



Blackall-Tambo
Regional Council

Advertising Policy

20th July 2016

Policy Number: Stat 10

Version Number: Five

Chief Executive Officer
Chris Blanch

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Mayor
Cr Andrew Martin

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Advertising Policy

1 RESOLUTION

10/07A/16

2 OBJECTIVE

The purpose of this advertising policy is to ensure that any spending on advertising by Council for 2016/17 complies with legislative requirements and is only for appropriate Council operations.

3 LEGAL REQUIREMENT

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

The Advertising Spending Policy must state

- a) The types of advertising the Local Government considers provide information or education to the public
- b) The types of information or education the Local Government considers are in the public interest to provide
- c) Conditions limiting the amount of spending on advertising in the three month period immediately before an election for the Local Government
- d) The procedure for approving spending on advertising

Section 197 of the *Local Government Regulations 2012* states that the Local Government may spend money on advertising only

- a) If
 - a. The advertising is to provide information or education to the public
 - b. The information or education is in the public interest
- b) In a way that is consistent with the Local Governments *Advertising Spending Policy*

4 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 Website or social media such as Facebook, Twitter etc), newsletters, brochures, posters, signage, banners, billboards, direct mailouts, promotional items etc, etc.

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5 STATEMENT

5.1 APPLICATION

The Council may incur 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 conducting Council business or operations;
- Advertising is required for Tenders or Expressions of Interest under the *Local Government Act 2009* or Councils Procurement Policy;
- Advertising for recruitment purposes;
- To advise the public of a 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 behaviour 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 by the Chief Executive Officer in consultation with the Mayor

5.2 ADVERTISING EXPENDITURE NOT TO BE USED FOR;

- The sole purpose of promoting the particular achievements or plans of individuals or a group of individuals. Expenditure must be for promotion of Council's interest in any achievements or plans advertised.
- The costs 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
 - 1) information relating to future plans which have not been formally adopted by Council
 - 2) promoting the activities of Council in a manner or form not normally used by Council to advertise its activities.

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6 APPROVAL PROCESS

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

The officer approving any advertising expenditure must ensure that

- The expenditure is in accordance with this Policy;
- The cost of the advertising is appropriate for the number of people it is intended to inform, and there is a commensurate benefit to Council or to the public;
- There is an approval in the annual Budget for the advertising expenditure, either as part of an aggregated amount for Council advertising as a whole or as an amount which is part of an individual project;
- The expenditure is in accordance with normal procurement procedures as required under Councils Procurement and Disposals Policy.

7 NEXT REVIEW

This Policy is to be reviewed annually as part of Budget process

8 CHANGES SINCE LAST REVISION

New Policy as of 20 July 2016 to reflect current procedures

9 RECORDS

When completed and approved the original, signed hard copy of the policy is filed in the Master File.

Electronic copies are saved in the appropriately labelled folder in InfoXpert.

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