



G.10 Advertising Spending Policy

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1 OBJECTIVE

The objective of this policy is to provide a framework for the expenditure on advertising and to ensure the advertising is in the public interest:

The *Local Government Regulation 2012*, Part 6, section 197 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.
- (3) *Advertising* is promoting, for the payment of a fee, an idea, goods or services to the public

2 SCOPE

This policy applies to all of Council's activities. The policy applies to any paid advertisement or notice in any media in any medium to promote goods or services (including facilities) provided by Council.

All Councillors and Council officers are responsible for ensuring this policy is always understood and adhered to.

3 STATEMENT

3.1 CONTEXT

Section 197 of the *Local Government Regulation 2012* requires that all Councils adopt a policy relating to advertising expenditure. This is to ensure that money spent on advertising is in the public interest.

3.2 PRINCIPLES OF ADVERTISING EXPENDITURE

Advertising should be used where the purposes of Council or the benefit of the community is advanced, and where it is for providing information or education to the community which is provided in the public interest.

Section 197 of the *Local Government Regulation 2012* states that Council may spend money on advertising only if:

- the advertising is to provide information or education to the public;
- the information or education is provided in the public interest; and
- in a way that is consistent with the Council's advertising spending policy.

All advertising expenditure must be

- Reasonable and appropriate to Council's business;
- For official Council purposes only and incurred in providing a service in the public interest;
- Properly documented and records maintained;
- Reasonable, cost effective and within budget allocation;
- In accordance with all other related policies and procedures; and
- Authorised in accordance with Council's financial management procedures.

3.3 APPROPRIATE EXPENDITURE

Appropriate expenditure of Council funds for advertising may include:

- Advertising and informing the public of a new or continuing service or facility provided by the Council;
- Advising 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 Council;
- To inform and request a 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 a Council policy or program;
- To advise the public of the time, place and content of scheduled meetings of the Council;
- To advise and explain to the public decisions made by Council;
- To recruit staff, acquire or dispose of property, plant and equipment, promote tenders and expressions of interest;
- Promote economic development and investment in the Shire;
- To request feedback on proposed policies or activities of Council;
- To promote the Quilpie Shire; and
- To comply with legislative requirements.

3.4 INAPPROPRIATE EXPENDITURE

In accordance with section 90D of the *Local Government Act 2009*, Council shall not publish or distribute anything during the caretaker period that may influence an elector about voting in an election or affect the result of an election.

Advertising expenditure 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.

3.5 APPROVAL OF ADVERTISING

All expenditure on advertising must be approved by the Chief Executive Officer or delegate.

All officers incurring and authorizing advertising expenditure shall do so in accordance with their financial delegations and Council's Procurement Policy and must ensure that:

- It is for official purposes and within the type of advertising listed in this policy;
- It is properly documented with the purpose identified;
- The documentation is available for scrutiny by both internal and external audit;
- It is appropriate and reasonable and can withstand the 'public defensibility test'; and
- It is in accordance with Council's budgets and plans.

4 HUMAN RIGHTS COMPATIBILITY STATEMENT

This Policy has been assessed as compatible with the Human Rights protected under the *Human Rights Act 2019*.

5 DEFINITIONS

Advertising: Advertising is defined by the *Local Government Regulations 2012*, section 197, promoting, for the payment of a fee, an idea, goods or services to the public.

Advertising Expenditure: Advertising expenditure is defined as any expenditure on advertising.

Caretaker period: Caretaker period is defined in section 90A of the *Local Government Act 2009*, the period during an election for the local government that starts on the day when the public notice of holding of the election is given under the Local Government Electoral Act (section 25(1)) and ends at the conclusion of the election. There is no caretaker period during a buy-election or fresh election. The exact dates of a caretaker period are determined by the Electoral Commission of Queensland (ECQ).

Medium: Medium is defined as Commonly used media for advertising – can consist of magazines, billboards, electronic media/signs, newspapers, websites, social media, radio, television and products such as magnets and brochures.

6 RELATED POLICIES | LEGISLATION | OTHER DOCUMENTS

Local Government Act 2009

Local Government Regulation 2012

IX #	Details
	Procurement Policy

7 VERSION CONTROL

V1	20-Sep-11	Developed and adopted
V2	08-Apr-14	Reviewed and adopted
V3	10-Jun-16	Reviewed and adopted
V4	13-Apr-18	Reviewed – no changes
V5	08-May-20	Reviewed – no changes
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