

# ADVERTISING SPENDING POLICY

## Policy Details

<b>Policy Category</b>	Council Policy
<b>Date Adopted</b>	18 <sup>th</sup> August 2021
<b>Resolution Number</b>	0821/010
<b>Approval Authority</b>	Council
<b>Effective Date</b>	18 <sup>th</sup> August 2021
<b>Policy Version Number</b>	5.00
<b>Policy Owner</b>	Executive Services
<b>Contact Officer</b>	Chief Executive Officer

## Supporting documentation

<b>Legislation</b>	<ul style="list-style-type: none"> <li>Local Government Regulation 2012</li> </ul>
<b>Policies</b>	<ul style="list-style-type: none"> <li>Procurement Policy</li> <li>Delegations Policy</li> </ul>
<b>Delegations</b>	<ul style="list-style-type: none"> <li>As per Financial Delegations</li> </ul>
<b>Forms</b>	<ul style="list-style-type: none"> <li>Nil</li> </ul>
<b>Supporting Documents</b>	<ul style="list-style-type: none"> <li>Nil</li> </ul>

## Version History:

Version	Adopted	Comment	eDRMS #
5.0	18/08/2021	Changes as per Resolution No. 0821/010	
4.0	24/10/2018	Changes as per Resolution No.1018/011	
3.0	23/06/2010	Changes as per Resolution No. 0610/008	
2.0	20/05/2009	Changes as per Resolution No. 0509/005	
1.0	16/06/2006	Changes as per Resolution No. 0606/027	

## **1. Purpose of the Advertising Spending Policy**

---

The intent of this policy is to provide direction for managing advertising expenditure, including the types, appropriate use of funds, and conditions on expenditure during the three months before a local government election and advertising approval processes.

## **2. Background**

---

Section 197 of the Local Government Regulation 2012 (the regulation) requires Council to prepare and adopt a policy about Council's spending on advertising. The regulation defines advertising as 'promoting an idea, goods or services to the public for which a fee is paid'.

The regulation states that Council may spend money on advertising only if the advertising is to 'provide information or education to the public; and the information or education is provided in the public interest'.

The purpose of this policy is to provide guidelines regarding the use of Council resources for advertising pursuant to the regulation.

## **3. Policy**

---

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

Expenditure on advertising may be incurred if:

- 1) the advertising is for providing information or education to the public, and the information or education is provided in the public interest; or
- 2) the advertising falls into one of the following categories:
  - a) To advise the public of a new or continuing community service, facility or event provided by Council, or of changes to an existing community service, facility or event provided by Council;
  - b) To increase the use of a service, facility or event provided by Council on a commercial basis with a view to achieving a commercial return;
  - c) To advise the public of the time, place and content of scheduled Council meetings, and decisions made at Council meetings;
  - d) To request comment on proposed policies or activities of Council; or
  - e) To advertise matters required by legislation to be advertised.

Advertising expenditure must comply with Council's purchasing and procurement policies and be authorised in accordance with relevant financial delegations.

## **4. Responsibilities**

---

This policy applies to all advertising expenditure undertaken by Councillors and Council Officers.