



Blackall-Tambo

Regional Council

Advertising Spending Policy

Version Number: Six	Effective Date: 18 November 2020
Policy Compiled by: DFCCS	Review Date: 17 November 2024
Procedure Approved by: Chief Executive Officer	

1. Objective

The purpose of this advertising policy is to ensure that any spending on advertising by Council for the period 18 November 2020 to 18 November 2024 complies with legislative requirements and is appropriate only for Council operations.

2. Legal Requirement

Section 197 of the *Local Government Regulation 2012* states that a Local Government must prepare an Advertising Spending Policy.

The Council may spend money on advertising only

(A) IF:

- a. Advertising is to provide information or education to the public;
- b. The information or education is provided in the public interest; and

(B) Money is spent in a way that is consistent with Council's advertising spending policy.

3. Definition

Section 197(3) of the *Local Government Regulation 2012* defines advertising as:

Promoting an idea, goods or services to the public for which a fee is paid.

Media for advertising includes newspapers, magazines, radio, television, electronic media (for example: Council's website, social media, newsletters, brochures, posters, signage, banners, billboards and direct mailouts).

4. Statement

4.1. Application

The Council may insure expenditure for advertising where the following apply:

- Advertising is required for the acquisition or disposal of property, plant and equipment used (or to be used) for conduction Council business or operations;
- Advertising is required for Tenders or Expressions of Interest under the *Local Government Act 2009* and Council's Procurement Policy;

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- Advertising for recruitment purposes;
- To advise the public of new or continuing service or facility provided by Council.
- To advise the public about changes to an existing service or facility provided by Council.
- To promote a change in behavior of people in the Council region for the reasonable benefit of all, or some of the community (for example health lifestyles, or responsible consumption of alcohol).
- To advise the public of the time, place and content of scheduled meetings of the Council.
- To advise the public of decisions made by the Council at its meetings.
- To invite comment on proposed policies, objectives or activities of Council.
- To advertise matters required by legislation to be advertised.
- To advertise matters as approved from time to time the Chief Executive Officer in consultation with the Mayor.

4.2. Advertising Expenditure not to be used for:

- The sole purpose of promoting the achievements or plans of individuals or a group of individuals. Expenditure must be for the promotion of Council's interest in any achievements or plans advertised.
- The cost of advertisements of a self-promotional nature featuring one or more Councillors or containing quotations attributed to individual Councillors (this does not preclude Councillors from appearing in unpaid publicity or publicity for which the cost is not borne by Council).
- During the three-month period immediately preceding an election of the Local Government, Council is not to advertise:
 - Information relating to future plans which have not been formally adopted by Council;
 - Promoting the activities of Council in a manner or form that is not normally used by Council to advertise its activities.

5. Approval Process

No Council advertising is to be undertaken unless the necessary expenditure has been approved by the Chief Executive Officer, or an officer to whom authority has been delegated to by the Chief Executive Officer.

The officer approving any advertising expenditure must ensure that:

- The expenditure is in accordance with this policy;
- The costs of the advertising is appropriate for the number of people it is intended to inform and there is a commensurate benefit to Council and the public;

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- There is an approval in the annual budget for the advertising expenditure either as part of an aggregated amount for Council advertising or as an amount which is part of an individual project;
- The expenditure is in accordance with normal procurement procedures as required under Council's Procurement and Disposals Policy.

6. POLICY REVIEW

This policy will be reviewed when any of the following occur:

1. As required by legislation
2. Other circumstances as determined by the Chief Executive Officer.

Notwithstanding the above, this policy is to be reviewed at intervals of no more than four (4) years.

VERSION CONTROL

Version 1	12 August 2009
Version 2	29 February 2012
Version 3	23 July 2013
Version 4	30 June 2015
Version 5	20 July 2016