

## 1. Heads of Power

*Local Government Act 2009 (Qld)*

*Local Government Regulations 2012 (Qld), section 197*

## 2. Intent

The purpose of this policy is to provide a framework for the management of expenditure on advertisements placed by Aurukun Shire Council (**Council**) in various mediums and to ensure the advertising is in the public interest.

## 3. Scope

This policy applies to all of Council's activities, relating to any paid advertisement or notice in any media to promote goods or services (including facilities) provided by the Council. This policy applies to all Council employees, elected officials, Councillor Advisors, contractors, volunteers, and any other persons associated with the Council's activities, including procurement officers who advertise tenders and recruitment officers who advertise job vacancies for Council.

## 4. Responsibilities

All Councillors and Council officers are responsible for ensuring this policy is understood and followed at all times.

## 5. Definitions

**Advertising** means as defined by the *Local Government Regulation 2012 (Qld)*, section 197, as *promoting, for the payment of a fee, an idea, goods or services to the public*

**Caretaker Period** means as defined in Section 90A of the *Local Government Act 2009 (Qld)*, the period during an election for the Council that starts on the day when the public notice of the holding of the election is given and ends at the conclusion of the election. The exact dates of a caretaker period are determined by the Electoral Commission of Queensland (**ECQ**).

**Employee** means a local government employee as defined in the *Local Government Act 2009 (Qld)*.

**Medium** – commonly used for media advertising – can consist of magazines, newspapers, billboards, electronic media/signs, websites, social media, radio, television and products such as magnets and brochures.

**Officers** includes employees, contractors, volunteers and all others who perform work on behalf of Council.

All other definitions are in accordance with the *Local Government Act 2009 (Qld)* and *Local Government Regulation 2012 (Qld)*.

## 6. Policy Statement

6.1. Council will spend money on advertising only if it provides information or education to the public and is in the public interest. Examples of appropriate use of Council funds for advertising include, but are not limited to:

- Advising the public about new or existing services, programs, facilities and venues;
- Advising the public about changes to existing services, programs, facilities and venues;
- To increase the use of a service, program, facility or venue;

- To achieve Council’s plans, goals and objectives;
  - Advising the public of Council meetings, outcomes, legislation and proposed policies;
  - Requesting public feedback or comment on Council's business;
  - To recruit staff, acquire or dispose of property, plant and equipment, promote tenders and expressions of interest;
  - Promoting tenders for work required by Council to advance projects and programs;
  - Promote the economic development and sustainability of the region;
  - To effectively engage with the Community as part of Council’s Community Engagement Policy;
  - To promote the Aurukun Shire region; and
  - To comply with applicable legislation.
- 6.2. Council will not spend money on advertising for political or self-promotional purposes.
- 6.3. Inappropriate advertising spend during the three months before a Council election or during the period after the date of a by-election being called include, but are not limited to:
- Advertisements related to future plans unless, and only to the extent that, those plans have been formally adopted by Council;
  - Advertising the activities of Council otherwise than in the manner and form customary for Council to advertise its activities;
  - Advertisements which seek to influence support for particular candidates, groups of candidates or potential candidates in the election;
  - Advertisements featuring one or more Councillors or containing quotations attributed to individual Councillors.
- 6.4. In accordance with section 90D of the *Local Government Act 2009* (Qld), Councillors and Council officers shall not publish or distribute anything during a caretaker period that may influence an elector about voting in an election or affect the result of an election.

## **7. Authorisation of Expenditure**

- 7.1. All expenditure on advertising must be approved by the Chief Executive Officer or delegate.
- 7.2. All officers incurring and authorising advertising expenditure shall do so in accordance with relevant financial delegations and Council’s Procurement Policy, and must ensure that:
- 7.2.1. It is for official purposes and falls generally within the type of advertising listed in this policy;
  - 7.2.2. It is properly documented with the purpose identified;
  - 7.2.3. The documentation is available for scrutiny by both internal and external audit;
  - 7.2.4. It appears appropriate and reasonable and can withstand the ‘public defensibility test’; and
  - 7.2.5. It is in accordance with Council’s budget and appropriate communications plan.

## **8. Related Documents**

Adopted Budget  
Community Engagement Policy  
Procurement Policy  
Caretaker Policy

## **9. Document Controls**

Council will review this policy every two years or as required by changes in law or best practice.

## **10. Policy Owner**

Chief Executive Officer.