

ADVERTISING SPENDING POLICY

1.0 POLICY OBJECTIVES/PURPOSE:

The purpose of this policy is to provide guidelines outlining the control on expenditure on advertisements placed by Council in various media to ensure that this advertising is in accordance with the public interest and complies with the requirements of section 197 of the *Local Government Regulation 2012* (the Regulation).

2.0 ORGANISATIONAL SCOPE

This policy applies to any paid advertisement, notice or information in any media that promotes an idea, goods or services (including facilities) provided by Gympie Regional Council to the public.

This policy **does not** apply to 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;
- Staff recruitment purposes;
- Reports published in the media where no payment is made for the report;
- Public notices; or
- Advertising of Public Holiday events.

3.0 POLICY

3.1 Principles

In accordance with section 197(2) and (3) of the Regulation, Council may spend money on advertising only:

“(2)(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.

(3) Advertising is promoting, for the payment of a fee, an idea, goods or services to the public.”

Advertising should be used where the purposes of Council or the benefit of the community is advanced. It should not be used to promote the particular achievements or plans of individual councillors or groups of councillors. In particular, advertising that is paid for by Council should not be used to influence the voters in an election or for any purpose intended to provide material personal gain for a Councillor or Council employee.

3.2 Provisions

All advertising expenditure must be:

- reasonable;
- cost effective;
- within relevant budget allocation;
- for official purposes;
- able to withstand public scrutiny; and
- authorised by the Chief Executive Officer or a delegated officer.

Acceptable uses of Council advertising expenditure are:

- a) To advise the public of new or continuing services, programs, facilities and venues provided by Council;
- b) To advise the public about changes to existing services, programs, facilities and venues provided by Council;
- c) To increase the use of a service, program, facility or venue provided by Council on a commercial basis with a view to profit;
- d) To change the behaviour of people in Council's area for the benefit of all or some of the community or to achieve the objectives of Council;
- e) To advise the public of the time, place and content of scheduled meetings of Council
- f) To advise the public of the decisions or outcomes made by Council at its meetings;
- g) To request feedback or comment on proposed policies or activities of Council in accordance with Council's Community Engagement Policy;
- h) To advertise matters required by legislation to be advertised;
- i) To achieve Council's plans, goals and activities; and/or
- j) To promote the Gympie region for the purposes of tourism, events or economic development.

Section 90D of the Local Government Act 2009 prohibits Council publishing or distributing election material during a caretaker period prior to a local government election. Election material is anything able to, or intended to influence voters or affect the result of an election.