

Advertising Spending - Statutory Policy

Effective Date	21 May 2008
Policy Owner	Customer Support and Governance
Link to Corporate Plan	Sustainable Organisation
Review Date	July 2028
Related Legislation	<i>Local Government Act 2009</i> <i>Local Government Regulation 2012</i> <i>Local Government Electoral Act 2011</i>
Related Documents	Communications and Community Engagement Strategy Procurement - Council Policy

Policy Version	Approval Date	Adopted/Approved
1	21/05/2008	Ordinary Meeting of Council
2	16/03/2011	Ordinary Meeting of Council
3	18/12/2013	Ordinary Meeting of Council
4	17/08/2016	Ordinary Meeting of Council
5	20/01/2021	Ordinary Meeting of Council
6	18/07/2024	Ordinary Meeting of Council

*This policy may not be current as Council regularly reviews and updates its policies. The latest controlled version can be found in the policies section of Council's intranet or Website. **A hard copy of this electronic document is uncontrolled.***

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1 PURPOSE

The purpose of this policy is to ensure that Council expenditure on advertising (in any form) is only for the purposes of providing information or education which is in the public interest.

2 SCOPE

This policy applies to any paid advertisement or notice (in any form) that promotes an idea, goods, or service (including facilities) provided by Western Downs Regional Council.

This policy **does not** apply to advertising for:

- (1) the acquisition or disposal of property, plant, and equipment used or to be used by Council in its business;
- (2) for tenders, quotations, or expressions of interest;
- (3) staff recruitment purposes; or
- (4) reports published in the media where no payment is made for the report.

3 POLICY

3.1 Principles

Council is committed to the efficient, economic, and responsible use of public resources and recognises that in order to achieve its strategic and operational objectives, reasonable expenditure on advertising is in the public interest to provide information or educate 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 particular Councillors or groups of Councillors or for any purpose intended to provide material personal gain for a Councillor or Council employee. Advertising must not be used to influence voters in an election or affect the result of an election.

3.2 Provisions

All advertising expenditure must be:

- (1) reasonable;
- (2) cost effective;
- (3) within relevant budget allocation;
- (4) for official purposes; and
- (5) able to withstand public scrutiny.

Council may incur expenditure for advertising only if:

- (1) the advertising is for providing information or education to the public;
- (2) the information or education is provided in the public interest; and
- (3) the advertising is consistent with the acceptable use categories below.

3.3 Acceptable uses of Council advertising expenditure

The acceptable uses of Council advertising are to:

- (1) advise the public of new or continuing services, programmes, facilities, and venues provided by Council;
- (2) advertise, promote, and increase public awareness of new, changed, or continuing policy, services, programmes, facilities, and venues provided by Council;
- (3) increase the use of a service, programme, activity, facility, or venue provided by Council;
- (4) change the behaviour of people within the region for the benefit of all or some of the community or to achieve Council's objectives;
- (5) advise the public of the time, place, and content of scheduled meetings of Council;
- (6) advise the public of the decisions or outcomes made by Council;



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- (7) request feedback or comment on proposed policies or activities of Council or other matters of interest to Council or the community;
- (8) advertise matters required by legislation to be advertised;
- (9) promote social education information (for example, road safety campaigns, health campaigns, emergency service information, etcetera);
- (10) advise the public on proposed community events, progress on Council works, services and projects, and other matters of public interest;
- (11) advise the public of due dates for payment of rates and charges;
- (12) achieve Council's plans, goals, and activities;
- (13) otherwise facilitate the administration of Council; or
- (14) promote the Western Downs Region for the purposes of tourism, events, or economic development.

3.4 Approval of Advertising Expenditure

All advertising must be co-ordinated through the Communications and Marketing team and approved by the Chief Executive Officer or delegate, in accordance with Council's financial delegations.

The approving officer must ensure that:

- (1) the expenditure is in accordance with this policy;
- (2) the cost of the advertisement is appropriate for the number of people it is intended to inform and provides a commensurate benefit to the Council and/or to the public; and
- (3) the expenditure is within budget and meets the usual requirements for expenditure approval.

