


Advertising Spending Policy		 Longreach Regional Council <small>Ilfracombe Isisford Longreach Yarak</small>
Policy Number:	2.18	
Policy Category:	Statutory	
Authorised by:	Res-2025-01-004	
Date approved:	23-01-2025	
Review Date:	23-01-2027	

PURPOSE

This purpose of this policy is to establish the principles governing Council's expenditure on advertising to ensure that public monies are utilised in the public interest.

SCOPE

This policy applies to any paid advertisement or notice in any media, to promote an idea, goods or services provided by Council. The policy does *not* apply to:

- Advertising for employees;
- Advertising for the acquisition or disposal of property, plant and equipment, used or to be used by Council in its business;
- Advertisements for tenders or expressions of interest under Council's Procurement Policy; or
- Reports published in the media where no payment is made for the report.

LEGISLATION

Section 197 of the *Local Government Regulation 2012* states that a local government must prepare and adopt a policy about the local government's spending on advertising.

197 Advertising spending

- (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.

DEFINITIONS

Caretaker period – The 'caretaker period' for a local government is the period during an election for a local government that – (a) starts on the day when public notice of the holding of the election is given under the *Local Government Electoral Act 2011*, section 25(1); and (b) ends at the conclusion of the election. There is no caretaker period during a by-election or fresh election.

POLICY

Council Officers authorising expenditure must confirm that the expenditure will benefit the public generally or facilitate Council business. Expenditure must be provided for in a budget and must be authorised in accordance with the Council's Procurement Policy and procedures.

The types of information or education that Council considers are in the public interest to provide include:

- a) to advise the public of a new or continuing service or facility provided by the Council;
- b) to advise the public about changes to an existing service or facility provided by Council;
- c) to increase the use of a service or facility provided by the Council on a commercial basis with a view to profit;
- d) 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;
- e) to advise the public of the time, place and content of scheduled meetings of Council;
- f) to advise the public of the decisions made by Council at its meetings;
- g) to request comment on proposed policies or activities of the Council;
- h) to advertise matters required by legislation to be advertised;
- i) to advertise for the acquisition or disposal of property, plant and equipment;
- j) to advertise for employees;
- k) to advertise or promote events within the Council's area; or
- l) to advertise for tenders or expressions of interest under Council's Procurement Policy.

Advertising should not be used to promote the achievements or plans of Councillors or groups of Councillors as defined by section 90D (2) of the *Local Government Act 2009*. Advertising should not be used to influence electors during a local government election caretaker period.

RELATED DOCUMENTS

Procurement Policy No 1.1

Corporate Branding Policy No 2.4

Communications and Media Policy No 2.24

Authorised by resolution as at 23 January 2025:



Brett Walsh
Chief Executive Officer