

# Advertising Expenditure Policy

## CONTROL:

Policy Type:	Financial
Authorised by:	Council
Head of Power:	Local Government Regulation 2012 Section 197
Responsible Officer:	Chief Executive Officer
Adopted / Approved:	13 December 2021, Minute No. 2021.12.13-OM-8
Last Reviewed:	November 2021
Review:	<p>November 2023 Note: This Policy is reviewed when any of the following occur:</p> <ol style="list-style-type: none"> <li>1. The related information is amended or replaced.</li> <li>2. Other circumstances as determined from time to time by the Chief Executive Officer</li> </ol> <p>Notwithstanding the above, this Policy is to be reviewed at intervals no more than two (2) years.</p>
Version	3

## 1. INTRODUCTION

### 1.1 PURPOSE:

The purpose of this Policy is to provide guidelines for those who work for Diamantina Shire Council ("Council") when considering Council advertising as part of their role. The *Local Government Regulation 2012* outlines requirements that must be adhered to in relation to advertising expenditure, which ensures that Council advertising is in accordance with the public interest and Council policies.

### 1.2 POLICY OBJECTIVES:

The objectives of this Policy are to identify Council approved advertising and processes for specific advertising.

### 1.3 COMMENCEMENT OF POLICY:

This Policy will commence on adoption. It replaces all other specific advertising expenditure policies of Council (whether written or not).

### 1.4 SCOPE:

This policy applies to any advertisement or notice in any media, to promote goods, services and facilities provided by Council.

## **2. POLICY**

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### **2.1 CONTEXT:**

The context of this Policy aims to ensure a clear and concise approach is undertaken in respect to all Council advertising requests and processes.

### **2.2 POLICY STATEMENT:**

Acceptable uses of Council funds for advertising are:

- (a) Advertising for staff to fill vacancies in the Council's organisation;
- (b) Tenders for the disposal of assets, or for the supply of goods and/or services to Council;
- (c) Statutory notices (i.e. public notices required by statute to be published);
- (d) Promotional advertising to promote tourism and business opportunities within the district and region.
- (e) Promotional advertising to increase public awareness of a new, changed or continuing policy, service or facility provided by the Council.
- (f) Promotional advertising to increase the use of a service or facility provided by the Council.
- (g) To change the behaviour of people in Council's area for the benefit of all or some of the community or to achieve the objectives of the Council.
- (h) To seek feedback on proposed policies or activities of the Council.

## **3. STANDARDS AND PROCEDURES**

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### **3.1 KEY PRINCIPLES**

Guidelines are imperative in the expending and monitoring of all outgoings within Council, including advertising. The intent of the policy is to provide such guidelines for which advertising expenditure is authorised and the process of advertising to be followed in particular circumstances.

### **3.2 SPECIFIC AND STANDARD**

**3.2.1** As a general principle, the Diamantina Shire Council Community newsletter, Facebook page and the Community email groups are to be used for informing the community about Council events, policies, projects, advertising community meetings and for such like purposes.

#### **3.2.2 Branding**

Council is committed to ensuring a brand that is functional and ensures instant recognition. Advertisements produced for and on behalf of Council will be clearly identifiable as originating from the region.

#### **3.2.3 Authorising Spending**

Advertising spending must be authorised in accordance with Council's financial delegations

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 likely to inform and provides a commensurate benefit to the Council or to the public.
- Funds are available for the cost of the advertising and meets the usual requirements for expenditure approvals.

### **3.2.4 Advertising of Staff Vacancies**

- Some vacancies may initially be only advertised internally in accordance with Council's Recruitment and Selection policy. Review of this document, in conjunction with this policy, should be undertaken in advertising a staff vacancy.
- When staff vacancies are advertised externally, the minimum advertising shall be that of local advertising.
- The Chief Executive Officer or their delegate shall determine if any additional advertising is to be placed in respect of each staff vacancy. Depending on the nature of the position, the Chief Executive Officer or their delegate may determine that the vacancy shall be advertised via one or more of the following methods:
  - By advertising in various newspapers circulating in the region;
  - By advertising in the Brisbane Courier Mail and/or other major metropolitan newspaper;
  - By advertising in industry specific journals and professional journals appropriate to the position to be filled; and/or
  - By advertising on various industry specific or professional websites.

### **3.2.5 Advertising for Tenders**

- The Chief Executive Officer or their delegate may determine to advertise in relevant newspapers or websites, appropriate to the goods or services to which the tender relates.

### **3.2.6 Statutory or Community Public Notices**

- The Chief Executive Officer will advertise Statutory Public Notices in the Diamantina Shire Council newsletter and in a regional newspaper available in, or circulating within the district.
- The Chief Executive Officer or their delegate will advertise Community Public Notices in the Diamantina Shire Council newsletter and distribute via Council's community email groups and/or Councils Facebook page.

### **3.2.7 Marketing Campaigns – Promotion of Tourism**

- The Chief Executive Officer or their delegate will develop marketing campaigns for caravan parks and/or to promote tourism and visitation to the district generally comprising of the following;
  - Design, printing and distribution of brochures;
  - The use of websites / facebook;
  - Placing of advertisements in holiday planners, holiday guides, tourism magazines, etc.; and/or
  - Television and radio advertising;

- Airport and roadside promotional signage.
- As far as possible, decisions on placing of advertisements to promote the district will be taken in cooperation with other local governments within the region, so that the region as a whole is effectively marketed to get the best advertising value for our advertising expenditure.

### 3.2.8 Public Information or Educative Advertising

- Where advertising is intended to provide information or education to the public and the information or education provided is in the public interest, funds may be expended on advertising. No expenditure is to be incurred that does not provide information or education to the public, or is not in the public interest.

### 3.2.9 Advertising Prior to a Local Government Election

- No funds are to be expended on advertising to promote Council projects, policies or performance in the three (3) month period prior to a local government election. This clause does not preclude the promotion of Council projects, policies or performance through the use of the Diamantina Shire Council community newsletter.

## 4. REFERENCE AND SUPPORTING INFORMATION

### 4.1 DEFINITIONS:

To assist in interpretation, the following definitions shall apply:

Word / Term	Definition
Council	means Diamantina Shire Council.
Community Public Notices	Short-term one-off communications that include: Road reports Announcement of permanent or temporary changes to services Details about public hearings, investigations, seminars, workshops and other government events Public Health or safety announcements
Diamantina Shire Council community newsletter	Means the newsletter issued by Diamantina Shire Council as a whole.
Local Advertising	Means advertising by a notice in Diamantina Shire Council community newsletter, notice boards, community email group, social media as well as by distributing posters around the district.
Statutory Public Notices	Notices required by legislation or regulation to publicly disclose certain information and activities.

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**4.2 RELATED POLICIES, LEGISLATION AND DOCUMENTS:**

Links to supporting documentation
Local Government Regulation Section 197
Public Notice Template
Delegation Listing CEO to Staff

**4.3 VERSION CONTROL:**

Previous Version Number	Adopted/Approved Date
1	November 20 2017; Minute No. 2017.11.20-OM-16
2	November 18 2019, Minute No. 2019.11.18-OM-12