



## COUNCIL POLICY

<b>POLICY TITLE:</b>	<b>ADVERTISING POLICY</b>
<b>POLICY NUMBER:</b>	<b>002</b>
<b>INFOXPRT REF:</b>	<b>86916</b>
<b>DATE OF ADOPTION:</b>	<b>26/6/2007</b>
<b>TIME PERIOD OF REVIEW:</b>	<b>2 Years</b>
<b>DATE OF NEXT REVIEW:</b>	<b>June 2022</b>

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### 1. OBJECTIVE

The purpose of this policy is to provide guidelines to be used by Council for Advertising, in accordance with the provisions of the *Local Government Regulation 2012 (QLD)*.

### 2. SCOPE

This Policy applies to all employees of Richmond Shire Council (Council) and any paid advertisements or notice in any media to promote, inform and educate the public about Council services, facilities, activities and programs.

### 3. LEGISLATIVE BACKGROUND

The Local Government Regulation 2012 (QLD) requires Council to have a policy on advertising.

Section 197 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.
- (3) **Advertising** is promoting, for the payment of a fee, an idea, goods or services to the public.

### 4. POLICY

Advertising should be used where the purposes of the Council or the benefit of the community is advanced. It should not be used for the purpose of personal gain, or to promote the achievements or plans of a Councillor and / or staff members.

The types of advertising that Council considers appropriate include:-

- To advise the public about new or existing services, programs, facilities or activities;
- To advise the public about changes to existing services, programs, facilities or activities;
- To increase the use of a service or facility provided by the Council on a commercial basis with a view to profit;
- To achieve Council's plans, goals and objectives;
- To request public feedback or comment on Council's business;
- Advise the public of the time, place and content of scheduled meetings of the Council;
- Advise the public of the decisions made by the Council at its meetings;
- Recruitment of staff and/or contractors;
- Sale and/or procurement of goods and services, including plant and equipment, infrastructure, land and buildings;
- Area promotion and tourism to the extent that it relates to Council and the region;
- Advertise matters required by legislation to be advertised.

All expenditure on advertising must be approved by the Chief Executive Officer, the Director of Works, Director of Corporate Services or Director of Community Services prior to the commitment of expenditure.

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:

- place advertisements relating to future plans unless, and only to the extent that, those plans have been formally adopted by the council;
- advertise the activities of the council otherwise than in the manner and form it is customary for the council to advertise its activities;
- place advertisements which seek to influence support for particular candidates, groups of candidates or potential candidates in the election; and
- must not bear the cost of advertisements featuring one or more Councillors or containing quotations attributed to individual Councillors.

The approval process must take account of the following points:

- That the expenditure is in accordance with this policy
- That 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; and
- That the cost is available in the relevant budget item and meets the usual requirements for expenditure approvals.

## **5. APPROVAL**

Reviewed and adopted at the Budget Council Meeting held on 26<sup>th</sup> July 2021.

**This policy is to remain in force until otherwise determined by Council.**

**Peter Bennett**  
**Chief Executive Officer**