

Policy



STATUTORY

ADVERTISING SPENDING

Head of Power

This policy has been drafted in accordance with the directions of section 197 of the *Local Government Regulation 2012* and the *Local Government Act 2009*.

Key Supporting Council Document

Lockyer Valley Regional Council Corporate Plan (2022-2027) Lockyer Leadership and Council: “Commit to open and accountable governance to ensure community confidence and trust in Council and our democratic values”, and, “Undertake robust and accountable financial, resource and infrastructure planning and management to ensure affordable and sustainable outcomes for our community”.

Definitions

Advertising promoting an idea, goods or services to the public where a fee is paid.

Policy Objective

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

This policy provides for the control of expenditure on Council’s advertising across various media and on social media platforms to promote, inform and educate the public about its services, facilities, activities, and programs to ensure Council’s advertising is undertaken in accordance with legislative requirements.

Section 197 of the *Local Government Regulation 2012* (the Regulation) requires Council to prepare and adopt a policy about Council’s spending on advertising. The Regulation states that 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; and in a way that is consistent with the local government’s advertising policy”.

This policy is based on the Local Government principles (*Local Government Act 2009, S4*) as follows:

- a) Transparent and effective processes
- b) Delivery of effective services
- c) Social inclusion and meaningful community engagement

- d) Good governance
- e) Ethical and legal behaviour of councillors and employees.

Policy Statement

Council advertises across various media to inform, involve and educate the community about matters affecting them. The following regulates the way in which Council uses advertising for this purpose:

1. LVRC may incur expenditure for the purpose of advertising providing:
 - a) the basis of the advertising is to educate and/or inform the public of Council matters
 - b) the informative and/or educational material is seen to be in the best interest of the local community
 - c) advertising is provided in a manner consistent and compliant with this policy document.
2. LVRC may engage in advertising to:
 - a) maximise compliance and/or awareness of new or amended laws
 - b) promote and/or encourage feedback on Council plans, goals and/or objectives
 - c) raise awareness of a Council-led initiative or activity
 - d) assist Council to preserve and maintain law and order during an emergency or crisis
 - e) advise the community of a time and/or location of a scheduled meeting
 - f) advise of a new service to be provided by Council
 - g) increase the patronage of a service, facility and/or event provided by Council on a commercial basis with the express intent of making a profit
 - h) advise of decisions made within Council meetings
 - i) report on Council's performance
 - j) advise about a change to an existing Council service, facility and/or event
 - k) ensure public safety, personal security and/or encouraging responsible behaviour and a sense of civic pride in order to obtain social cohesion
 - l) promote key initiatives and/or activities deemed to be in the best interest of the community.
3. LVRC may not engage in advertising where:
 - a) it would be commonly determined that the message may be misinterpreted as being on behalf of a political party or local group
 - b) a political party or local group or individual is being disparaged or held to ridicule
 - c) councillors and/or staff of LVRC are named, depicted or otherwise promoted in a way that would be commonly deemed as being excessive or gratuitous
 - d) the method or medium of advertising could be perceived as being manifestly excessive or extravagant in relation to the objective being pursued.
4. LVRC must not during the caretaker period in relation to a local government election or during a period after the date a by-election is advertised until the day of the election:
 - a) advertise, promote or market materials or publications that a reasonable person would interpret as election material, self-promotion or purposely intended to influence the voting behavior of a voter at an election.
5. When approving advertising expenditure, LVRC must ensure there is a clear line of accountability for content and expenditure and that Council's Advertising Spending policy is strictly adhered to.

Council needs to ensure audit and purchasing processes throughout the advertising process are in accordance with the *Local Government Act 2009* and Council's *Procurement Policy*.

All advertising undertaken by and/or on behalf of LVRC must be approved by the relevant Manager and the Coordinator Engagement and Communications, or their delegates.

All advertising is managed by the Communications team.

Related Documents

Human Rights Act 2019

Local Government Act 2009

Local Government Regulations 2012

Local Government Electoral Act 2011

Local Government Electoral Regulation 2012

Lockyer Valley Procurement Policy