

## **COUNCIL POLICY: ADVERTISING SPENDING**

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Date Adopted:	<i>28 April 2009</i>
Committee Reference:	<i>Corporate and Community Services; 21 April 2009; Item Number 1.7</i>
Date Amended:	<i>31 January 2012; 24 September 2013; 28 June 2016</i>
Contact Officer:	<i>Manager Finance</i>
Next review date:	<i>30 June 2019</i>
File Reference:	<i>12/13/002; 04/15/004</i>
Related Policies/Local Laws/Legislation:	<i>Local Government Act 2009 (the Act) Local Government Regulation 2012 (the Regulation) FI01.13CP Procurement Policy</i>
Related Documents:	<i>Advertising Spending Guidelines (Attachment A) Caretaker Period Protocol</i>

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### **OBJECTIVES**

The objectives of this policy are:

- Establish a framework for Council to identify the purpose and type of advertising it considers appropriate;
- Ensure appropriate authorisation of advertising expenditure;
- Ensure Council obtains value for money from advertising expenditure; and
- Comply with legislative requirements.

### **Corporate Plan:**

Priority Area	<i>Organisational Sustainability Council strives to be a high performing and financially sustainable organisation with robust governance structures based on the principles of risk management and continuous improvement. We offer a safe, positive work environment, value and reward our staff and are committed to providing ongoing development and training.</i>
Strategy	<i>Implement effective risk management and maintain contemporary business processes.</i>

### **POLICY STATEMENT**

Section 197(1) of the Regulation requires Council to have an advertising spending policy.

Section 197(2) of the Regulation states Council 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.
- (b) in a way that is consistent with the Council's advertising spending policy.

Council is committed to the efficient, economic and responsible use of public resources. Further, Council recognises that in order to achieve its strategic priorities as outlined in Council's Corporate and Operational Plans reasonable expenditure on advertising is appropriate where such expenditure is in the public interest. Council incurs advertising expenditure for the following purposes:

- To promote job vacancies and to promote Council as an employer;
- To advertise quotations, tenders, contracts and the acquisition or disposal of property as required by legislation;
- To inform the public or increase awareness about services or facilities provided by Council;
- To publicly promote events or functions organised by Council;
- To publicly promote the Scenic Rim for economic development (including tourism) purposes;
- To seek public comment on proposed policies, projects or activities of Council;
- To comply with legislative requirements.

Advertising will be featured through various mediums (including newspapers, magazines, brochures, internet, radio and television) as considered appropriate to achieve each particular purpose. Council will only undertake (paid) advertising if:

- It provides information or education to the public;
- There is a clear public interest; or
- It promotes a Council organised event.

Public interest in Council's view includes:

- Promoting an understanding of Council services and activities;
- Educating the community about Council facilities and operation;
- Promoting the role of local government in the community; and
- Promoting engagement with the public in local government activities.

Council officers will follow the guidelines detailed in Attachment A when considering and approving advertising expenditure.

Section 90D of the Act prohibits Council publishing or distributing election material during a caretaker period. Further information is contained in Council's Caretaker Period Protocol.

## **SCOPE**

This policy covers all advertising undertaken by Council and applies to all Council staff.

## DEFINITIONS

**Advertising;** in accordance with Section 197(3) of the Regulation advertising is defined as promoting, for the payment of a fee, an idea, goods or services to the public.

**Property;** consists of land, buildings and improvements but also plant, equipment, furniture, fittings and stock

## RESPONSIBILITIES

Policy Author	Chief Finance Officer
Policy Owner	Chief Finance Officer
Guidelines and procedures - <i>Attachment A: Advertising Expenditure Guidelines</i>	Chief Finance Officer

**Approved By:**

**SCENIC RIM REGIONAL COUNCIL  
28 June 2016**

## **ATTACHMENT A: ADVERTISING SPENDING GUIDELINES**

### **Presentation**

Advertisements should be presented in a manner that is:

- Accurate, truthful and factual; information must be factual and presented clearly and accurately.
- Fair, honest and impartial; advertising material must be presented in an unbiased and objective language.
- Lawful; advertising material must comply with the law.

### **Procedures for approval of advertising expenditure (except staff recruitment)**

The procedure for approving advertising expenditure is as follows:

- Advertising expenditure must be authorised by a Manager or Director responsible for the service or function within Council's corporate structure.
- The approving Council officer must ensure:
  - (a) The advertising expenditure is in accordance with this policy;
  - (b) The advertising expenditure is appropriate for the number of people it is intended to inform and provides a commensurate benefit to Council or the public; and
  - (c) The advertising expenditure is budgeted for and meets the requirement for expenditure approvals in accordance with the Procurement Policy.
- All advertising proposals are to be referred to Council's Communications and Councillor Support Section to ensure compliance with this policy and Council's corporate standards.
- The Communications and Councillor Support Section will coordinate submission of the advertisement to the appropriate media.

### **Procedures for approval of advertising expenditure (staff recruitment)**

The procedure for approving advertising expenditure is as follows:

- A completed and authorised Request to Advertise form and any required supporting information must be submitted to Human Resources.
- Human Resources will coordinate submission of the advertisement to the appropriate media.

**Approved By:**

**SCENIC RIM REGIONAL COUNCIL**

**28 June 2016**