



Gladstone Regional Council

Council Policy

Title	ADVERTISING SPENDING
Policy Number	P-2017-22
Responsible Directorate	OFFICE OF THE CHIEF EXECUTIVE OFFICER
Responsible Officer	CHIEF EXECUTIVE OFFICER
Date of Adoption	4 JULY 2017
Resolution Number	G/17/3102
Date Review Due	4 JULY 2020

1.0 PURPOSE:

The purpose of this policy is to ensure that Gladstone Regional Council has a clear directive and path when engaging in advertising for the benefit of the local community.

2.0 SCOPE:

All advertising expenditure by Gladstone Regional Council

3.0 RELATED LEGISLATION:

Local Government Act 2009
Local Government Regulation 2012

4.0 RELATED DOCUMENTS:

Gladstone Regional Council Procurement Policy and Corporate Standard

5.0 DEFINITIONS:

To assist in interpretation of this policy the following definitions apply:

“**Advertising**” has the meaning assigned by Section 197(3) of the Local Government Regulation 2012 being:

“Advertising is promoting, for the payment of a fee, an idea, good or services to the public.”

6.0 POLICY STATEMENT:

6.1 BACKGROUND

The Local Government Regulation 2012 provides the following provision:

<p>197 Advertising spending</p> <p>(1) A local government must prepare and adopt a policy about the local government's spending on advertising (an <i>advertising spending policy</i>).</p> <p>(2) A local government may spend money on advertising only—</p> <p>(a) if—</p> <p>(i) the advertising is to provide information or education to the public; and</p> <p>(ii) the information or education is provided in the public interest; and</p> <p>(b) in a way that is consistent with the local government's advertising spending policy.</p>

6.2 POLICY POSITION

Council advertises in various media and other forums to inform, involve and educate the community about matters affecting them. The following regulates the way in which Council uses advertising for this purpose:

1. Gladstone Regional Council may incur expenditure for the purpose of advertising provided:
 - (a) the basis of the advertising is to educate and/or inform the public of Council matters;
 - (b) the informative and/or educational material is seen to be in the best interest of the local community;
 - (c) advertising is provided in a manner consistent and compliant with this policy document;
 - (d) all advertising expenditure is:
 - reasonable;
 - cost effective;
 - within the relevant budget allocations;
 - for official purposes; and
 - able to withstand public scrutiny.
2. Gladstone Regional Council may engage in advertising to:
 - (a) procure goods and services in accordance with Council's procurement practices;
 - (b) advertise for the purpose of recruitment and selection of staff;

- (c) to achieve statutory compliance;
- (d) maximise compliance and/or awareness of new or amended laws;
- (e) promote and/or encourage feedback on Council plan's, projects, goals and/or objectives;
- (f) raise awareness of a Council led initiative, event or activity;
- (g) assist Council to preserve and maintain law and order during an emergency or crisis;
- (h) advise the community of a time and/or location of a scheduled meeting;
- (i) advise of a new service to be provided by Council;
- (j) advise about a change to an existing Council service, facility and/or event;
- (k) advise of decisions made at Council meetings including the adoption of rates and charges and associated budget allocations, billing and revenue arrangements;
- (l) increase the patronage of a service, facility and/or event provided by Council on a commercial basis with the express intent of making a profit and/or maximising community patronage;
- (m) report on Council's performance;
- (n) ensure public safety, personal security and/or encouraging responsible behaviour and a sense of civic pride in order to obtain social cohesion;
- (o) promote key initiatives and/or activities deemed to be in the best interest of the community; and
- (p) promote the Gladstone Region as a 'Region of Choice' for the purposes of tourism, economic and regional development where such advertising aligns with Council's corporate objectives.

6.3 CONSIDERATIONS FOR APPROVING EXPENDITURE

All advertising expenditure must be authorised in accordance with relevant financial delegations under Council's Procurement Policy and Corporate Standard. The expenditure must:

- be for official purposes and fall generally within the type of advertising listed in section 6.2;
- be properly documented with the purpose identified;
- include documentation which is available for scrutiny by both internal and external audit;
- be appropriate and reasonable and can withstand the 'public defensibility test';

- be in accordance with Council’s budget; and
- not be contrary to the provisions of the Local Government Act 2009 Section 90D prohibition on election material in caretaker period.

7.0 ATTACHMENTS:

Nil

8.0 REVIEW TRIGGER:

This policy will be reviewed when any of the following occur:

1. The related legislation/documents are amended or replaced.
2. Other circumstances as determined from time to time by a resolution of Council
3. Periodic Review – 3 years from date of adoption.

TABLE OF AMENDMENTS		
Originally Adopted	15 March 2011	G/5.1.1 (formerly policy no. P-1.00.05)
Amendment 1	18 March 2014	G/14/1926
Amendment 2	4 July 2017	G/17/3102
Amendment 3	<INSERT DATE COUNCIL MEETING>	<INSERT RESOLUTION NUMBER>

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CALE DENDLE
ACTING CHIEF EXECUTIVE OFFICER