

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 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. In particular advertising that is paid for by the council should not be used to influence the voters in an election.

3. SCOPE

The Public Affairs Team is responsible for the procuring and placement of all approved advertising for the council. This policy applies to all council staff.

4. RESPONSIBILITY

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

5. DEFINITIONS

Advertising – means the same as section 141(2) of the *Local Government (Finance, Plans and Reporting) Regulations 2010* as promoting an idea, goods or services to the public for which a fee is paid.

Manager – includes persons appointed to positions with the title, Team Manager, General Manager, 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.
- 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.
- 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 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 candidates, groups of candidates or potential candidates in the election; and
- must not 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 relevant Manager. The General Manager, Community Engagement and Cultural Services will monitor the appropriateness and cost effectiveness of advertising undertaken and report to the Chief Executive Officer when concerns arise.

The approving officer 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 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 (Finance, Plans and Reporting) Regulations 2012

Information Privacy Act 2009

Right to Information Act 2009

8. ASSOCIATED DOCUMENTS

Relevant Marketing Communication Plan

Code of Conduct

Electronic version current uncontrolled copy valid only at time of printing.

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Authorised by – Director of Planning and Community Engagement

Document Maintained by – Community Engagement

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