
Advertising Expenditure Policy

CONTROL:

Policy Type:	Financial
Authorised by:	Council
Head of Power:	Local Government Regulation Section 197
Responsible Officer:	Chief Executive Officer
Responsibilities:	Nil.
Adopted / Approved:	25 May 2021; Resolution 2021/112
Last Reviewed:	May 2021
Review:	<p>May 2025</p> <p>Note: This Policy is reviewed when any of the following occur:</p> <ol style="list-style-type: none"> 1. The related information is amended or replaced. 2. Other circumstances as determined from time to time by the Chief Executive Officer <p>Notwithstanding the above, this Policy is to be reviewed at intervals no more than four years.</p>

1. INTRODUCTION

1.1 PURPOSE:

The purpose of this Policy to provide guidelines for those who work for Bulloo Shire Council ("Council") when considering Council advertising as part of their role.

1.2 POLICY OBJECTIVES:

The objectives of this Policy are to identify Council approved advertising and processes for specific advertising.

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 all spending on advertising.

2. POLICY

2.1 CONTEXT:

The context of this Policy aims to ensure a clear and concise approach is undertaken in respect to all Council advertising requests and processes.

2.2 POLICY STATEMENT:

When expending Council funds, the following only, is a list of authorised advertising permitted by Council:

- (a) Advertising for staff to fill vacancies in the Council's organisation;
- (b) Tenders for the disposal of assets, or for the supply of goods and/or services to Council;
- (c) Statutory notices (i.e. public notices required by statute to be published) and/or
- (d) Promotional advertising to promote the Caravan Park and to promote tourism and business opportunities within the district and region.

3. STANDARDS AND PROCEDURES

3.1 KEY PRINCIPLES

Guidelines are imperative in the expending and monitoring of all outgoings within Council, including advertising. The intent of the policy is to provide such guidelines for which advertising expenditure is authorised and the process of advertising to be followed in particular circumstances.

3.2 SPECIFIC AND STANDARD

3.2.1 As a general principle, the Bulloo Shire Council Newsletter, Web Page and Facebook Page are to be used for informing the community about Council events, policies, projects, advertising community meetings and for such like purposes.

3.2.2 Advertising of Staff Vacancies

3.2.2.1 Some vacancies may initially be only advertised internally in accordance with Council's policy on Employment. Review of this document, in conjunction with this policy, should be undertaken when advertising a staff vacancy.

3.2.2.2 When staff vacancies are advertised externally, the minimum advertising shall be that of local advertising.

3.2.2.3 The Chief Executive Officer shall determine if any additional advertising is to be placed in respect of each staff vacancy. Depending on the nature of the position, the Chief Executive Officer may determine that the vacancy shall be advertised via one or more of the following methods:

3.2.2.3.1 By advertising in various newspapers circulating in Regional South West Queensland and metropolitan areas;

3.2.2.3.2 By advertising in industry specific journals and professional journals appropriate to the position to be filled; and/or

3.2.2.3.3 By advertising on various industry specific or professional websites.

3.2.2.3.4 By radio advertising

3.2.3 Advertising for Tenders

3.2.3.1 The Chief Executive Officer or his delegate may determine to advertise locally in Council publications and social media, in one or more regional newspapers circulating in South West Queensland, in metropolitan newspapers, or in such trade or professional journals appropriate to the goods or services to which the tender relates.

3.2.3.2 The Chief Executive Officer or his delegate may determine to advertise the tender on appropriate websites.

3.2.4 Statutory or Public Notices

3.2.4.1 Statutory or Public Notices should be published in the Bulloo Shire Council newsletter and in a regional newspaper available in, or circulating within the district.

3.2.5 Marketing Campaigns – Caravan Parks / Promotion of Tourism

3.2.5.1 Marketing campaigns for caravan parks and/or to promote tourism and visitation to the district generally will comprise the following;

3.2.5.1.1 Design, printing and distribution of brochures;

3.2.5.1.2 The use of websites and social media;

3.2.5.1.3 Placing of advertisements in holiday planners, holiday guides, tourism magazines, etc.; and/or

3.2.5.1.4 Television and radio advertising.

3.2.5.2 As far as possible, decisions on placing of advertisements to promote the district will be taken in cooperation with other local governments within the region, so that the region as a whole is effectively marketed to get the best advertising value for our advertising expenditure.

3.2.6 Public Information or Educational Advertising

3.2.6.1 Where advertising is intended to provide information or education to the public and the information or education provided is in the public interest, funds may be expended on advertising. No expenditure is to be incurred that does not provide information or education to the public, or is not in the public interest.

3.2.7 Advertising Prior to a Local Government Election

3.2.7.1 No funds are to be expended on advertising to promote Council projects, policies or performance in the three (3) month period prior to a local government election. This clause does not preclude the promotion of Council projects, policies or performance through the use of the Bulloo Shire Council newsletter.

4. REFERENCE AND SUPPORTING INFORMATION

4.1 DEFINITIONS:

To assist in interpretation, the following definitions shall apply:

Word / Term	Definition
Council	means the Bulloo Shire Council.
Bulloo Shire Council newsletter	Means the newsletter issued by Bulloo Shire Council as a whole.
Local Advertising	Means advertising by a notice in the Bulloo Shire Council Newsletter, Web Site and Social Media as well as by distributing posters around the district.

4.2 RELATED POLICIES, LEGISLATION AND DOCUMENTS:

Links to supporting documentation
Local Government Regulation Sec 197