



BOULIA SHIRE COUNCIL

ADVERTISING SPENDING POLICY

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| Category: | Policy |
| Policy Number: | 102 |
| Document Version: | 2 |
| Obsolete Version: | Policy 102 Advertising Spending Policy as adopted 3rd July 2020 |
| Keyword Classification: | Advertising, Spending |
| Summary: | This policy establishes the guidelines and controls on advertisements placed in various media. |
| Adoption Date: | 18 th August 2023 |
| Resolution: | 2023/8.9 |
| Due for Revision: | Every three years or as impacted by legislation |
| Revision date: | 18 th August 2026 |
| Date revoked: | n/a |
| Related documents: | 101 Purchasing and Procurement, 120 Community Engagement and 125 Telecommunications |
| Responsible Section: | Executive |
| Responsible Officer: | Chief Executive Officer |
| Legislation: | Local Government Regulation 2012 - Section 197 Local Government Act 2009 |

DEFINITION

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

Election Material: is anything able to, or intended to –

- (a) influence an elector about voting, at an election or
- (b) affect the result of an election (LGA sect 90D)

OBJECTIVE

The objective of this policy is to:

- Meet the requirements of the legislation;
- Ensure appropriate authorisation of advertising expenditure; and
- Ensure the Council obtains value for money in placing advertising.

Advertising can only be used to provide information or education to the public for the purposes of the Council and/or for the benefit of the community.

In all cases advertising must be for the public interest and cannot be used to promote the achievements or plans of particular Councillors or groups of Councillors or to influence the voters in an election.

SCOPE

This policy applies to all mediums commonly used for promoting ideas, goods or services and includes, but is not limited to, magazine, newspaper, radio, internet mail, web page, social media platforms such as Facebook and television.

This policy unless otherwise stated does not apply to reports published in media where no payment is made for the report.

POLICY

1. The Council may incur expenditure for advertising only if:
 - a) The advertising is for providing information or education to the public; and
 - b) The information or education is provided in the public interest; and
 - c) The advertising falls into one of the categories set out in paragraph 2.
2. Advertising shall be limited to:
 - a) Employee recruitment, tenders, quotations or expressions of interest in accordance with Council's business processes and procurement policies.

- b) The requirement to give public notice relating to proposed developments, public health, the adoption of policies, plans or other regulatory or enforcement provisions in accordance with legislation.
- c) To inform the public about new or continuing services or facilities provided by the Council and/or changes to an existing service or facility provided by the Council.
- d) To promote the sale of goods, services or facilities provided by the Council.
- e) To promote tourism, community events, meetings or workshops consistent with Council's adopted policies and corporate objectives.
- f) To inform the public about decisions made by the Council and/or to request comment on proposed policies or activities of the Council.
- g) To inform the public about matters consistent with the public interest.

3. Advertising during caretaker period:

The Council must not during a caretaker period for the election publish or distribute election material.

Election material may include:

- a) Advertisements relating to future plans unless, and only to the extent that, those plans have been formally adopted by Council.
- b) Advertising the activities of the Council otherwise than in the manner and form it is customary for the Council to advertise its activities.
- c) Advertisements which seek to influence support for particular candidates or potential candidates in the election.
- d) Advertisements, featuring one or more Councillors or containing quotations attributed to individual Councillors.

4. All expenditure on advertising must be approved by the Chief Executive Officer or a delegated Officer.

The approving Officer must ensure that:

- a) The 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 commensurate benefit to the Council or to the public.
- c) The cost is available in the relevant budget item and meets the usual requirements for expenditure approvals.