

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:

- The expenditure is in accordance with this policy;
- 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.
- 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
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Policy Department	Governance
Link to Corporate Plan	Robust Governance and Efficient Service Delivery
Revoked/Superseded	

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