

# 1007 Advertising Spending Policy

## Statutory Policy



### PURPOSE

- 1) The purpose of this policy is to establish the principles governing Council's expenditure on advertising which will ensure that public monies are expended cautiously and appropriately in accordance with section 197 of the *Local Government Regulation 2012*.

### SCOPE

- 2) This policy applies to any paid advertisement or notice in any media, to promote an idea, goods or services provided by Council, subject to the principles defined within this Policy. The policy does not apply to:
  - Advertising for employees or contractors;
  - Advertising for the acquisition or disposal of property, plant and equipment, used or to be used by Council in its business;
  - Advertisements for quotations, tenders or expressions of interest under Council's Procurement Policy; or
  - Reports or comments published in the media where no payment is made for the report or comment, or
  - Local Laws enforcement or education activities, or
  - Other forms of community engagement where a benefit to the community is advanced.
- 3) This policy applies to all Councillors and employees equally.

### DEFINITIONS

Term	Definition
<b>Advertising</b>	Means promoting, for the payment of a fee, an idea, goods or services to the public.
<b>Advertising expenditure</b>	Means any Council expenditure on advertising.
<b>Caretaker period</b>	Means the period during an election for a local government that: <ol style="list-style-type: none"><li>a) Starts on the day when public notice of the holding of the election is given under s.25(1) of the <i>Local Government Electoral Act 2011</i>; and</li><li>b) Ends at the conclusion of the election.</li></ol>
<b>Council</b>	Means North Burnett Regional Council.
<b>Election material</b>	Means anything able to, or intended to: <ol style="list-style-type: none"><li>a) Influence an elector about voting at an election; or</li><li>b) Affect the result of an election.</li></ol>

### POLICY

#### OBJECTIVES

- 4) The objectives of this *Advertising Spending Policy* are to ensure that:
  - a) Council only incurs advertising spending on the provision of information or education to the public;
  - b) Information and education is provided in the public interest; and
  - c) Council advertising spending is in accordance with the requirements of the *Local Government Regulation 2012*.

#### POLICY STATEMENT

- 5) Council will only incur advertising expenditure when:
  - a) It is approved by an employee of Council with the appropriate delegation;
  - b) The advertising is for providing information or education to the public;
  - c) The information or education is provided in the public interest; and
  - d) It can be demonstrated that the expenditure meets the requirements of this policy.

## PRINCIPLES

- 6) Advertising commissioned by Council will be under at least one of the following categories:
- a) To advise the public about changes to an existing service, program, facility or activity provided by Council;
  - b) To advise the public of a new or continuing service, program, facility or activity provided by Council;
  - c) To increase the use of a service, program, facility or activity provided by the Council;
  - d) To transform the behaviour of the public for the benefit of all or some of the community or to achieve Council's objectives;
  - e) To advise the public about Council organised or endorsed events;
  - f) To advise the public of the time, place and content of scheduled Council meetings;
  - g) To advise the public of decisions made by the Council at its meetings;
  - h) To request comment on Council's proposed policies, plans, services, programs, facilities or activities;
  - i) To advertise matters required by legislation to be advertised; or
  - j) To promote the economic development and sustainability of the region in alignment with Council's strategic objectives.
- 7) Any Council advertising expenditure must be able to demonstrate it accords with value for money principles, it is appropriate and reasonable, and is within relevant budget allocations.
- 8) Advertising expenditure will not be used for the publishing or distribution of election material during the caretaker period as outlined in s90D of the *Local Government Act 2009*. Specifically, 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:
- a) Place advertisements relating to future plans unless, and only to the extent that, those plans have been formally adopted by the Council;
  - b) Advertise the services, programs, facilities and services of the Council otherwise than in the manner and form it is customary for the Council to do so;
  - c) Place advertisements which seek to influence support for particular candidates, groups of candidates or potential candidates in the election; and
  - d) Must not bear the cost of advertisements featuring one or more Councillors or containing quotations attributed to individual Councillors.

**Note:** This does not prevent Councillors appearing in unpaid publicity or other publicity where the cost is not borne by the Council.

## ROLES AND RESPONSIBILITIES

- 9) Councillors and employees will ensure that advertising is commissioned in accordance with this policy. The approving delegate must ensure that:
- a) Advertising expenditure is in accordance with this policy;
  - b) The cost of the advertisement is appropriate for the number of people it is intended to inform and provides a quantifiable benefit to Council or to the public; and
  - c) Budget funds are available and there have been required expenditure approvals.
- 10) The Chief Executive Officer is responsible for ensuring adherence to this Policy.

## APPLICABLE LEGISLATION AND REGULATION

- 11) Applicable legislation and regulation
- a) *Local Government Regulation 2012*

## RELATED DOCUMENTS

- 12) Related documents are
- a) *Procurement Policy*
  - b) *Caretaker Period Policy*

## RESPONSIBLE OFFICER

Chief Executive Officer

## APPROVAL DATE

30 June 2021

## REVIEW DATE

June 2025 (Standard four year term)

## REVISION HISTORY

Version	Meeting	Approval Date	History
1	Policy & Strategy	05/10/2010	Adopted
2	Policy & Strategy	02/04/2013	Reviewed
3	Policy & Strategy	01/03/2017	Reviewed
4	General	30/06/2021	Revised