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## Advertising Expenditure Policy

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**CONTROL:**

Policy Type:	Financial
Authorised by:	Council
Head of Power:	Local Government Regulation Section 197
Responsible Officer:	Chief Executive Officer
Responsibilities:	All employees
Adopted / Approved:	19 June 2025; Resolution 2025/107
Last Reviewed:	June 2025
Review:	<p>June 2029</p> <p>Note: This Policy is reviewed when any of the following occur:</p> <ol style="list-style-type: none"> <li>1. The related information is amended or replaced.</li> <li>2. Other circumstances as determined from time to time by the Chief Executive Officer</li> </ol> <p>Notwithstanding the above, this Policy is to be reviewed at intervals no more than four years.</p>

**1.1 PURPOSE:**

**1.2** This policy is to ensure that Council advertising is only used to advance the purpose of Council or to benefit the community, in compliance with the Queensland Local Government Regulation 2012, Section 197. **POLICY OBJECTIVES:**

The objectives of this Policy is to provide guidelines outlining the control for expenditure on advertisements placed by council in various media to ensure that this advertising is in accordance with the public interest and council policies.

**1.3 COMMENCEMENT OF POLICY:**

This Policy will commence on adoption. It replaces all other specific advertising expenditure policies of Council (whether written or not).

**1.4 SCOPE:**

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

This policy does not apply to advertising for:

- recruitment of staff;
- acquisition or disposal of property plant and equipment;
- tenders or expression of interests as part of council's procurement activities.

### 1.5 POLICY STATEMENT:

Council will only provide information by way of advertising which is beneficial to the public and in the public interest, consistent with this policy and in promotion of the goods or services provided to the local government area.

Acceptable use of Council advertising includes:

- a. To better inform the public of any new or continuing services, programs, facilities and venues provided by Council;
- b. To advise the public of any change in the plans provided by Council;
- c. To increase the use of a service provided by Council on a commercial basis with a view to profit;
- d. To change the behaviour of people in Council's areas for the benefit of all or some of the community or to achieve the objectives of Council;
- e. To advise the public of the time, place and content of scheduled council related meetings;
- 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. advise the public on proposed community events, progress on council works, services, projects and other matters of public interest;
- i. promote the region to potential tourists and economic development perspective;
- j. To advertise matters required by legislation to be advertised – statutory notices.

Advertising should not be used to promote the particular achievements or plans of particular councillors or groups of councillors as defined by Section 90D(2) of the Local Government Act 2009. In particular, advertising should not be used to influence electors during an election caretaker period.

### 1.6 ROLES AND RESPONSIBILITIES

All council employees should be aware of this policy to ensure any requests are referred to the appropriate area.

Advertising expenditure must be approved by the relevant Manager or an employee appointed to a position with a relevant financial delegation. The approving office must ensure the:

- expenditure is in accordance with this policy;
- cost of the advertisement is appropriate for the number of people it is intended to inform and provides a quantifiable benefit to council or to the public;
- funds are available in the relevant budget line and meets the requirements for expenditure approvals; and
- a purchase order is raised (where appropriate) prior to confirmed bookings.

**1.7 DEFINITIONS:**

To assist in interpretation, the following definitions shall apply:

Word / Term	Definition
Advertising	<p>As defined in Section 197 of the Local Government Regulation 2012 is 'promoting' for the payment of a fee, an idea, goods or services to the public. Examples include:</p> <ul style="list-style-type: none"> <li>• Television commercials</li> <li>• Radio commercials</li> <li>• Film and video presentations</li> <li>• Press and magazine advertisements</li> <li>• Brochures, flyers and collateral</li> <li>• Outdoor billboards, posters, signage</li> <li>• Websites/pages</li> <li>• Direct mail (including email)</li> <li>• Transport advertising</li> </ul>
Council	means the Bulloo Shire Council.
Caretaker Period	<p>(1) The 'caretaker period' for a local government is the period during an election for a local government that -</p> <p style="padding-left: 40px;">(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</p> <p style="padding-left: 40px;">(b) ends at the conclusion of the election.</p> <p>(2) There is no caretaker period during a by-election or fresh election.</p>

**1.8 RELATED POLICIES, LEGISLATION AND DOCUMENTS:**

Links to supporting documentation
Local Government Regulation – Section 197 – Advertising spending