



Advertising Spending Policy

ADOPTION DATE:	July 2019
REVISION DATE:	June 2020
DIVISION	Administration
RESPONSIBLE OFFICER:	Director Finance and Administration
Note: P – Primary Author, S – Secondary Author	

POLICY OBJECTIVE:

This policy defines the type of advertising the Council may use, the places the advertising may be located, and the {necessary} approvals required.

It also restricts the promotional advertising the Council can place during the three months before an election.

RELEVANT LEGISLATION:

Local Government Regulation 2012 (s.197)

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(1) Council may spend money on advertising:

- (a) if the advertising is to provide information or education to the public; and
- (b) if the information or education is provided in the public interest; and
- (c) in a way that is consistent with Council's Advertising Policy Statement.

(2) Advertising is promoting an idea, goods or services to the public for which a fee may be paid.

BACKGROUND:

The legislation requires a local government to have a policy on advertising spending. The Definition in the legislation clearly excludes advertising for staff recruitment and tenders. This policy covers the advertising defined in the legislation and all other advertising placed by the Council.

ADVERTISING POLICY STATEMENT:

All advertising expenditure is to be clearly linked to official purposes and serve the public interest. Expenditure on advertising is subject to allocations in the Council's annual budget.

The following media may be used for the stated purpose:

Newspapers:

- Notices prescribed by relevant legislation;
- Employment advertisements;
- Advertisement of tenders called or quotations sought;
- Notices of interruptions or restrictions to services;
- Notices of traffic changes or interruptions;
- Notices of forthcoming events/functions/community programs;
- Notices in relation to matters of community education, safety and protection.

Radio:

- Notices of interruptions or restrictions to services;
- Notices of traffic changes or interruptions (where lead time is critical);
- Notices of forthcoming events and functions;
- Notices in relation to matters of community education, safety and protection.

Internet (Council Web Site):

- Employment advertisements;
- Advertisement of tenders called or quotations sought;
- Notices of forthcoming events/functions;
- Notices in relation to matters of community education, safety and protection;
- Promotional material aimed at promoting tourism, economic or community development, the shire or region.

Other Print Media:

- Promotional material aimed at promoting tourism, economic and community development in the shire;
 - Flyers and notices in relation to matters of community education, safety and protection;

Signage:

- Roadside signage such as for major road works and major projects;
- Roadside signage for promotion of major Shire or regional events;
- Promotion of the Shire (e.g. Welcome signs at airport);
- Promotional material aimed at promoting tourism, economic and community development in the shire;

Period prior to elections for the Council:

During the three-month period prior to the date of any Election of the Council, no expenditure will be incurred on promotional advertising unless:

- a) it has been approved prior to the three month period or
- b) this is expenditure that the Council has been making regularly for at least six months prior to the election.

PROCEDURES:

Newspaper selection will be at the discretion of the Chief Executive Officer or delegate.

Radio station selection will be at the discretion of the Chief Executive Officer or delegate.

All promotional material will be subject to approval by specific resolution of the Council.

The erection of signage for major roadworks and major projects will be subject to approval of the Chief Executive Officer or delegate. Other signage will be subject to approval by resolution of the Council.

All advertising expenditure must be authorised in the current budget of the Council.

BUDGETARY IMPLICATIONS:

Nil

IMPLEMENTATION:

Policy to be implemented by the Director of Administration and Finance

Policy commences immediately on adoption by Council

Policy applies to all employees of the Council.

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