

ADVERTISING EXPENDITURE POLICY

(STATUTORY POLICY)

1. Scope

The Advertising Expenditure Policy (this 'Policy') makes provision for the control of expenditure on advertising placed by Council in various media and applies to all Council employees.

2. Purpose

The purpose of this Policy is to:

- Meet legislative requirements;
- Ensure appropriate authorisation of advertising expenditure occurs; and
- Ensure that Council obtains value for money with advertising placement.

3. References (legislation/related documents)

Legislative reference

Information Privacy Act 2009

Local Government Act 2009

Local Government Regulation 2012

Right to Information Act 2009

Related documents

Council Code of Conduct - Employees

Councillor Interaction with the Organisation Policy

4. Definitions

To assist in interpretation, the following definitions shall apply:

Advertising	Promoting an idea, goods or services to the public for which a fee is paid, as per section 197(3) of the <i>Local Government Regulation 2012</i> .
Council	Livingstone Shire Council.
Councillors	The Mayor and Councillors of Livingstone Shire Council, within the meaning of the <i>Local Government Act 2009</i> .
CEO	Chief Executive Officer of Livingstone Shire Council. A person who holds an appointment under section 194 of the <i>Local Government Act 2009</i> . This includes a person acting in this position.
Employee	An individual who is paid to perform work for Council in an award position.

Media	<p>A communication tool used by Council to deliver information to the public.</p> <p>The type of media Council engages in includes, but is not limited to:</p> <ul style="list-style-type: none"> • digital media; • print media; • broadcast media; • news media; • published media; and • electronic media. <p>Media, for the purpose of this Policy, also includes public forums, blogs and social media platforms.</p>
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5. Policy Statement

This Policy is in accordance with Section 197(2) of the *Local Government Regulation 2012*.

“A local government 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; and*
- b) *in a way that is consistent with the local government’s advertising spending policy.”*

Advertising should be used where the purposes of Council or the benefit of the community are advanced. It should not be used to promote the particular achievements or plans of particular Councillors or groups of Councillors. In particular, advertising should not be used to influence the voters during an election period.

5.1 Acceptable Advertising

The types of advertising Council considers appropriate include:

- a) Advising the public about changes, new or existing services, programs, facilities and venues;
- b) Advising the public of Council meetings, outcomes, legislation and proposed policies;
- c) To increase the use of a service, program, facility or venue;
- d) To achieve council’s plans, goals and objectives;
- e) To request feedback or comment on council’s business;
- f) To recruit staff, acquire or dispose of property, plant and equipment, promote tenders and expressions of interest; and
- g) To promote the economic development and sustainability of the Shire.

5.2 Unacceptable Advertising

Council must not during the period of three (3) 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 Council;

- b) Advertise the activities of Council otherwise than in the manner and form it is customary for Council to advertise its activities;
- 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 preclude Councillors appearing in unpaid publicity or other publicity where the cost is not borne by Council.

5.3 Advertising Approvals

All advertising must be approved by the relevant Manager. The Manager Customer Engagement and Communications will monitor the appropriateness and cost effectiveness of advertising undertaken and report to the CEO when concerns arise.

The approving Manager must ensure that:

- a) The expenditure is in accordance with this Policy;
- b) The cost of the advertisements is appropriate for the number of people it is intended to inform and provides a commensurate benefit to Council or to the community; and
- c) The cost is available in the relevant budget item and meets the usual requirements for expenditure approvals.

6. Changes to this Policy

This Policy is to remain in force until any of the following occur:

- 1) The related information is amended/replaced; or
- 2) Other circumstances as determined from time to time by Council.

7. Repeals/Amendments

This Policy repeals the former Rockhampton Regional Council Policy titled 'Advertising Spending Policy'.

Version	Date	Action
1	09/08/2016	Adopted
1.1	27/08/2018	Administrative Amendments – reflect organisational restructure and Update of Chief Executive Officer

CHRIS MURDOCH
CHIEF EXECUTIVE OFFICER