



A002 – Advertising Spending Policy

1 HEAD OF POWER

- *Local Government Act 2009 (QLD)*
- *Local Government Regulation 2012 (QLD)*

2 POLICY PURPOSE

This policy establishes a framework for managing the Council's advertising expenditure, ensuring that all decisions regarding advertising are made in the public interest. As specified by Section 197 of the *Local Government Regulation 2012 (QLD)*, the Council is required to adopt a policy concerning advertising spending.

3 POLICY OBJECTIVE

This policy's objective is to ensure that the Council's advertising expenditures are transparent and accountable and deliver value to the community by clearly communicating important information and opportunities in accordance with statutory requirements.

4 POLICY SCOPE

The policy applies to all expenditures on advertising, which includes newspapers, online, social media, radio, and posters. This policy applies to all Council officers, including the Chief Executive Officer and Councillors.

5 POLICY STATEMENT

Council can incur expenditure for advertising only if the advertising is for:

- Education for the public.
- Share information about Council services and events.
- Help people learn about what the Council does.
- Meet legal needs to tell the public certain information.

Council must not spend advertising to:

- Promote achievements of an individual Councillor or select group of Councillors.
- Promote plans of an individual Councillor or select group of Councillors.
- Used to Influence Voters in an election.
- During Caretaker in accordance with S90D of *Local Government Act 2009 (QLD)*, anything that may influence an elector about voting in an election.

All money spent on advertising must:

- Be reasonable and right for the Council's work.
- Be used only for Council work that helps the community.
- Be well recorded with all details, like detailed bills and receipts, so that anyone can check them.
- Follow all other Council rules and processes.
- Be included in the Council's budget and approved according to our procurement policies and procedures.

We can spend money on advertising for things like:

- Telling the community about new or existing services, programs, places, or events.
- Letting people know if there are changes to any services, programs, places, or events.
- Helping more people use our services, programs, places, or events.
- Meeting the Council's plans and goals.
- Informing the public about Council meetings, what decisions are made, laws, and new policy ideas.
- Asking for the community's opinions or comments on what the Council is doing.
- Hiring staff, buying or selling stuff like property or equipment, and announcing tenders or calls for interest.
- Announcing jobs or projects that need doing to move our plans forward.
- Helping grow and sustain our region's economy.
- Getting involved with the community as part of our plan to talk and work with the public.
- Promoting the region.
- Following the law.

In accordance with section 90D of the Local Government Act 2009, Councillors and Council officers shall not publish or distribute anything during a caretaker period that may influence an elector about voting in an election or affect the result of an election.

Authorisation of expenditure:

- All officers incurring and authorising advertising expenditure shall do so in accordance with relevant financial delegations and Council's Procurement Policy, and must ensure that
 - It is for official purposes and falls generally within the type of advertising listed in this policy
 - It is properly documented with the purpose identified; and
 - It appears appropriate and reasonable and can withstand the 'public defensibility test'.

6 HUMAN RIGHTS COMPATIBILITY STATEMENT

This policy has been assessed as compatible with Human Rights protected under *the Human Rights Act 2019*.

7 DEFINITIONS

Term	Definition
Advertising	defined by the <i>Local Government Regulation 2012 (QLD)</i> , section 197, as promoting, for the payment of a fee, an idea, goods or services to the public

Caretaker Period	as defined in Section 90A of the <i>Local Government Act 2009 (QLD)</i> , the period during an election for the Council that starts on the day when the public notice of the holding of the election is given and ends at the conclusion of the election. The exact dates of a caretaker period are determined by the Electoral Commission of Queensland (ECQ)
Council	Pormpuraaw Aboriginal Shire Council
Council Officers	includes employees, contractors, volunteers and all others who perform work on behalf of Council.
CEO	A person who holds an appointment as chief executive officer under section 194 of the <i>Local Government Act 2009 (QLD)</i> .

8 RELATED DOCUMENTS

Policies:

- Procurement Policy.

Documents:

- Council's Annual Budget.
- Local Disaster Management Plan
- Community Plan

9 MONITORING AND REVIEW

Notwithstanding the above, this policy is to be reviewed every four (4) years for relevance and to ensure that its effectiveness is maintained.

10 RESPONSIBILITY

This Policy is to be:-

- implemented by the CEO; and
- reviewed and amended in accordance with the by the Executive Manager Corporate Services.

11 VERSION CONTROL

Version	Adoption (<i>Council Resolution Number</i>)	Date
V1	March 2012	01/03/2012
V2	August 2015	23/08/2015
V3	March 2025	26/06/25