



Advertising Spending Policy

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Policy Category	Statutory
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Policy Version Number	4
Department	Corporate Services
Policy Owner	Manager Governance

PURPOSE

The purpose of this policy is to provide for the control of expenditure on advertisements placed by Council in various media.

SCOPE

This policy applies to any paid advertisement or notice in any media to promote goods and services (including facilities) provided by Council. The policy also applies to electronic advertising including the use of internet and any social media platforms.

This policy applies to all Diamantina Shire Council employees.

COMMENCEMENT OF POLICY

Commencement date will be the date of approval.

HUMAN RIGHTS COMMITMENT

Council has considered the human rights protected under the Human Rights Act 2019 (Qld) (the Act) when adopting and/or amending this policy. When applying this policy, Council will act and make decision in a way that is compatible with human rights and give proper consideration to a human right relevant to the decision in accordance with the Act.

PRINCIPLES

Section 197 of the *Local Government Regulation* 2012, requires Council to prepare and adopt a policy about its spending 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.

Advertising expenditure must only occur where the purpose of the Council or the benefit of the community is advanced. It must 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.

POLICY STATEMENT

Council may incur expenditure for advertising only if:

- the advertising is for providing information or education to the public
- the information or education is provided in the public interests
- the advertising falls into one of the categories outlined below

Acceptable advertising expenditure includes:

- Advertising for staff to fill vacancies in the Council's organisation
- Tenders for the disposal of assets, or for the supply of goods and/or services to Council
- Statutory notices (i.e. public notices required by statute to be published)
- Promotional advertising to promote tourism and business opportunities within the district and region
- Promotional advertising to increase public awareness of a new, changed, or continuing policy, service or facility provided by the Council
- Promotional advertising to increase the use of a service or facility provided by the Council
- 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
- To seek feedback on proposed policies or activities of the Council

SPECIFIC AND STANDARD

As a general principle, the Diamantina Shire Council Community Newsletter, Social Media Channels 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.

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.

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.

AUTHORISED 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

AUTHORISED OF STAFF VACANCIES

Some vacancies may initially be only advertised internally in accordance with Council's Human Resources 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.

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.

STATUTORY OR COMMUNITY PUBLIC NOTICES

The Chief Executive Officer will advertise Statutory Public Notices in the Diamantina Shire Council Newsletter, social media and/or and in a regional newspaper available in or circulating within the district.

The Chief Executive Officer or their delegate will advertise Public Notices in the Diamantina Shire Council Newsletter, Council's community email groups and/or social media.

MARKETING CAMPAIGNS – PROMOTION OF TOURISM

The Chief Executive Officer or their delegate will develop marketing campaigns for to promote tourism and visitation to the district generally comprising of the following;

- Design, printing and distribution of brochures
- The use of websites / social media
- Placing of advertisements in holiday planners, holiday guides, tourism magazines
- 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.

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.

ADVERTISING PRIOR TO A LOCAL GOVERNMENT ELECTION

The Council must not, in a three-month period prior to the quadrennial local government election, other than a by-election:

- place advertisements relating to future plans unless those plans have been formally adopted or being finalised;
- advertise the activities of the Council other than in the manner and form it is customary for the Council to advertise activities;
- place advertisements which seek to influence support for particular candidates, or groups;
- featuring one or more Councillors or containing quotations attributed to individual Councillors in any paid Council advertisements.

Note: This does not preclude Councillors appearing in unpaid publicity or other publicity where the cost is not borne by Diamantina Shire Council.

DEFINITIONS

Term	Definition
Council	Diamantina Shire Council
Community Public Notices	Short-term one-off communications that include: <ul style="list-style-type: none"> • 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	Desert Yarns issued by Diamantina Shire Council
Councillor	Mayor and Councillors of Diamantina Shire Council
Local Advertising	Advertising by a notice in Diamantina Shire Council Community Newsletter, notice boards, community email groups, social media as well as by distributing posters around the Shire.

SUPPORTING DOCUMENTATION

Legislation	<i>Local Government Act 2009</i> <i>Local Government Regulation 2012</i>
Council Policies	Procurement Policy Code of Conduct Social Media Policy Human Resources Policy
Supporting Documents	Delegation Register – CEO to Council Employees Delegation Register – Administrative Delegations
Council Forms	Public Notice Template

VERSION CONTROL

Version	Adopted	Comment	eDRMS #
1	20 Nov 2017	2017.11.20-OM-16	
2	18 Nov 2019	2019.11.18-OM-12	
3	13 Dec 2021	2021.12.13-OM-8	324752
4	15 Dec 2025	Resolution: CNL/25/318	329951