

Policy Title: **Advertising Spending**

Policy No: 107

Directorate: Executive Services

Responsible Officer: Chief Executive Officer

Adopted Date: Policy and Planning Meeting 01/03/2017

Review Date: 01/03/2019

VERSION	MEETING APPROVED	MEETING DATE	HISTORY
1	Policy & Strategy	05/10/2010	Adopted
2	Policy & Planning	02/04/2013	Reviewed
3	Policy & Planning	01/03/2017	Reviewed

Authorities: *Local Government Regulation 2012*
Local Government Act 2009

1. INTRODUCTION

In accordance with s197 of the *Local Government Regulations 2012* Council must prepare and adopt a Policy about the local government's spending on advertising (an advertising spending policy). As stated in the Regulations, a local government may spend money on advertising only if:

- The advertising is to provide information or education to the public; and
- The information or education is provided in the public interest; and
- It is spent in a way that is consistent with the local government's advertising spending policy

2. SCOPE

This policy applies to all councillors and staff when any advertising expenditure occurs, for example:

- Through a media outlet (including social media) to promote the goods or services provided by council; or
- Distribution of any advertising material to ratepayers or the community.

3. OBJECTIVES

To ensure that Council only incurs advertising spending that provides information or education to the public, the information provided is in the public interest and the

information is provided in accordance with the requirements of the *Local Government Regulations 2012*.

4. POLICY STATEMENT

Advertising expenditure must only occur when:

- approved by those Officer(s) that are authorised to do so;
- the information provided is in the public interest; and
- it can be demonstrated that it meets the requirements of this Policy.

Any advertising expenditure must be able to demonstrate it accords with value for money principles and be within the relevant budget allocations.

Advertising expenditure should not be used for the publishing or distribution of election material during caretaker period as outlined in s90D of the *Local Government Act 2009* (see Definitions below).

5. DEFINITIONS

For the purpose of this policy:

Advertising is promoting, for the payment of a fee, an idea, goods or services to the public. The term does not include the following types of advertising:

- for the acquisition or disposal of property, plant and equipment used, or to be used by Council in its business;
- for tenders, quotations or expressions of interest under Council's Procurement Policy or Local Government Act 2009; or
- for staff recruitment purposes.

Advertising Expenditure is any expenditure on Advertising.

Election Material is anything able to, or intended to –

- (a) influence and elector about voting at an election; or
- (b) affect the result of an election

Caretaker period is the period during an election for a local government that –

- (a) starts on the day when public notice of the holding of the election is given under the *Local Government Electoral Act 2011*, section 25(1); and
- (b) ends at the conclusion of the election

Regulation is the *Local Government Regulation 2012*.