

ADVERTISING SPENDING POLICY

Policy Owner:	Community and Lifestyle Finance Governance and Risk
Adoption:	18 February 2025 - GM/25/5397
Version:	4
Link to Corporate Plan:	Delivering Value – we work efficiently to deliver value for your rates Accountable Council – 5.2.1 Continue to embed good financial practices in our decision making
Head of Power:	Section 197 of the <i>Local Government Regulation 2012</i>
Review Date:	18 February 2030

1 PURPOSE

The purpose of this policy is to ensure compliance with section 197 of the *Local Government Regulation 2012* and to set clear direction on how advertising spending will be allocated to inform and educate the community on matters that are in the public interest.

2 SCOPE

This policy applies to all advertising spending by Gladstone Regional Council.

3 POLICY STATEMENT

3.1 Principles

Council will meet its advertising spending obligations under Section 197 of the *Local Government Regulation 2012* by applying the following key principles.

- 3.1.1 Advertising spending must be used to inform and educate the community on Council matters that are in the public interest.
- 3.1.2 Advertising must be procured in accordance with Council's procurement requirements, ensuring that expenditure is:
 - reasonable;
 - cost effective;
 - within budget allocations;
 - for official purposes; and
 - able to withstand public scrutiny.
- 3.1.3 The medium used for advertising must be reputable and the best fit for the information and/or education materials to be disseminated.

3.2 Spending Categories

Advertising spending may be allocated for use under the following broad categories.

- 3.2.1 To procure goods and services.

- 3.2.2 To advertise recruitment and selection of staff or external appointments to Council Committees.
- 3.2.3 To achieve statutory compliance.
- 3.2.4 To acquire, lease or dispose of land or other assets.
- 3.2.5 Maximise compliance and/or awareness of new or amended laws, policies or other strategic planning or regulatory requirements.
- 3.2.6 Promote and/or engage with the community to encourage feedback on Council plans, projects, goals and/or objectives.
- 3.2.7 Raise awareness of a Council led initiative, event or activity.
- 3.2.8 Assist Council to preserve and maintain law and order during an emergency or crisis.
- 3.2.9 Advise the community of a time and/or location of scheduled meetings.
- 3.2.10 Advise of new, changed or removed services, facilities or events.
- 3.2.11 Advise of decisions made at Council meetings including the adoption of rates and charges and associated budget allocations, billing and revenue arrangements.
- 3.2.12 To increase the patronage of a service, facility, or event provided by Council on a commercial basis with the express intent of raising revenue and/or maximising community patronage.
- 3.2.13 To report on Council's performance.
- 3.2.14 Ensure public safety, personal security and/or encourage responsible behaviour and a sense of civic pride in order to obtain social cohesion.
- 3.2.15 Promote key initiatives and/or activities deemed to be in the best interests of the community.
- 3.2.16 Promote the Gladstone Region for the purposes of tourism, economic and regional development where such advertising aligns with Council's corporate objectives.

3.3 Approval Considerations

The following considerations will apply when deciding whether advertising spending will be approved.

- 3.3.1 The expenditure must be for an official purpose and meet the requirements of this policy.
- 3.3.2 Be properly documented with the purpose identified and include sufficient documentation to support scrutiny both internally and externally.
- 3.3.3 Be budgeted and approved in accordance with Council's financial delegations.

3.4 Council Election Caretaker Period

- 3.4.1 In accordance with section 90D of the *Local Government Act 2009*, Council will not advertise, publish or distribute material during a caretaker period that may influence an elector about voting in an election or affect the result of an election.

4 RELATED LEGISLATION

Local Government Act 2009
Local Government Regulation 2012

5 RELATED DOCUMENTS

Procurement Policy and Corporate Standard

6 CONSIDERATION OF HUMAN RIGHTS

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

7 ATTACHMENTS

Nil.

8 EVALUATION OF POLICY

This policy is successful when advertising spending is allocated towards informing and educating the community on matters that are in the public interest.

This will be measured by:

- Community feedback and surveys that indicate the community is satisfied with Council information advertised and communicated.
- Advertising spending meeting legislative requirements and is within budget.
- Public enquiries can be reasonably justified having regard to the purpose, benefit, cost and medium for advertising spending.

9 DEFINITIONS

To assist in interpretation of this policy the following definitions apply:

Term	Definition
Advertising	Defined in Section 197(3) of the <i>Local Government Regulation 2012</i>
Caretaker Period	Defined in Section 90A(1) of the <i>Local Government Act 2009</i>
Medium	Commonly used media for advertising – can consist of magazines, newspapers, billboards, electronic media/signs, websites, social media, radio, television and products such as brochures
Public Interest	Considerations affecting the good order and functioning of the community and government affairs for the wellbeing of citizens

10 REVIEW

This policy is to be reviewed upon the earlier of:

1. Five years from the date of adoption of the most recent version;
2. Any relevant statutory review periods;
3. The related legislation or governing documents are amended or repealed; or
4. A request from the Chief Executive Officer or Council.

11 DOCUMENT CONTROL

Version	Reason/Change	Date	Council Resolution
1	Original Adoption	15/03/2011	G/5.1.1
2	Amendment 1	18/03/2014	G/14/1926
3	Amendment 2	04/07/2017	G/17/3102
4	Amendment 3 – Alignment with new corporate template and model policy adopted by the Department of Local Government – remains the same in principle	18/02/2025	GM/25/5397