logo sizing comply with department requirements	Detail in agreement template, clause 2.9 (c)
<i>Key considerations for negotiating an agreement – responsibility of School and Advertiser</i>		
	Ensure suitability of advertiser and advertisement	Detail in agreement template, clause 3.4 (a)
	Ensure that the advertisement does not reflect poorly on the school's reputation	Detail in agreement template, clause 3.4 (b)
	Negotiate fair compensation for the advertisement	Detail in agreement template, clause 3.4 (c)
	Ensure a transparent and fair process	Detail in agreement template, clause 2.9 (d)
	Ensure that advertising follows an equitable community approach	Detail in agreement template, clause 2.9 (e)
<i>Authority / Permissions – responsibility of Advertiser</i>		
	Ensure the correct approvals have been obtained (e.g. from council) for all signage and included in the written agreement	Detail in agreement template, clause 2.4 Detail in table on following page 'Advertising Planning Approval Requirements'
	Ensure that the advertisement does not breach election advertising guidelines	Detail in agreement template, clause 2.5
<i>Drafting a written agreement – responsibility of School and Advertiser</i>		
	Access agreement template	Agreement template that schools must use when entering advertising agreements
	Determine cost of advertising	Contact EDConnect or local AMU for a cost guide
	Determine desired length of the agreement	Maximum 1 year (with possibility for extension)
	Set clear deliverables for both parties	Including the start and end dates, and an exit clause favouring the school for all agreements
	Ensure the prompt receipt of payment into the school finance system	Schools must keep a record of all agreements (including in-kind arrangements), regardless of monetary value
<i>Post-agreement – responsibility of Advertiser</i>		
	Ensure signage is maintained to a reasonable standard	Detail in agreement template, clause 2.12
	Ensure signage is removed at the agreed date	Detail in agreement template, clause 2.13 – 2.14

Advertising planning approval requirements for school perimeters

Advertising that is not related to the school i.e. Third party advertising

- **Development consent required.**
- Development application should be prepared by a qualified town planner on behalf of the proponent and submitted to Council for approval.
- School principals should not allow any signage unless development consent can be demonstrated.

Illuminated- LED signage related to school

- **Development consent required.**
- Development Application to Council or pursue through a relevant modification (DO or SSD). Internal advice and preparation of application to be undertaken by qualified town planner.
- School principals should not allow any signage unless development consent can be demonstrated.

Non-Illuminated signage related to the school

Controls under the ESEPP

- **Development consent not required.**

Scenario	Instructions
Existing signs—maintenance, replacement or change in display if existing sign is exempt development under this Policy	<ul style="list-style-type: none"> • Must not involve a change in area, form or shape. • Distance between ground level (existing) and top edge of sign must not be more than 6m
Identification, directional, community information or safety signs but not including roof-top signs or commercial advertising or signs associated with the use of road infrastructure (including signs associated with level crossings)	<ul style="list-style-type: none"> • Surface area must not exceed 8m². • Must be located wholly within property boundary or be attached to existing boundary fence and not projecting more than 100mm from fence • Obtrusive effects of outdoor lighting must be controlled in accordance with AS 4282–1997, <i>Control of the obtrusive effects of outdoor lighting</i> • Distance between ground level (existing) and bottom edge of sign must not be more than 6m • Must not involve electronic signage or moving displays
Identification, directional, community information or safety signs associated with the use of road infrastructure	<ul style="list-style-type: none"> • Distance between ground level (existing) and bottom edge of sign must not be more than 6m • Must not involve electronic signage or moving displays
Temporary signs advertising an event and associated relevant details including sponsorship of the event	<ul style="list-style-type: none"> • Surface area must not exceed 8m² • Must be located wholly within property boundary • Must not be displayed earlier than 28 days before event and must be removed within 14 days after event • Obtrusive effects of outdoor lighting must be controlled in accordance with AS 4282–1997 <i>Control of the obtrusive effects of outdoor lighting</i> • Distance between ground level (existing) and bottom edge of sign must not be more than 6m • Must not involve electronic signage or moving displays