
ADVERTISING SPENDING

APPROVALS	Council		
POLICY NUMBER	STAT-POL-056	DOC.ID	2216942
CATEGORY	Statutory		
POLICY OWNER	Brand, Media and Communications		
APPROVAL DATE	26 February 2019	RESOLUTION NUMBER	5861

OBJECTIVE

Council is required to adopt an Advertising Spending Policy under the provisions of Section 197(1) of the Local Government Regulation 2012. The objective of this policy is to establish a framework for Council to identify the purpose and type of advertising it considers appropriate; ensure appropriate authorisation of advertising expenditure which represents value for money; and to comply with legislative requirements.

SCOPE

This policy must be used in conjunction with the Procurement Policy, Procurement Guide and Tender Procedure and:

- Applies to all IRC advertising to the public for which a fee is paid.
- Does not apply to reports published in the media where no fee is made for the report.

The scope of this policy is to ensure that all IRC advertising that promotes to the public an idea, goods or services using a communications medium, and for which a fee is paid, is:

- In the public interest.
- Cost effective for IRC.
- Approved under the provisions of this policy.

DEFINITIONS

TERM / ACRONYM

MEANING

Advertising	In accordance with Section 197(3) of the Regulation, advertising is defined as promoting, for the payment of a fee, an idea, goods or services to the public.
Caretaker Period	the period during an election for the Council that starts on the day when the public notice of the holding of the election is given and ends at the conclusion of the election. The exact dates of a caretaker period are determined by the Electoral Commission of Queensland (ECQ)
IRC	Isaac Regional Council

POLICY STATEMENT

IRC is committed to the efficient, economic and responsible use of public resources. IRC recognises that to achieve its strategic priorities as outlined in Council's Community Strategic Plan, Corporate Plan and Annual Operational Plan and deliver benefit to the community, reasonable expenditure on advertising is appropriate where such expenditure complies with legislative provisions.

Chapter 5 Part 6 section 197 of the Local Government Regulation 2012 states:

- (1) A local government must prepare and adopt a policy about the local government's spending on advertising (an advertising spending policy).
- (2) 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.

TYPES OF ADVERTISING

IRC considers the use of advertising for the following types of purposes to be appropriate:

- Advise the public of a new or continuing service or facility provided by IRC.
- Advise the public about changes to an existing service or facility provided by IRC.
- Increase the use of a service or facility provided by IRC on a commercial basis with a view to profit.
- Achieve IRC plans, goals and objectives.
- Advise the public of the time, place, content and outcomes of scheduled meetings of the IRC, legislation and proposed policies.
- Request public feedback or comment on IRC activities.
- Recruit staff, acquire or dispose of property, plant and equipment, promote tenders and expressions of interest.
- Promote the economic and social development and sustainability of the Isaac region including IRC and IRC supported events, activities and programs.

EXCLUSIONS

Advertising should not be used to promote the particular achievements or plans of particular Councillors or groups of Councillors.

In particular, advertising cannot be used to influence voters in an election 'caretaker period' as defined by Section 90A of the *Local Government Act 2009* (the Act).

Section 90D of the Act further stipulates:

- (1) A local government must not, during a caretaker period for the local government, publish or distribute election material.
- (2) Election material is anything able to, or intended to—
 - (a) influence an elector about voting at an election; or
 - (b) affect the result of an election.

During the designated 'caretaker period' Council will NOT:

- Place advertisements relating to future plans unless, and only to the extent that, those plans have been formally adopted by the IRC.
- Advertise the activities of the IRC other than in the manner and form it is customary for the IRC to advertise its activities.
- Place advertisements which seek to influence support for particular candidates, groups of candidates or potential candidates in the election.
- 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 IRC.

AUTHORISATIONS OF EXPENDITURE

Expenditure on advertising should not be incurred unless it is approved by the Chief Executive Officer or the Chief Executive Officer's delegate.

The Brand, Media and Communication department shall approve, place and monitor all advertisements upon receipt of the appropriate authorisation.

The approving officer must ensure that:

- The expenditure is in accordance with this policy, the Procurement Policy and the Tender Procedure.
- 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 or to the public.
- The cost is available in the relevant budget item and meets the usual requirements for expenditure approvals.

LEGISLATION AND RELATED GUIDELINES

- *Local Government Act 2009*
- Local Government Regulation 2012

REFERENCES

TYPE	DOCUMENT ID/NAME
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POLICY	Procurement Policy
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PROCEDURE	Tender Procedure
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FORMS	Authority To Tender
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