



Council Policy ADVERTISING SPENDING POLICY

Corporate Plan Reference:	A sustainable Council
Endorsed by Council:	Ordinary Meeting 27/10/22
Policy Author:	Director Executive Services

POLICY BACKGROUND

PURPOSE

This policy provides for the control of expenditure on Council's advertising in various media and on social media platforms to promote, inform and educate the public about its services, facilities, activities, and programs to ensure that Council's advertising is undertaken in accordance with legislative requirements.

Section 197 of the *Local Government Regulation 2012* (the Regulation) requires Council to prepare and adopt a policy about Council's spending on advertising. The Regulation defines advertising as "promoting, for the payment of a fee, an idea, goods or services to the public".

The Regulation states that Council 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 in a way that is consistent with the local government's advertising policy".

PRINCIPLES

This policy is based on the Local Government principles (*Local Government Act 2009, S4*).

- a) Transparent and effective processes
- b) Delivery of effective services
- c) Social inclusion and meaningful community engagement
- d) Good governance
- e) Ethical and legal behaviour of councillors and employees.

COUNCIL POLICY

Council may incur expenditure for advertising only if the advertising is for providing information or education to the public, and the information or education is provided in the public interest.

The types of advertising that council considers appropriate include:

- a) Advising the public of any new or continuing services, programs, facilities, and venues provided by Council, or of changes relating thereto.
- b) Promoting the achievement of Council's plans, goals, and objectives.
- c) Reporting Council's performance.
- d) Increasing the use of a service or facility provided by Council.
- e) Advising the public of the time, place and content of scheduled Council meetings, and decisions made at Council meetings.

- f) Requesting comments or public feedback on proposed policies or courses of action by Council.
- g) Matters required to be advertised by legislation.
- h) Recruiting staff and acquiring or disposing of property, plant and equipment.
- i) Promoting tenders and expressions of interest for work required by Council to advance projects and programs.
- j) Promoting a council sponsored or organised event.
- k) Promoting the economic development and sustainability of the shire.
- l) Ensuring public safety, personal security or encouraging responsible behaviour.
- m) Helping to preserve order in a crisis or emergency and/or providing emergency notifications.
- n) Maximising compliance with a new or amended law.
- o) Raising awareness of a council initiative or activity.

Advertising expenditure must be reasonable, cost effective, within the approved budget allocation, be for official purposes only and able to withstand public scrutiny.

Council will not spend money on advertising for political or self-promotional purposes.

Advertising expenditure must comply with Council's purchasing and procurement policies and be authorised in accordance with relevant financial delegations.

Council must not during the period of three months preceding an election of the local government other than a by-election; or during the period after the date of a by-election is advertised until the day of the election:

- a) Place advertisements relating to future plans unless, and only to the extent that, those plans have been formally adopted by the Council.
- b) Advertise the activities of the Council other than in the manner and form it is customary for the council to advertise its activities.
- c) Place advertisements which seek to influence support for candidates, groups of candidates or potential candidates in the election.
- d) Must not bear the cost of advertisements featuring one or more Councillors or containing quotations attributed to individual councillors.

Note: this does not preclude Councillors appearing in unpaid publicity or other publicity where the cost is not borne by the Council.

AUTORISATION OF ADVERTISING

All expenditure on advertising must comply with Council's purchasing and procurement policies and procedures and be authorised the approving officer in accordance with relevant financial delegations/expenditure approvals and within the relevant budget provision.

HUMAN RIGHTS

In developing this policy, the subject matter has been considered in accordance with the requirements of the Queensland Human Rights Act 2019. It is considered that the subject matter does not conflict with any human rights and supports a human rights approach to decision making by Council. Council representatives will endeavour to act and make decisions under this policy in a manner that is compatible with human rights. In particular, representatives will endeavour to:

- identify relevant human rights which may be affected by the action or decision.
- give proper consideration to the impact of its actions and decisions on human rights; and
- ensure that any conduct or decision by Council which limits an individual's human rights is reasonable and justifiable.

This policy should be read in conjunction with Council's Human Rights Policy.

ROLES AND RESPONSIBILITIES

This policy applies to all advertising expenditure undertaken by Councillors and Council officers.

RELEVANT LEGISLATION AND RELATED POLICIES

Local Government Act 2009

Local Government Regulation 2012

Local Government (Finance, Plans and Reporting Regulation 2010)

Noosa Council Procurement Policy

Human Rights Act 2019

Version control:

Version	Reason/ Trigger	Change (Y/N)	Endorsed/ Reviewed by	Date
1.0	Create new	y	Michael Shave	25/09/2014
2.0	Review	y	Debra Iezzi	27/10/2022