

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

The 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 activities.

Reference

Legislation:

Local Government Regulation 2012

Provisions

The *Local Government Regulation 2012* requires Council to have a policy 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. It should not be used to promote the particular achievements or plans of particular Councillors or groups of councillors. In particular advertising that is paid for by the Council should not be used to influence the voters in an election.

Council may incur expenditure for advertising only if—

- a) the advertising is for providing information or education to the public; and
- b) the information or education is provided in the public interest

All advertising must be approved by the relevant Manager 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.

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

Manager Responsible for Review:

General Manager Corporate Services

ORIGINALLY ADOPTED: 16/06/2015

CURRENT ADOPTION:

DUE FOR REVISION: 16/06/2019