



# Advertising Spending Policy

## 1. POLICY OBJECTIVES/PURPOSE

The purpose of this policy is to establish guidelines on Council's advertising expenditure pursuant to *Section 197* of the *Local Government Regulation 2012*. The policy establishes the principles governing expenditure on advertising which will ensure that public monies are utilised prudently and appropriately.

## 2. SCOPE

This policy applies to any paid advertisement or notice in any media, to promote goods or services (including facilities) provided by Council. The policy does **not** apply to:

- Advertising for employees;
- Advertising for the acquisition or disposal of property, plant or equipment, used or to be used by Council in its business;
- Advertisements for tenders or expressions of interest under Councils Procurement Policy; or
- Reports published in the media where no payment is made for the report.

## 3. POLICY STATEMENT

In accordance with *Section 197(2)* of the *Local Government Regulation 2012*:

*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*

This means that Council Officers authorising expenditure must confirm that the expenditure will benefit the public generally or facilitate Council business.

Acceptable advertising purposes are:

### 3.1 Display Advertisements

- Public advice on scheduled meetings of Council, decisions made by Council at its meetings and request for public comment in proposed policies or activities of Council;
- Provide the public with information on new and change to existing services or facilities provided by Council;
- Operating times for council;
- Advertising of events and festivals
- Public consultation
- Community workshops

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## 3.2 Legislative Requirements

Advertise Legislative Requirements as a result of obligations under various Acts and Regulations.

## 3.3 Public Notices

Public Notices that have a low creative content and seek to impart specific information in a direct and unembellished manner. This type of advertising includes but is not limited to Impounded Stock, Road Closures, Abandoned Vehicles and naming of Parks and Reserves. Respective Council departments are responsible for arranging advertising of this type.

## 3.4 Cooperative

Cooperatives (e.g. Regional Arts Development Fund – RADF) are sometimes placed in conjunction with another organization or agency. In these instances, because joint branding may be necessary, the CEO must be given the opportunity to review the advertisement before it is published.

## 4. RELEVANT LEGISLATION

Local Government Act 2009

Local Government Regulation 2012

## 5. RELATED DOCUMENTS

Procurement Policy

## 6. DEFINITIONS

**Advertising** as defined in the *Local Government Regulation 2012* is promoting, for the payment of a fee, an idea, goods or services to the public.