



Advertising Spending Policy

Local Government Act 2009

1. POLICY STATEMENT

Council may place paid advertisements in various media to promote, inform and educate the public about its services and programs. Council must ensure that expenditure on advertising is appropriate, sustainable and in the interest of the public.

2. PRINCIPLES

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 particular achievements or plans of particular Councillors or groups of councillors, but may be used to inform the community of completed work. Advertising that is paid for by the Council should not be used to influence the voters in an election.

3. SCOPE

The Communications and Marketing team is responsible for the procuring and placement of all approved marketing advertising for the Council.

The Procurement team is responsible for advertisements for tenders; and the People & Culture team is responsible for recruiting advertisements.

4. RESPONSIBILITY

Managers are responsible for ensuring the policy contained herein is understood and adhered to by all workers.

5. DEFINITIONS

Advertising – has the meaning provided by section 197(3) of the Local Government Regulation 2012, namely promoting an idea, goods or services to the public for which a fee is paid.

Manager – includes persons appointed to positions including with the title, Team Manager, General Manager, Coordinator, Lead, Head, Principal, Director and Chief.

Workers – includes employees, contractors, volunteers and all others who perform work on behalf of Council.

6. POLICY

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 types of advertising Council considers appropriate include:

- to advise the public about new or existing services, programs, facilities and venues, including the completion of work;
- to advise the public about changes to existing services, programs, facilities and venues;
- to increase the use of a service, program, facility or venue;
- to achieve Council's plans, goals and objectives;
- to advise the public of Council meetings, outcomes, legislation and proposed policies;

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- to request public feedback or comment on Council's business;
- to recruit staff, acquire or dispose of property, plant and equipment, promote tenders and expressions of interest;
- to promote tenders for work required by Council to advance projects and programs; and/or
- to promote the economic development and sustainability of the city

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 Councillors, groups of Councillors, or actual 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.

All advertising must be approved by the Head of Communications and Marketing. The General Manager, Community Engagement will monitor the appropriateness and cost effectiveness of advertising undertaken and report to the Chief Executive Officer when concerns arise.

The Head of Communications and Marketing must ensure that:

- the expenditure is in accordance with this policy; and
- 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; and
- the procurement of advertising meets Council policies; and
- the cost is available in the relevant budget item and meets the usual requirements for expenditure approvals.

7. LEGAL PARAMETERS

Local Government Act 2009

Local Government Regulation 2012

Information Privacy Act 2009

Right to Information Act 2009

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8. ASSOCIATED DOCUMENTS

Relevant Marketing Communication Plan

Code of Conduct for Staff

9. DOCUMENT HISTORY

Date	Version	Amendment	Reviewer	Approved
23/08/2023	8	Corporate Branding Amendment, Minor amendments to definitions and clarification.	Community Engagement	Council



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