

ADVERTISING SPENDING POLICY

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Policy Type: Statutory
Responsible Officer: Chief Executive Officer
Department: Executive Office

Version	Decision Number or CEO Approval	Decision Date	Status / History
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1. 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.

2. LEGISLATIVE AUTHORITY

Local Government Act 2009
Local Government Regulation 2012

3. BACKGROUND

The Local Government Regulation 2012 ("the Regulation") requires Council to prepare a policy about the local government's spending on advertising. Section 197 of the Regulation provides that 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.

4. DEFINITIONS

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

5. POLICY STATEMENT

5.1. General

Advertising expenditure must comply with section 197 of the *Local Government Regulation 2012* and the requirements of this policy.

All advertising must be:

- (a) reasonable;
- (b) cost effective;
- (c) comply with relevant budget allocations;
- (d) for official Council purposes;
- (e) comply with legislative and audit requirements;
- (f) be factually accurate and capable of substantiation;
- (g) be appropriately targeted to the intended audience; and
- (h) be able to withstand public scrutiny.

Council advertising must not:

- (a) be used for electoral purposes or to promote or adversely affect the electoral prospects of a councillor, candidate or a group of candidates;
- (b) during a caretaker period, publish or distribute election material prohibited under the *Local Government Act 2009*; or
- (c) promote the personal interests or profile of an individual councillor or employee except where incidental to the communication of legitimate Council information.

5.2. 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 provide information about, or to promote the use of, Council services or facilities, including those provided on a commercial basis, where advertising is in the public interest;
- 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;
- To advise the public of emergency management information, disaster recovery arrangements and public safety matters;
- To advise the public of significant changes to Council services, projects or facilities.

5.3. 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 Procurement Policy and must comply with the following:

- (a) ensure that the principles in this policy are followed;
- (b) comply with Council's approved budget allocations;
- (c) ensure the advertising is in the public interest and provides information or education to the public; and
- (d) comply with Council's Procurement Policy and relevant financial delegations.

5.4. Situations where Policy Does Not Apply

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

- (a) advertising for the recruitment of employees;
- (b) advertising for the acquisition or disposal of property, plant and equipment used, or to be used by Council as part of its business;
- (c) advertising for tenders, quotations or expressions of interest undertaken in accordance with Council's Procurement Policy or relevant legislative requirements;
- (d) unpaid media coverage, editorial content or media releases where no fee is paid for publication.

6. RELATED DOCUMENTS

GRC 010 Human Rights Policy
GRC 034 Code of Conduct

7. REVIEW DATE

September 2029