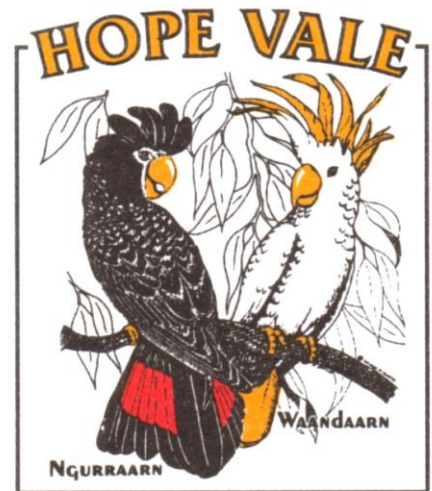


**HOPE VALE ABORIGINAL SHIRE COUNCIL**



**Advertising Spending Policy**

**Document Control**

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**Version History**

<b>Version Number</b>	<b>Date</b>	<b>Signature</b>	<b>Reason / Comments</b>
1	28 June 2011		Council Resolution
2	20 March 2013		Council Resolution
3	25 February 2014		Council Resolution
4	18 January 2017		Council Resolution
5	21 February 2018		Council Resolution
6	27 February 2019		Council Resolution
7	16 December 2019		Council Resolution
8	17 March 2021		Council Resolution

## ADVERTISING SPENDING POLICY 2020-2021

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### ORIGIN/AUTHORITY

*Local Government Regulation 2012*  
*Section 197*

### PURPOSE

This is a policy to provide for the control of expenditure on advertisements placed by Council in various media to comply with the requirements of *Section 197 Local Government Regulation 2012*.

Section 197 of the Local Government Regulation 2012 requires that the local government may spend money on advertising only –

- 1.1 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
- 1.2 in a way that is consistent with the local government’s advertising spending policy.

### PRINCIPLES

Advertising should be used where the purpose of the Council or the public interest 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. It should also not be used for any purpose intended to provide material personal gain for a councillor or Council staff member.

### APPLICATION

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

The policy does not apply to advertising for the acquisition or disposal of property, plant and equipment used, or to be used by, the Council in its business or to advertising for the recruitment of Council staff.

The policy does not apply to advertising for tenders or Expressions of Interest.

The policy does not apply to reports published in the media where no payment is made for the report.

### **1. Policy on advertising expenditure**

The Council may incur expenditure for advertising only if -

- 1.1. the advertising is for providing information or education to the public; and
- 1.2. the information or education is provided in the public interest
- 1.3. the advertising falls into one of the categories set out in 2.

### **2. Acceptable uses of Council funds for advertising**

- 2.1. To advise the public of a new or continuing service, program or facility provided by the Council;
- 2.2. To advise the public about changes to an existing service, program or facility provided by the Council;
- 2.3. To increase the use of a service, program or facility provided by the Council on a commercial basis with a view to profit;
- 2.4. 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;
- 2.5. To advise the public of the time, place and content of scheduled meetings of the Council;
- 2.6. To advise the public of the decisions made by the Council at its meetings;
- 2.7. To advise the public of due dates for payment of rates and charges and renewal of licences and permits;
- 2.8. To advise the public on proposed community events, progress on Council works, services and projects and other matters of public interest;
- 2.9. To request comment on proposed policies or activities of the Council;
- 2.10. To advertise matters required by legislation to be advertised;
- 2.11. To promote the region from a tourism and economic development perspective.

### **3. Types of advertising the local government considers provide information or education to the public.**

- 3.1. To advise the public of a new or continuing service or facility provided by the Council.
- 3.2. To advise the public about changes to an existing service or facility provided by the Council;
- 3.3. To increase the use of a service or facility provided by the Council on a commercial basis with a view to profit;
- 3.4. 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;

### **4. Types of information or education the local government considers are in the public interest to provide.**

- 4.1. To advise the public of the time, place and content of scheduled meetings of the Council;
- 4.2. To advise the public of the decisions made by the Council at its meetings;
- 4.3. To request comment on proposed policies or activities of the Council;
- 4.4. To advertise matters required by legislation to be advertised;
- 4.5. Where the advertisement facilitates the administration of the Council.

**5. Conditions limiting the level of spending on advertising during the caretaker period for Local Government elections.**

During the caretaker period for Local Government elections, Council or a controlled entity of the Local Government, must comply with the requirements of the Local Government Act 2009.

**6. The procedure for approving spending on advertising.**

- 6.1. All expenditure on advertising must be approved by the Chief Executive Officer or a delegated officer.
- 6.2. The approving officer must ensure that:
  - (i) The expenditure is in accordance with this policy;
  - (ii) 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;
- 6.3. The cost is available in the relevant budget item and meets the usual requirements for expenditure approvals.

**Adopted by Council on the 17 March 2021**

Shannon Gibbs  
Director of Finance