

ADVERTISING SPENDING

- 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, acquisition or disposal of property plant and equipment, tenders or expression of interests as part of Council's procurement activities.

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"

For the purposes of this policy, the following advertising definitions apply:

- A "classified" advertisement is any advertisement appearing in the public notices section of the Local Government area's largest circulating daily newspaper;
- A display advertisement is one appearing in the early general news section of a newspaper, periodical or magazine;
- Electronic media is any means of communication characterised by the use of technology, radio, computers, etc. This is generally related to sounds or images that can be presented live on radio and television or in video, film and slide productions

Legislative background

The Local Government Regulation 2012 requires Council to have a policy on advertising.

Principles

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.

Provisions

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
- the advertising falls into one of the categories below to:
 - advise the public of a new or continuing service or facility provided by the Council;
 - advise the public about changes to an existing service or facility provided by the Council;
 - increase the use of a service or facility provided by the Council on a commercial basis with a view to profit;
 - 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;
 - advise the public of the time, place and content of scheduled meetings of the Council;
 - advise the public of the decisions made by the Council at its meetings;
 - request comment on proposed policies or activities of the Council;
 - advertise matters required by legislation to be advertised.

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

Authorisation of Advertising

All advertising must be approved by the relevant Branch Manager. The Manager Marketing & Communications will monitor the appropriateness and cost effectiveness of advertising undertaken and report to the Chief Executive Officer when concerns arise.

The approving officer 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.

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

General Manager Responsible for Review:

Human Resources and Organisational Change

**ORIGINALLY ADOPTED: 29/06/2006
CURRENT ADOPTION: 15/11/2017
DUE FOR REVISION: 15/11/2021
REVOKED/SUPERSEDED**



**John Andrejic
Chief Executive Officer**