

G.10 Advertising Spending Policy

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- CEO Chief Executive Officer
- DCCS Director of Corporate & Community Services
- DES Director of Engineering Services
- MFS Manager Financial Services

1 OBJECTIVE

The purpose of this Policy is:

- to meet the requirements of the legislation;
- to ensure appropriate authorisation of advertising expenditure;
- to ensure the Council obtains value for money in advertising placement; and
- 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.

2 SCOPE

The Policy applies to any paid advertisement or notice in any media in any medium to promote goods or services (including facilities) provided by the Council.

The Policy also applies to electronic advertising, including the use of the internet.

The Policy does not apply to advertising for employees (e.g. recruitment).

The Policy does not apply to advertising for the acquisition or disposal of property, plant and equipment used, or to be used by the Council in its business.

The Policy does not apply to advertisements for tenders or expressions of interest under section 177 of the Local Government Regulation 2012 or the Council's policy on procurement.

The Policy does not apply to reports published in media where no payment is made for the report or where publicity is achieved (free of charge) for promotion of ideas, goods and services provided by Council.

3 STATEMENT

3.1 CONTEXT

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 should not be used to influence the voters in an election.

3.2 ALLOWABLE ADVERTISING

The Council may incur expenditure for advertising only if:

- the advertising is for providing information or education to the public; and
- the information or education is provided in the public interest; and
- the advertising falls into one of the acceptable use categories set out below.

Acceptable uses of the Council money for advertising are:

- To advise the public of a new or continuing service or facility provided by the Council;
- To advise the public about changes to an existing service or facility provided by the Council;
- To increase the use of a service or facility provided by the Council on a commercial basis with a view to profit;
- To increase the use of a service or facility provided by Council free of charge that has community benefit (such as a library);
- To change the behaviour of people in the Council's area for the benefit of all or some of the community or to achieve the objectives of the Council;

- To advise the public of the time, place and content of scheduled meetings of the Council;
- To advise the public of the decisions made by the Council at its meetings;
- To request comment on proposed policies or activities of the Council;
- To advertise matters required by legislation to be advertised; or
- Where the advertisement facilitates the administration of the Council.

The Council must not:

During the period of three months preceding an election of the local government other than a by-election;

OR

During the period after the date of a by-election is advertised 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 the Council;
- Advertise the activities of the Council other than in the manner and form it is customary for the Council to advertise its activities;
- Place advertisements which seek to influence support for particular candidates, groups of candidates or potential candidates in the election; or
- Bear the cost of advertisements featuring one or more Councillors or containing quotations attributed to individual Councillors, unless acting in a role authorised by Council for an ‘acceptable use’ as outlined above.

Note: This does not preclude Councillors appearing in unpaid publicity or other publicity where the cost is not borne by the Council.

3.3 APPROVAL OF ADVERTISING

All expenditure on advertising must be approved by the Chief Executive Officer or a delegated Manager.

The approving Manager 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 quantifiable 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.

4 DEFINITIONS

Advertising: 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.

5 RELATED POLICIES | LEGISLATION | OTHER DOCUMENTS

Local Government Regulation 2012

IX #	Details