

FACT SHEET

Fence Signage – Advertising / Sponsorship

If you occupy Council owned/controlled land, outward facing commercial signage is not permitted. Sponsorship signage requires a permit – please refer to this factsheet for information on how to apply.

We know that completing new forms can be challenging, so we have put together this information to help you navigate through the process.

All sponsorship/advertising signage installation requests must be submitted to Council as an 'Application to Display Advertising Device' (see page 2 of this fact sheet for further information). The proposed signage must be displayed within one of our templates (see page 7 and 8) and submitted along with the Application to Display Advertising Device for approval.

When submitting a sponsorship sign for approval please:

- Ensure the image is placed in the centre white space (centre of the template).
- Ensure the text at the bottom of the template is complete. Note: Sponsoring Organisation Name and Club Name are required. **Club logo is optional.**
- Text at the top of the template (**Home of**) is optional.

When submitting a general sign (entry sign for example) you are welcome to tailor the text as you see fit and submit for approval.

Please note: Application fees are not applicable when the application comes from a Not-For-Profit organisation.



Application Form

Please see the following example of the form and which areas of the 'Application to Display Advertising Device' you will need to fill out for placing advertising / sponsorship signage on your fence.

https://www.cairns.qld.gov.au/_data/assets/pdf_file/0006/13794/Application-for-Approval-to-Display-Advertising-Device.pdf



#3483009v18 Updated 21/09/2020

Application to Display Advertising Device

Cairns Regional Council Local Law No. 1 (Administration) 2019
Cairns Regional Council Local Law No. 4 (Advertising) 2019

2020/2021

All required sections must be fully completed and required documentation submitted with this application together with payment of the required fee. An incomplete application will not be accepted and will delay assessment.

PLEASE NOTE: It can take a minimum of 30 days to assess a completed application

Development Approval under the Planning Act 2016

Is there an Approved lawfully established land use over the site?

No* ☐ *If no, Applicant must wait for approval prior to submitting this application.* Yes* ☐

Is a development approval required for the advertisement under the Planning Act 2016:

Development Approval for Operational Works will be required if an Advertising Device is to be located on a Place of significance.

Yes* ☐ *If yes, you must attach evidence that the relevant approval has been granted. For further information, please contact townplanner@cairns.qld.gov.au* No ☐

Type of Approval

(Please tick)

New Application	☒
Renewal Application	☐
Amendment Application	☐
Transfer Application	☐

Applicant details

Is the applicant a Not for Profit Organisation? Yes ☒ *If yes, please attach supporting documents from the ATO.* No ☐

Who is making this application

Trading name

Business name

ABN

Business address

Applicant's name

Postal address

Applicant phone number

Applicant e-mail address

Certificate of
Incorporation

This is for
the Not
For Profit
organisation
details.

Do not put
sponsors
details here.

Has the applicant been convicted of a breach of a local law relevant to the subject matter of the application within the last three (3) years?		Yes ☐	No ☐
Proposed Location of Advertisement/s			
Street Address			
Locality/Suburb			
Real Property Description (Lot & Plan No.)			
Is the Applicant the land owner of the land on which the advertising device is proposed to be located?			
Yes ☐	No* ☐ <i>*If no, please attach the written consent of the land owner</i>		
Where the advertising device is located on or over a local government controlled area/road, Public Liability Insurance in the amount of \$20M is required, naming Cairns Regional Council as an interested party			
Current Certificate of Currency attached ☐	Not applicable ☐		
A site plan must be attached detailing:			
- location of proposed device, including the setback from any site boundaries, buildings or structures and other advertising devices; - location of existing buildings, structure, vegetation and points of vehicular and/ pedestrian access; - location of any existing advertising devices on the site; - location of any easements on the site; - location of any boundaries, including lease boundaries			
Site plan attached with the above details		☐	☐
An image or plan of the proposed advertising device must be attached.			
Image/Plan attached		☐	☐
Advertisement Type			
Proposed Advertising Device Type (eg Billboard, Pylon, Illuminated, Digital etc)*			
<i>*If the advertising device falls into more than 1 category, the highest level of assessment and fee will be applied.</i>			
Type: Fence	Type:		
Is the advertising device prohibited under Part 3 of Local Law No. 4:			
Yes* ☐	<i>*If yes, please do not proceed any further as an application cannot be made for a prohibited advertising device.</i>		No ☐
Will the advertising device display on-site or off-site advertising:			
On-site ☐	Off-site ☐		

See templates
on page 7 of this
fact sheet



Duration that the advertising device will be operational and remain in place:	
Is the advertising device associated with a temporary event:	
Yes* ☐ <i>*If yes, please include the name and duration of the temporary event</i>	No ☐
Event name:	
Event duration:	
Operation of the advertising device (hours of operation, luminance output etc.):	
Construction material/fabric that will be used:	
Expected operational life of the advertising device:	
<i>Please attach any manufacturers specifications, standards or operational requirements for the proposed advertising device.</i>	
Total advertising area (including the area of any existing advertising devices):	
<i>Refer to Local Law 4 (Advertising), Schedule 3 – Calculation of advertising area.</i>	
Are there any existing advertising devices on site that are proposed to be removed:	
Yes* ☐ <i>*If yes, please explain in further detail.</i>	No ☐
Is the advertising device proposed to be attached to a building/structure and any part of the device will be located on or over a public place:	
Yes* ☐ <i>*If yes, please provide an RPEQ Engineers Certificated certifying the building or structure is structurally adequate to support the device.</i>	No ☐

Amendment Application		
Current Permit Number:		
Expiry date of Permit:		
Is this an application to Amend Conditions of Approval	Yes ☐	No ☐
Has an amendment to conditions already been applied for in this calendar year?		
Yes* ☐	No ☐	
<i>*If yes, please note that a further amendment cannot be applied for pursuant to section 14(1)(a) of Local Law No. 1 (Administration) 2019</i>		
Proposed Amendment sought:		
Reasons for amendment:		
<i>If more space is required, please attach separate document to this application</i>		

Attachments to this Application		
I / We confirm the following documents are attached to this application:		
1. Not for Profit documentation	Yes ☐	N/A ☐
2. Land-owner's Written Consent	Yes ☐	N/A ☐
3. Public Liability Insurance – Certificate of Currency in the amount of \$20M naming Cairns Regional Council as an interested party	Yes ☐	N/A ☐
4. Site Plan detailing all of the requirements mentioned above	Yes ☐	N/A ☐
5. An image or plan of the proposed advertising device	Yes ☐	N/A ☐
6. Manufacturers' specifications, standards or operational requirements	Yes ☐	N/A ☐
7. RPEQ Engineer's Certificate	Yes ☐	N/A ☐

Declaration:	
If the application is made by a corporation or incorporated association, the person signing the form must occupy a position that is legally entitled to make an application on behalf of the corporation or incorporated association.	
To the Chief Executive Officer, Cairns Regional Council	
I make application under Cairns Regional Council Local Law No. 1 (Administration) 2019 and Cairns Regional Council Local Law No. 11 (Local Government Controlled Areas and Roads) 2016 for approval to display the proposed advertising device.	
I declare that the information provided by me in this application is true and correct. I am aware that it is an offence to knowingly provide false or misleading information.	
Name of Individual/Organisation:	
Name of Signatory If applicant is an organisation	
Position Proprietor, Director, Manager etc.	
Signature:	Dated:

Application Fees		\$
Advertising Device - Category A (Category A includes all other advertising devices not listed as Category C)		\$ 234.00
Advertising Device – Category C (Category C includes Billboard, Digital Sign, Projecting Horizontal/Vertical sign, Illuminated Sign, Pylon sign)		\$905.80
Renewal Fees		\$
Advertising Device - Category A (Category A includes all other advertising devices not listed as Category C)		\$ 234.00
Advertising Device – Category C (Category C includes Billboard, Digital Sign, Projecting Horizontal/Vertical sign, Illuminated Sign, Pylon sign)		\$905.80
Minor Amendment Fee		Nil
Major Amendment Fee (Will be incurred when an inspection or authorised officer assessment is required)		50% of application fee

No fees for
Not For Profit
organisations

Term of approval: The term of approval is the period stated on the approval.

Term of renewal of approval: The term of any renewal of an approval is the same term as the original approval subject to compliance with all conditions stated on the approval.

OFFICE USE			
Does the application fit the criterion for granting of approval?		YES	NO
PAYMENT DETAILS:	Receipt Type 164	Payment Amount \$	Receipt No:
PAYMENT DETAILS:	Receipt Type 314 (digital/billboard)	Payment Amount \$	Receipt No:
Cairns Regional Council – Information Privacy Statement Your personal information has been collected for the purpose of assessing your Application for Approval. The collection of your information is authorised under the Local Government Act 2009. You are providing personal information which will be used for the purpose of delivering services and carrying out Council business. Your personal information is handled in accordance with the Information Privacy Act 2009 and will be accessed by persons who have been authorised to do so. Your information will not be given to any other person or agency unless you have given Council permission or the disclosure is required by law.			

Sign Templates

We have two sets of templates available:

- Club sign
- Sponsorship sign

These signs come in four sizes and all templates are available for download on the Go Clubs web site.

Extra Large Club/Sponsorship Sign (2400mm x 1200mm)



Layout Details

Panel background:

CMYK: 65/50/85

1. Home of

Corbel Normal Italic 250pt

CMYK: 0/50/0

2. Club Name

Corbel Normal 300pt

CMYK: 0/50/0

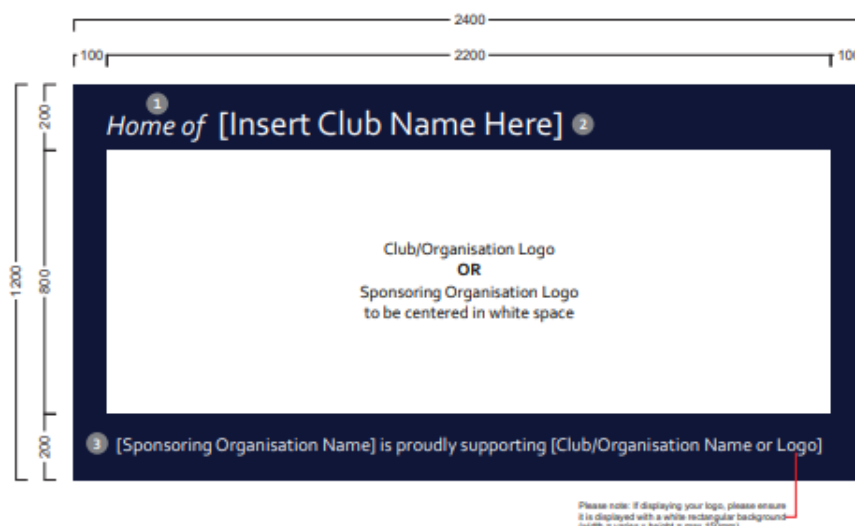
3. Sponsorship Text

Corbel Normal 165pt

CMYK: 0/50/0

Please note:

- For club signs, only ❶ and ❷ should be displayed.
- For sponsorship signs, only ❸ should be displayed.



Please note: If displaying your logo, please ensure it is displayed with a white rectangular background (width = varies x height = max 150mm)

Large Club/Sponsorship Sign (2000mm x 1000mm)



Layout Details

Panel background:

CMYK: 65/50/85

1. Home of

Corbel Normal Italic 200pt

CMYK: 0/50/0

2. Club Name

Corbel Normal 250pt

CMYK: 0/50/0

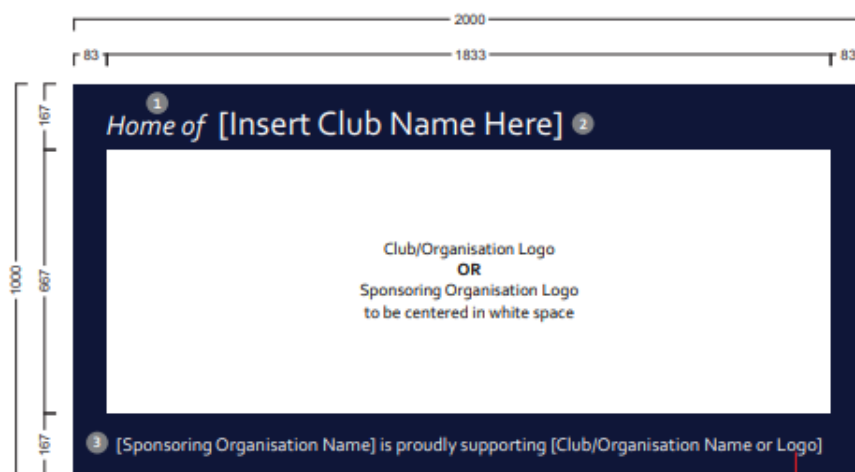
3. Sponsorship Text

Corbel Normal 137.5pt

CMYK: 0/50/0

Please note:

- For club signs, only ❶ and ❷ should be displayed.
- For sponsorship signs, only ❸ should be displayed.



Please note: If displaying your logo, please ensure it is displayed with a white rectangular background (width = varies x height = max 150mm)

Medium Club/Sponsorship Sign (1500mm x 750mm)



Layout Details

Panel background:

CMYK 65/50/0/85

1. Home of

Corbel Normal Italic 156pt

CMYK 0/0/0/0

2. Club Name

Corbel Normal 187pt

CMYK 0/0/0/0

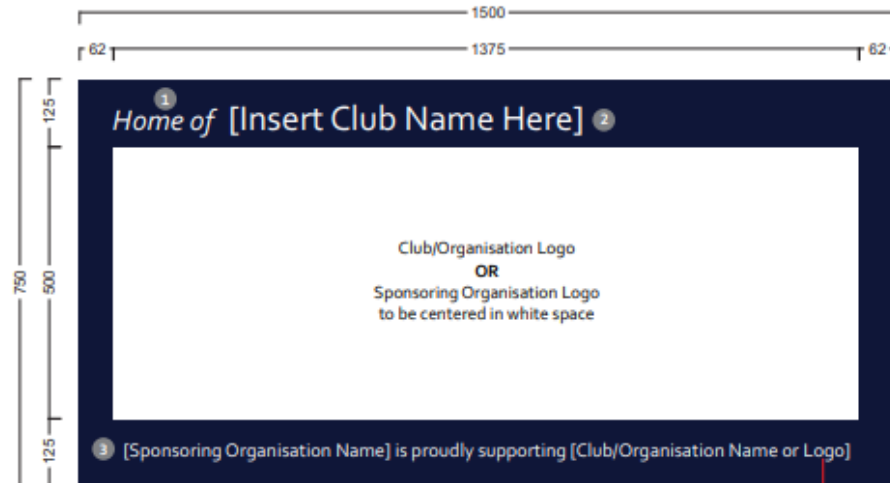
3. Sponsorship Text

Corbel Normal 103pt

CMYK 0/0/0/0

Please note:

- For club signs, only ① and ② should be displayed.
- For sponsorship signs, only ③ should be displayed.



Please note: If displaying your logo, please ensure it is displayed with a white rectangular background (width = varies x height = max 95mm)

Small Club/Sponsorship Sign (1200mm x 600mm)



Layout Details

Panel background:

CMYK 65/50/0/85

1. Home of

Corbel Normal Italic 125pt

CMYK 0/0/0/0

2. Club Name

Corbel Normal 150pt

CMYK 0/0/0/0

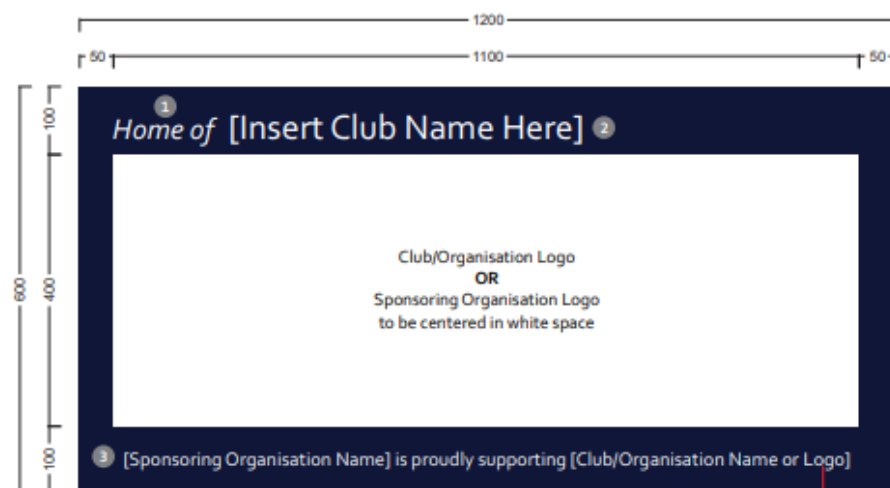
3. Sponsorship Text

Corbel Normal 82.5pt

CMYK 0/0/0/0

Please note:

- For club signs, only ① and ② should be displayed.
- For sponsorship signs, only ③ should be displayed.



Please note: If displaying your logo, please ensure it is displayed with a white rectangular background (width = varies x height = max 75mm)



Sample Club Sign

Home of Edmonton Storm Rugby League Club



Sample Sponsorship Sign 1



CAIRNS CARS

EXPERIENCE THE QUALITY

Cairns Cars is proudly supporting the Cairns International Tennis Centre

Sample Sponsorship Sign 2



CAIRNS CARS

EXPERIENCE THE QUALITY

Cairns Cars is proudly supporting the Cairns International Tennis Centre





How to use the templates

To put your information into the templates you will need a licenced copy of Adobe Acrobat or other 'vector' program (eg Illustrator, Corel Draw). We have also supplied a Word copy of the template. If you use the Word version to create your sign, the sizing will not be accurate.

Alternatively, you can have your chosen signwriter access these templates on the Go Clubs website. They are sure to have the appropriate computer software needed. They will also need to use the specified font - Corbel.

- Open the required size template.
- Add your club name and sponsor name.
- Add an image of club logo and sponsors logo.