



## Croydon Shire Council

# Advertising Spending Policy

### Document Control

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CEO Approval:

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## 1. Purpose

This policy provides for the control of expenditure on advertisements placed by Council in various media. Section 197 of the *Local Government Regulation 2012* outlines requirements that must be adhered to in relation to advertising expenditure, which ensures that Council's advertising is in accordance with the public interest and Council policies.

The objectives of this policy, in line with accountability, transparency and good governance, are:

- to meet the requirements of the legislation;
- to ensure appropriate authorisation of advertising expenditure; and
- to ensure that Council obtains value for money in placing advertising.

Advertising should be used where the purposes of the 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. In particular advertising should not be used to influence the voters in an election.

## 2. Scope

This policy applies to any paid advertisement or notice in any media to promote goods or services (including facilities) provided by the Council.

This policy does not apply to:

- Advertising for employees/positions vacant
- Advertising for the acquisition or disposal of property plant and equipment used, or to be used by the Council in its business
- Advertisements for tenders or expressions of interest under Council's Procurement Policy or under the *Local Government Act 2009*
- Reports published in media where no payment is made for the report.

## 4. Definitions

**Advertising** - is promoting, for the payment of a fee, an idea, goods or services to the public, as defined by the *Local Government Regulation 2012*.

**Caretaker period** – is the period during an election for the local government that –

- (a) starts on the day when public notice of the holding of the election is given under the Local Government Electoral Act, section 25(1); and
- (b) ends at the conclusion of the election.

There is no caretaker period during a by-election or fresh election.

### 3. Policy

In accordance with section 197(2) of the *Local Government Regulation 2012*, Council may spend money on advertising only if:-

- the advertising is to provide information or education to the public; and
- the information or education is provided in the public interest; or

Acceptable uses of Council money for advertising are:-

- To advise the public of a new or continuing service or facility provided by the Council;
- To promote the area to visitors;
- To advise the public about changes to an existing service or facility provided by the Council;
- To increase the use of a service or facility provided by the Council on a commercial basis with a view to profit;
- To change the behaviour of people in the Council's area for the benefit of all or some of the community or to achieve the objectives of the Council;
- To advise the public of the time, place and content of scheduled meetings of the Council;
- To advise the public of the decisions made by the Council at its meetings;
- To request comment on proposed policies or activities of the Council;
- Or to advertise matters required by legislation to be advertised.

Council must not during the caretaker period 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:

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

All expenditure on advertising must be approved by the Chief Executive Officer or as delegated. The approving officer must ensure that:-

- The expenditure is in accordance with this policy;
- 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.

### 5. Related Document

- Croydon Shire Council Procurement Policy