



Policy Title: **ADVERTISING POLICY**

Policy Type: **STATUTORY**
 (Statutory, Financial, Administrative, Human Resources)

Policy Number: **S003**

Approved by Council	Last Review	Current Review	Next Review
	19 May 2020	18 May 2021	May 2022
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Approved by CEO/Director:	Bernie McCarthy – CEO	 Signature.	
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Implementation Department		Officer Position	
Chief Executive Office		Chief Executive Officer	
Revision Number:	Document Management File #		
10.0	01-03-S003		

1. Policy Background/Scope

The *Local Government Regulation 2012, section 197(1)* requires Council to have a policy on advertising expenditure to ensure that expenses in relation to advertising are an appropriate use of Council's funds and in the public interest.

2. Policy Provisions

2.1 Permissible Advertising

The Council may incur expenditure for advertising only if:

- The advertising is considered to be appropriate for the use of Council's funds.
- The advertising is for providing information or education to the public.
- The information or education provided is in the interest of the public.
- Expenditure is consistent with the local government's advertising spending policy.

2.2 Restrictions on advertising

In the three-month period immediately before an election for the local government, the Council must not:

- Place advertisements relating to the future, and only to the extent that, those plans have been formally adopted by the Council.
- Advertise the activities of the Council otherwise in the manner and form it is customary for the Council to advertise its activities.
- Place advertisements which seek to influence a person about voting at any government election or affect the result of any government election.

2.3 Authorisation of Expenditure on Advertising

All advertising must be approved in accordance with the approved purchasing policy and this policy.

2.4 Following media may be used for the stated purpose

Newspapers

- Notices prescribed by relevant legislation.
- Employment advertisements.
- Advertisement of tenders or expressions of interest called, or quotations sought.
- Notices of interruptions or restrictions to services.
- Notices of traffic changes or interruptions.
- Notices of forthcoming events/functions/community programs.
- Notices in relation to matters of community education, safety and protection.

Newspaper(s) selected will be at the discretion of the Chief Executive Officer or delegate.

Radio

- Notices of interruptions or restrictions to services.
- Notices of traffic changes or interruptions (where lead time is critical).
- Notices of forthcoming events and functions.

- Notices in relation to matters of community education, safety and protection.

Radio station(s) selected will be at the discretion of the Chief Executive Officer or delegate.

Internet (Council Web Site), ASC Facebook Page, ASC Email Networks (Internal and External)

- Employment advertisements.
- Advertisement of tenders or expressions of interest called, or quotations sought.
- Notices of forthcoming events/functions.
- Notices in relation to matters of community education, safety and protection.
- Promotional material aimed at promoting tourism and economic or community development in the Shire and Region. All promotional material will be subject to approval by specific resolution of the Council.
- Notices prescribed by relevant legislation.
- Employment advertisements.
- Advertisement of tenders or expressions of interest called, or quotations sought.
- Notices of interruptions or restrictions to services.
- Notices of traffic changes or interruptions.
- Notices of forthcoming events/functions/community programs.
- Notices in relation to matters of community education, safety and protection.

Other Print Media

- Promotional material aimed at promoting tourism, economic and community development in the Shire.
- Flyers and notices in relation to matters of community education, safety and protection.
- Promotional material will be subject to approval by specific resolution of the Council.

Signage

- Roadside signage such as for major road works and major projects.
- Roadside signage for promotion of major Shire or regional events.
- Promotion of the Shire (e.g. Welcome signs at airport).
- Promotional material aimed at promoting tourism, economic and community development in the shire.
- The erection of signage for major road works and major projects will be subject to approval of the Chief Executive Officer or delegate. Other signage will be subject to approval by resolution of the Council.
- Main Council facilities – new corporate design.

3. Related Documentation

ASC Annual Report