

POLICY

On Ground Advertising By Clubs

2026



This Policy was adopted by the IDNA Board on 25 February 2026

ILLAWARRA DISTRICT NETBALL ASSOCIATION

ON GROUND ADVERTISING BY CLUBS

1 PURPOSE OF THIS POLICY

On March 17, 2024, the Management Committee passed a resolution that would allow Clubs to advertise their sponsors at the Fred Finch Park and Guest Park netball courts, on competition days.

Part of the discussion on this resolution involved the need to develop a suitable policy document that would ensure a consistent standard of advertising, and ensure the suitability of the advertising, the placement of advertising at the grounds and how it is used at the grounds.

When looking for answers to the questions that were raised at that meeting, it has become obvious that more work to get those answers was necessary. Because of this, an Interim policy had been created to provide guidance to clubs relating to the advertising of their sponsors.

2 POLICY REVIEW

This policy is to be reviewed not less than once every two years and before the start of the Winter Competition.

3 LIMITATIONS ON ADVERTISING SIGNAGE

Permission for clubs to advertise whole of club sponsors at the Berkeley Netball Courts will be granted subject to the following constraints. These include the following:

- (a) Clubs shall only be permitted to advertise appropriate “whole of club” sponsors that they have secured for the current season
- (b) Whole of club sponsorship may be a monetary payment or an equivalent in kind value
- (c) Clubs shall be permitted to have 2 advertising banners attached to their club marquee, with a maximum size of 3m x 1.8m, being the size of the side of a fully erected marquee
- (d) Clubs may have marquees that have been provided by a sponsor which have the sponsor’s name and or logo on them. Such advertising on a marquee is acceptable and would not be considered as part of the advertising banners
- (e) Where a club has received Federal, State or Local Government grants, the advertising of the receipt of such grants is permitted. Such advertising shall be limited to either one teardrop or pull-down banner
- (f) Banners that display the club’s name, without any sponsorship information will be permitted without impacting on the limits of advertising

- (g) Advertising shall be appropriate for the sport of netball and the age groups who may be subjected to the advertising
- (h) The advertising of licenced clubs is permitted as, being a member of Clubs NSW, they are obligated to sponsor local sporting clubs and activities
- (i) The Board may request the removal of any sponsorship advertising that is considered to be inappropriate
- (j) Clubs should submit proposed advertising to the Board for approval before being erected

4 ADVERTISING SIGNAGE NOT PERMITTED

In addition to the limitations identified above, there are certain advertising that is not permitted.

- (a) Advertising for individual team sponsors shall not be permitted
- (b) Advertising shall not promote any political party or political views
- (c) Advertising shall not promote any specific religious beliefs
- (d) Advertising shall not promote cigarettes, cigars, tobacco or vapes
- (e) Advertising shall not promote types, brands, or consumption of alcohol
- (f) Advertising shall not promote any illegal activities

5 WHEN CAN ADVERTISING BE DISPLAYED

- (a) Club advertising may be displayed on any grading day, competition day, gala day, or carnival day. It may also be displayed during the Finals series
- (b) Club advertising may be placed at the grounds on the day of competition
- (c) Club advertising must be removed at the end of competition on that day