

Policy



STATUTORY

ADVERTISING SPENDING

Head of Power

This policy has been drafted in accordance with the section 197 *Local Government Regulation 2012* and section 90D (2) of the *Local Government Act 2009*.

Definitions

<i>Advertising</i>	is promoting, for the payment of a fee, an idea, goods or services to the public.
<i>Caretaker period</i>	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 <i>Local Government Electoral Act 2011</i> , section 25(1); and (b) ends at the conclusion of the election. There is no caretaker period during a by-election or fresh election.
<i>Council</i>	Lockyer Valley Regional Council

Policy Objective

The objective of this policy is to ensure Lockyer Valley Regional Council (Council) has a clear directive and path when engaging in advertising for the benefit of the local community.

Policy Statement

Council may spend money on advertising only if the advertising is to provide information or education to the public; and the information or education is provided in the public interest.

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

Advertising should be planned, developed, implemented, funded and evaluated considering the following acceptable uses to:

1. advise the public of a new or continuing service or facility provided by Council.
2. advise the public about changes to an existing service or facility provided by Council.

3. increase the use of a service or facility provided by Council.
4. 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 Council.
5. advise the public of the time, place and content of scheduled Council related meetings.
6. advise the public of the decisions made by Council at its meetings.
7. request comment on proposed activities of Council.
8. advise the public on proposed community events, progress on Council works, services, projects and other matters of public interest.
9. promote the region to potential tourists and economic development perspective.
10. advertise matters required by legislation to be advertised.
11. recruit staff.
12. acquire or dispose of property plant and equipment.
13. advertise tenders or expression of interests as part of Council's procurement activities.

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.

All expenditure on advertising must be approved by the relevant Group or Branch Manager and Corporate Communication Team. The approving officers must ensure that the:

- expenditure is in accordance with this policy
- cost of the advertisement is appropriate for number of people it is intended to inform
- funds are available in the relevant budget item and meet the usual requirements for expenditure approvals.

Related Documents

NA