

AAMI PARK LIGHTING POLICY

Title	Illumination of AAMI Park Roof Policy
Authorisation	Chief Executive
Accountable Department	Marketing
Date of policy	May 2010

1. PURPOSE

1.1 The purpose of this policy is to:

- Determine the criteria by which the AAMI Park LED lights may illuminate
- Protect the roof lighting from exploitation and ensure it meets its purpose as an event day feature and major art installation of Melbourne

2 SCOPE

2.1 This policy applies to applications by organisations and approvals to use the lights.

3 POLICY

3.1 As an iconic stadium of Melbourne, the LED lighting will become a significant feature and must meet community expectations as a public art installation. The lights have been designed to meet a number of purposes including promoting events at the stadium and other significant Melbourne based events/causes.

3.2 MOPT will receive requests from not-for-profit and commercial organisations to illuminate the roof for the purpose of promoting a community message, cause, product or service. MOPT will manage these requests taking into consideration community expectations and preserving the integrity of the stadium.

3.3 All requests to light the stadium are subject to the approval of the Chief Executive Officer, acting on authority of the Trust and in accordance with the procedures outlined in section 4, Practices and Procedures.

3.4 Lighting of the roof is permissible when it is related to a major cultural event or community project and there is acknowledgement of AAMI Park as part of the event.

4. PRACTICES AND PROCEDURES

4.1 All proposals must be submitted to MOPT **at least** two (2) months before a decision is required. All proposals should be addressed to the Marketing Manager, MOPT. A form will be available on the MOPT website.

4.2 A decision will not be made until six (6) weeks prior to the event, all events at the stadium will take precedence over other requests.

4.3 If an event is contracted at AAMI Park a request previously accepted may be void as events at the stadium will always take precedence.

5. ACCOUNTABILITIES

5.1 The Marketing Manager, MOPT is responsible for:

- Receiving and providing initial responses to applicants
- Providing written briefing and recommendations to the CEO
- Providing advice to applicants as required
- Implementation , review and monitoring of this policy

5.2 The CEO is responsible for approving proposals, referring applications to the Trust where required and formal reporting on illumination decisions to the Trust.