



ADVERTISING SPENDING POLICY

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Responsible Officer: Chief Executive Officer
Department: Executive Office

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4	Reviewed OM-159/20	September 2020	Review September 2023

1. LEGISLATIVE AUTHORITY

Local Government Act 2009

Local Government Regulation 2012

2. BACKGROUND

The Local Government Regulation 2012 (“the Regulation”) requires Council to prepare a policy about the local government’s spending on advertising.

3. DEFINITIONS

Advertising as defined in Section 197 of the Regulation is promoting, for the payment of a fee, an idea, goods or services to the public.

4. POLICY STATEMENT

1. General

Pursuant to Section 197 of the Regulation, a local government must prepare a policy about the local government’s spending on advertising. Section 197 of the Regulation sets out the requisite elements of a local government’s advertising spending policy.

In accordance with the Regulation, 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.

All advertising must be:

- (a) reasonable;
- (b) cost effective;
- (c) comply with relevant budget allocations;
- (d) for official purposes;
- (e) comply with legislative and audit requirements; and
- (f) able to withstand public scrutiny.

2. Types of advertising that the local government considers to meet the above criteria pursuant to section 197 of the Regulation

Below is a list of examples which the Goondiwindi Regional Council considers to meet the criteria:

- To advise the public of a new or continuing service or facility provided by the Council;
- To advise the public about changes to an existing service or facility provided by the Council;
- To increase the use of a service or facility provided by the Council on a commercial basis with a view to profit;
- To change the behaviour of people in the Council's area for the benefit of all or some of the community or to achieve the objectives of the Council;
- To advise the public of the time, place and content of scheduled meetings of the Council;
- To advise the public of the decisions made by the Council at its meetings;
- To request comment on proposed policies or activities of the Council;
- To advertise matters required by legislation to be advertised (subject to Clause 4(5) of this policy);
- To comply with Council's Community Engagement Guideline.

3. Procedure that must be followed when approving spending on advertising:

All officers incurring and authorising expenditure pursuant to this policy must comply with the relevant financial delegations set out in Council's purchasing policy and must comply with the following:

- (a) Ensure that the principles in this policy are followed;
- (b) Comply with Council's budget;
- (c) Ensure compliance with Council's Community Engagement Guideline.

4. Situations where Policy Does Not Apply

1.1. This policy does not apply to the following types of advertising:

- (a) advertising for the recruitment of employees;
- (b) for the acquisition or disposal of property, plant and equipment used, or to be used by Council as part of its business;
- (c) for tenders, quotations or expressions of interest pursuant to Council's Purchasing Policy or the *Local Government Act 2009*.

PURPOSE OF POLICY

The purpose of the policy is to provide guidelines relating to advertising expenditure incurred on Council's behalf to ensure compliance with legislative, financial, audit and ethical requirements.

REVIEW DATE

September 2023