

6.3. REVIEW OF ADVERTISING SPENDING POLICY 2023

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DEPARTMENT Governance

RECOMMENDATION

That Council adopts the Advertising Spending General Policy

EXECUTIVE SUMMARY

The Advertising Spending General Policy is a statutory policy in accordance with s 197 of the *Local Government Regulation 2012* which states:

- (1) A local government must prepare and adopt a policy about the local government's spending on advertising (an advertising spending policy).
- (2) A local government may spend money on advertising only—
 - (a) if—
 - (i) the advertising is to provide information or education to the public; and
 - (ii) the information or education is provided in the public interest; and
 - (b) in a way that is consistent with the local government's advertising spending policy

BACKGROUND

There is an existing policy in place which was last adopted in June 2015.

COMMENTS

The proposed policy provides greater clarity around the types of advertising that can be undertaken to ensure that information is provided in the public interest.

The proposed policy also includes the restrictions on advertising in the caretaker period leading into the quadrennial local government elections.

PROPOSAL

That Council adopts the Advertising Spending General Policy

FINANCIAL/RESOURCE IMPLICATIONS

There are no financial or resource implications.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications.

SUSTAINABILITY IMPLICATIONS

Economic: Nil

Environmental: Nil

Social: Nil

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

Corporate Plan 2019-2024 Initiatives:

Theme 5 - Robust Governance and Efficient Service Delivery

Strong governance and financial management are the foundations of the way in which Council will conduct its business and implement the initiatives of the Corporate Plan.

Goal 1 - We will conduct Council business in an open and transparent manner with strong oversight and open reporting.

Operational Plan 2022-2023 Actions:

Legislative requirement.

COUNCIL'S ROLE

Council can play a number of different roles in certain circumstances and it is important to be clear about which role is appropriate for a specific purpose or circumstance. The implementation of actions will be a collective effort and Council's involvement will vary from information only through to full responsibility for delivery.

The following areas outline where Council has a clear responsibility to act:

Information Provider Council provides the community with important information on services, events, policies, rules, strategies, and any other relevant data that helps the community to stay informed. In performing this role, Council seeks to be open and transparent.

CONSULTATION

Internal: Management Team meeting held on 21 June 2023.
Councillor workshop held on 11 July 2023.

External: Nil

COMMUNITY ENGAGEMENT

Nil

ATTACHMENTS

1. Advertising Spending Policy 6 [6.3.1 - 3 pages]

7. ADVERTISING SPENDING GENERAL POLICY

Intent

To provide guidelines outlining the control on expenditure on advertisements placed by Council in various media to ensure that this advertising is in the public interest.

Scope

This policy applies to any paid advertisement or notice in any media to promote goods or services (including facilities) provided by the Council. This policy does not apply to advertising for: recruitment of staff, or Council's procurement/tendering activities.

Provisions

Section 197 of the *Local Government Regulation 2012* requires Council to prepare and adopt a policy about the local government's spending on advertising and for the purpose of this policy advertising is defined as:

“promoting to the public an idea, goods or services by using a medium commonly used for promoting ideas, goods or services and for which a fee is paid. Examples of mediums commonly used for promoting ideas, goods or services— magazine, newspaper, radio, television and social media”

Advertising should be used where the purposes of the Council or the benefit of the community is advanced.

Advertising should be planned, developed, implemented, funded and evaluated taking into account the following acceptable uses to:

- advise the public of a new or continuing service or facility provided by Council;
- advise the public about changes to a service or facility provided by Council;
- the use of a service or facility provided by council on a commercial basis;
- advise the public of the time, place and content of scheduled Council related meetings;
- advise the public of the decisions made by Council at its meetings;
- request comment on policies or activities of the Council;
- advise the public on community events, progress on Council works, services, projects and other matters of public interest;
- promote the region to potential tourists and economic development perspective;
- advertise matters required by legislation to be advertised.

Advertising During Local Government Elections

Council must not during the caretaker period in relation to a quadrennial local government election until the day of the election:

- place advertisements relating to future plans unless, and only to the extent that, those plans have been formally adopted by council.
- place advertisements that seek to influence support for individual candidates, groups of candidates or potential candidates in the election.

- bear the costs of advertisements featuring one or more councillors or containing quotations attributed to individual councillors. For the avoidance of doubt, this policy does not prohibit councillors from appearing in unpaid publicity or publicity where the cost is not borne by council.

Restrictions on advertising during the caretaker period does not apply to the day to day operations of Council.

All advertising must be approved by the relevant Manager or the Chief Executive Officer who must ensure that:

- (i) The expenditure is in accordance with this policy;
- (ii) The cost of the advertisement is appropriate for the number of people it is intended to inform and provides a commensurate benefit to the Council or to the public.
- (iii) The cost is available in the relevant budget item and meets the usual requirements for expenditure approvals.

Related Legislation

Local Government Regulation 2012

Policy Review

This policy is to be reviewed whenever legislation changes, or every 2 years if no changes have been required to be enacted, at the direction of the Chief Executive Officer.

Policy Details

Policy Name	Advertising Spending General Policy
Policy Number	7
Policy Version	3
Document Number	809784
Endorsed by	Chief Executive Officer
Policy Type	Statutory
Approval Authority	Council
Date Adopted	25 July 2023
Time Period	2 years
Review Date	25 July 2025
Policy Department	Executive Office
Link to Corporate Plan	Robust Governance and Efficient Service Delivery

Revoked/Superseded	
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This policy is to remain in force until otherwise determined by Council.