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## MEDIA RELEASE

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### **STATE POLICY NEEDED ON NAMING RIGHTS FOR SPORTS VENUES**

The Bracks Government needs to have a clear policy on the naming of significant sports and cultural venues and on important landmarks in Victoria.

If the Government had a clear policy, it would not be faced with the current controversy over the Collingwood football club's plan to name its training facilities at Olympic Park as the Lexus Bob Rose stadium.

The use of the Lexus name does create a serious issue for the Government and the community as it seeks to use a product brand in the naming of the Olympic Park venue.

There are a number of examples of corporate names being associated with major sporting and cultural venues such as Telstra Stadium, Optus Oval, Shell Stadium and the ANZ Pavillion.

However, the use of a product brand that could potentially have a short life span raises serious questions about balancing community benefit against the promotional benefits conferred on the naming rights sponsor.

The Government needs a clear policy to clarify whether or not certain names, particularly product brands, would be suitable or appropriate for sports and cultural venues that are promoted nationally and internationally.

Where corporates contribute to the capital cost of a venue there is a reasonable case for naming rights but short term sponsorships arguably have a much less compelling case for naming rights of major sports or cultural venues.

In setting a policy, the Government must take into account the impact on the state's tourism marketing and the potential confusion to consumers, particularly to interstate and international visitors, where the names of major venues may change frequently depending on sponsorship deals.

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