
ADVERTISING EXPENDITURE POLICY

INTENT

To provide guidelines for the control of expenditure on advertisements placed by Council through various media to ensure advertising is in the public interest.

SCOPE

This policy applies to all Council employees and to all paid advertising in any media to promote goods or services (including facilities) provided by Council.

DEFINITIONS

TERM	DEFINITION
Advertising	As defined in section 197(3) of the <i>Local Government Regulation 2012</i> :- Advertising is promoting, for the payment of a fee, an idea, goods or services to the public.

POLICY STATEMENT

Council is committed to informing, involving and educating the community about matters affecting them which includes updating the public about its services, facilities, events and projects through appropriate advertising.

When determining how and when to advertise, the most effective media appropriate for the intended audience will be utilised, which may include social media or the internet.

Acceptable Advertising

The types of advertising Council considers appropriate include, but not necessarily limited to:

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Last Modified:	March 2021		
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- To advise the community about new or existing services, programs, events, facilities and venues
- To advise the public about changes to existing services, programs, events, facilities and venues
- To increase the use of a service, program, facility or venue
- To advise and inform the community of matters which Council has a statutory obligation to undertake
- To advise the public of community engagement activities and to seek feedback or comment on Council business
- To recruit staff
- To undertake Council's procurement activities
- To promote economic development within the Shire
- For the promotion of the Shire's assets, industry, lifestyle and liveability

Advertising Approvals

All advertising is to be approved by the relevant Manager or appropriate financially delegated officer, who must ensure that:

- the expenditure for and nature of advertising is in accordance with this policy;
- the cost of the advertisement is appropriate for audience it is intended to inform and provides a commensurate benefit to Council and to the community;
- the content and intent of the advertisement and its selected medium is appropriate; and
- sufficient budget funds are available to cover advertising costs and meets the usual procurement requirements for expenditure approval.

Election Restrictions on Advertising

During the period of three months preceding an election of the local government or during the period of a by-election (after the date of a by-election is advertised until the day of the election), Council must not:

- 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 Council.

Unless otherwise approved by the Chief executive Officer, Council advertising will be coordinated through Council's Media and Communications Officer.

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KEY RESPONSIBILITIES

RESPONSIBLE OFFICER	RESPONSIBILITY
Managers	Ensure all staff are aware of this policy and requirements to be undertaken when advertising
Officers Approving Advertising	Ensure sound and objective decision-making is applied to all advertising requests and the principles of this policy are upheld
Senior Digital Media and Communications Officer	Monitor adherence of advertising to this policy

REFERENCES, LEGISLATION AND GUIDELINES

Local Government Act 2009

Local Government Regulation 2012

RELATED DOCUMENTS

Corporate Plan 2017 – 2022

Council's Procurement Policy

Code of Conduct for Councillors in Queensland

Code of Conduct (staff)

IMPLEMENTATION/COMMUNICATION

Policy will be published on Council's website.

APPROVED BY

Council Resolution

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REVIEW

SPONSOR:	Director Organisation Business Services
OFFICER RESPONSIBLE FOR REVIEW:	Manager Governance
ADOPTION DATE:	9 March 2021
REVIEW DATE:	March 2023

THIS POLICY IS TO REMAIN IN FORCE UNTIL OTHERWISE DETERMINED BY COUNCIL

AMENDMENT HISTORY

VERSION	AMENDMENT DETAILS	AMENDMENT DATE	APPROVAL
Version 6		9 March 2021	Council Resolution 2021/57

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