



TITLE PANEL			
Policy Name	Advertising Spending Policy		
Owner	Executive Manager Finance and Human Services		
Responsible Officer	Executive Manager Finance and Human Services		
Decision Number	2021/07-23	Approval Date	21 July 2021
Records Number	V5	Next Review Date	30 June 2026

DOCUMENT VERSION CONTROL			
VERSION	DATE	RESOLUTION NO.	DETAILS
V1	30/7/2014	98/2014	<b>Responsible Officer</b> Finance Manager <b>Description</b> Statutory Policy
V2	29/6/2016	2016/112	<b>Responsible Officer</b> Finance Manager <b>Description</b> Statutory Policy
V3	21/6/2017	2017/110	<b>Responsible Officer</b> Executive Manager Financial Services <b>Description</b> Statutory Policy
V4	27/6/2018	2018/126	<b>Responsible Officer</b> Executive Manager Finance & Human Services <b>Description</b> Statutory Policy
V5	21/07/2021	2021/07-23	<b>Responsible Officer</b> Executive Manager Finance & Human Services <b>Description</b> Statutory Policy

## 1 Purpose

This policy is to ensure that Morningson Shire Council advertising is in accordance with public interest and MSC policies.

The objectives of this policy are:

- a) To meet the requirements of legislation;
- b) To ensure appropriate authorisation of advertising expenditure; and
- c) To ensure the Council obtains value for money in placing advertising.

## 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:

- a) Advertising for employees;
- b) Advertising for the acquisition or disposal of property plant and equipment used, or to be used by the Council in its business;



- c) Advertisements for tenders or expressions of interest under Council's Procurement Policy or under the Local Government Act 2009; or
- d) Reports published in media where no payment is made for the report.

### 3 Policy Statement

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 achievements or plans of particular Councillors or groups of Councillors. In particular, advertising should not be used to influence the voters in an election.

The Council may incur expenditure for advertising only if:

- a) The advertising is for providing information or education to the public;
- b) The information or education is provided in the public interest; or
- c) The advertising falls into one of the categories set out below.

Acceptable uses of the Council money for advertising are:

- a) To advise the public of a new or continuing service or facility provided by the Council;
- b) To promote the area to visitors;
- c) To advise the public about changes to an existing service or facility provided by the Council;
- d) 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;
- e) To advise the public of the time, place and content of scheduled meetings of the Council;
- f) To advise the public of the decisions made by the Council at its meetings;
- g) To request comment on proposed policies or activities of the Council; or
- h) To advertise matters required by legislation to be advertised.

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 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; or
- d) Bear the cost of advertisements featuring one or more Councillors or containing quotations attributed to individual Councillors (**note:** that 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:

- a) The expenditure is in accordance with this policy;
- b) 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;
- c) The cost is available in the relevant budget item and meets the usual requirements for expenditure approvals.



## 4 Related documents

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Section 197 (1) Chapter 5 Local Government Regulation 2012 requires that a policy about advertising expenditure must be prepared.

Section 197 (2) states that:

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.”

Section 197 (3) states that:

Advertising is promoting, for the payment of a fee, an idea, goods or services to the public.

## 5 Approval

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This Policy was adopted at Council’s Meeting held 21 July 2021- Resolution Number 2021/07-23.

