

	COUNCIL POLICY	
	Advertising Council Policy	
	Policy Number	CP036
	Directorate	Organisational Services
	Owner	Marketing and Communications
	Last Approved	23/02/2022
	Review Due	23/02/2025

1. PURPOSE

The objective of this policy is –

- a. to meet the requirements of the *Local Government Regulation 2012*;
- b. to ensure appropriate authorisation of advertising expenditure; and
- c. to ensure that advertising is procured in a co-ordinated and cost-effective manner projecting a positive and professional image for Council.

2. SCOPE

What this policy applies to:-

This policy applies to any paid advertisement or notice in any media to promote goods or services (including facilities) provided by Council.

What this policy does not apply to:-

This policy does not apply to advertising for the following:

- employees;
- acquisition or disposal of property, plant and equipment used or to be used by Council in its business;
- tenders or expressions of interest; or
- reports published in the media where no payment is made for the report.

3. HEAD OF POWER

Local Government Regulation 2012

Section 197 Advertising Spending of the Local Government Regulation 2012 provides that:

- (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 for which Council resources are used.*

4. DEFINITIONS

To assist in the interpretation of this Policy the following definitions apply:

“advertising” means *“promoting an idea, goods or services to the public for which a fee is paid”*. This includes, but is not limited to magazines and newspapers, radio, television, social media and use of the internet.

5. POLICY STATEMENT

5.1. Statement:

Council endorses advertising provided it is procured in accordance with the conditions, procedures and restrictions outlined within this policy.

Advertising should be used where the purposes of Council or the benefit of the community is advanced. It should not be used to promote the achievements or plans of individual Councillors or groups of Councillors. Advertising should not be used to influence voters in an election.

5.2. The Council may incur expenditure for advertising only if:

- i. the advertising is for providing information or education to the public;
- ii. the information or education is provided in the public interest; and
- iii. the advertising falls into one of the categories below.

5.2 Acceptable uses of Council Money for advertising are:

- i. to advise the public of a new or continuing service or facility provided by the Council;
- ii. to advise the public about changes to an existing service or facility provided by the Council;
- iii. to increase the use of a service or facility provided by the Council on a commercial basis with a view to profit;
- iv. 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;
- v. to advise the public of the time, place and content of the scheduled meetings of the Council;
- vi. to advise the public of the decisions made by the Council at its meetings;
- vii. to request comment on proposed policies or activities of the Council;
- viii. to advertise matters required by legislation to be advertised; or
- ix. where the advertisement facilitates the administration of the Council.

5.3 Restrictions on advertising:

The Council must not:

1. during a period of three (3) months preceding an election of a 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:
 - i. Place advertisements relating to future plans unless those plans have been formally adopted by Council;
 - ii. Advertise the activities of the Council otherwise than in the manner and form that is customary; or
 - iii. Place advertisements which seek to influence support for particular candidates, groups of candidates or potential candidates in the election.
2. 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.

5.4 Approval of Expenditure

All advertising is to be coordinated through the Marketing and Communications team. Expenditure on advertising must be approved by the Chief Executive Officer or a delegated officer. The approving officer must ensure that:

- i. the expenditure is in accordance with this policy;
- ii. the cost of advertisement is appropriate for the number of people it is intended to inform and provides a commensurate benefit to Council or to the public; and
- iii. the cost is available in the relevant budget item and meets the usual requirements for expenditure approvals.

6. ASSOCIATED DOCUMENTS

N/A

7. REVIEW

This Policy will be reviewed when related legislation/documents are amended or replaced, other circumstances as determined from time to time by Council or at intervals of no more than three years.

Version Control

Version Number	Key Changes	Approval Authority	Approval Date	Document Number
9	First approved 2008 Last approved 2016	Council	16/04/08	1885685
10	Formatted to new template	Council	23/02/2022	1885685