

ADVERTISING SPENDING POLICY

STATUTORY POLICY



1 Scope

This policy applies to paid advertisements in various media to promote, inform and educate the public about Rockhampton Regional Council's services, facilities, activities and programs.

2 Purpose

The purpose of this policy is to ensure Council complies with legislative advertising requirements.

3 Related Documents

3.1 Primary

Local Government Regulation 2012

3.2 Secondary

Local Government Act 2009

Local Government Electoral Act 2011

Caretaker Period Policy

Purchasing Policy – Acquisition of Goods and Services

4 Definitions

To assist in interpretation, the following definitions apply:

Advertising	As defined in the <i>Regulation</i> : Advertising is promoting, for the payment of a fee, an idea, goods or services to the public. Examples include – magazines, newspaper, radio, television, social media platforms.
CEO	Chief Executive Officer A person who holds an appointment under section 194 of the <i>Local Government Act 2009</i> . This includes a person acting in this position.
Council	Rockhampton Regional Council
Councillor/s	The Mayor and Councillors of Council, within the meaning of the <i>Local Government Act 2009</i> .
Election Period	As defined in the <i>Local Government Electoral Act 2011</i> , the period: (a) Starting on the day when public notice of the holding of the election is given under section 25(1); and (b) Ending on the close of the poll for the election.

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Employee	Local government employee: (a) The CEO; or (b) A person holding an appointment under section 196 of the <i>Local Government Act 2009</i> .
Region	Rockhampton Regional Area defined by the Local Government Areas of Queensland.
Regulation	<i>Local Government Regulation 2012</i>

5 Policy Statement

Section 197 of the regulation stipulates that Council must prepare and adopt an advertising spending policy.

Advertising should only be used where the purposes of Council or the benefit of the community is advanced. It should not be used to promote achievements or plans of a particular Councillor or groups of Councillors. In particular, advertising should not be used to influence electors during an election period.

5.1 Allowable Expenditure

Council may incur expenditure for advertising only if the:

- (a) Advertising provides information or education to the public;
- (b) Information or education is provided in the public interest; and
- (c) Advertising falls into one of the categories set out in paragraph 5.2.

5.2 Appropriate Advertising

The types of advertising Council considers appropriate include:

- (a) To advise the public of a new or continuing service, program, facility or activity;
- (b) To advise the public about changes to an existing service, program, facility or activity;
- (c) To increase the use of a service, program, facility or activity;
- (d) To promote a Council sponsored or organised event;
- (e) To achieve the plans, goals and objectives of Council;
- (f) To advise the public of Council meetings, outcomes, legislation and proposed policies;
- (g) To seek public feedback or comment on Council's business;
- (h) To advertise matters required by legislation;
- (i) To recruit staff, acquire or dispose of property, plant and equipment, promote tenders and expressions of interest; or
- (j) To promote the economic development and sustainability of the Region.

5.3 Restrictions during Local Government Elections

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:

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

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- (d) Must not bear the cost of advertisements featuring one or more Councillors or containing quotations attributed to individual Councillors.

Note: This does not prevent Councillors appearing in unpaid publicity or other publicity where the cost is not borne by the Council. Refer to the Caretaker Period Policy.

5.4 Approving Officer's Responsibilities

Advertising expenditure must be approved by the CEO or an employee appointed to a position with a relevant financial delegation. The approving officer must ensure the:

- (a) Expenditure is in accordance with this policy;
- (b) Cost of the advertisement is appropriate for the number of people it is intended to inform and provides a quantifiable benefit to Council or to the public;
- (c) Funds are available in the relevant budget line and meets the requirements for expenditure approvals; and
- (d) A purchase order is raised (where applicable) prior to confirmed bookings.

6 Review Timelines

This policy is reviewed when any of the following occur:

- (a) As required by legislation;
- (b) The related information is amended or replaced; or
- (c) Other circumstances as determined from time to time by the Council.

7 Document Management

Sponsor	Chief Executive Officer
Business Owner	Deputy Chief Executive Officer
Policy Owner	Manager Corporate and Technology Services
Policy Quality Control	Legal and Governance



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