

Advertising Spending Policy



Policy Number:	KASC-STAT-003
Responsible Manager:	Chief Executive Officer
Legislation:	Local Government Act 2009 Local Government Regulation 2012
Associated Documents:	Procurement Policy Corporate Plan 2019 – 2022
Approval Date:	17 August 2021

1. Terms and Definitions

1.1. In this policy:

Council	Means Kowanyama Aboriginal Shire Council
Advertising	Means: <ul style="list-style-type: none">to tell the public about a product or service in order to encourage people to buy or use itthe activity and industry of advertising things to people on television, in newspapers, on the internet, etc.

2. Acronyms and Abbreviations

2.1. In this policy:

KASC:	Means Kowanyama Aboriginal Shire Council
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3. Purpose of this Policy

3.1. Legal

It is a requirement under Chapter 5 Part 6 section 197 of the Local Government Regulation 2012 that:

- A local government must prepare and adopt a policy about the local government's spending on advertising (an advertising spending policy).
- A local government may spend money on advertising only if:

- The advertising is to provide information or education to the public
 - The information or education is provided in the public interest
 - In a way that is consistent with the local government's advertising spending policy.
- c. Advertising is promoting, for the payment of a fee, an idea, goods, or services to the public.

3.2. Ethical

Councillors and staff should always be mindful that they are public officials and represent the overall interests of the people they serve in their local authority. Expenditure on advertising should reflect the legislative regulations and policy requirements regarding the public interest.

3.3. Principles

Advertising should be used where the purposes of the Kowanyama Aboriginal Shire Council (KASC) or the benefit of the community is advanced. It should not be used to promote the achievements or plans of Councillors or groups of Councillors. Advertising should not be used to influence the voters in an election.

4. Application and Scope of this Policy

4.1. This policy is to ensure that all KASC advertising that promotes to the public an idea, goods or services using a medium commonly used for promoting ideas, goods, or services and for which a fee is paid is:

- a. In the public interest
- b. Cost effective for KASC
- c. Approved and placed by the Chief Executive Officer to ensure continuity of the KASC brand, information integrity and cost efficiency.

4.2. This policy must be used in conjunction with the Procurement Policy. This applies to:

- a. All advertising to the public for which a fee is paid
- b. Does not apply to media reports published in the media where no fee is made for the report.

5. Policy Provisions

5.1. The Local Government Regulation 2012 states that KASC may incur expenditure 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 it is done in a way that is consistent with the local government's advertising spending policy.

5.2. Types of advertising KASC considers appropriate include:

- a. Advising the public of a new or continuing service or facility provided by the KASC
- b. Advising the public about changes to an existing service or facility provided by the KASC
- c. Increasing the use of a service or facility provided by the KASC on a commercial basis with a view to profit
- d. Achieving KASC plans, goals, and objectives
- e. Advising the public of the time, place, content, and outcomes of scheduled meetings of the KASC legislation and proposed policies
- f. Requesting public feedback or comment on KASC activities
- g. Recruiting staff, acquiring, or disposing of property, plant, and equipment, promoting tenders and expressions of interest
- h. Promoting the economic and social development and sustainability of the Isaac region including KASC and KASC supported events, activities, and programs.

- 5.3. KASC must not during the period of three months preceding an election of the local government other than a by-election; or during the period after the date of a by-election is advertised until the day of the election:
- a. Place advertisements relating to future plans unless, and only to the extent that, those plans have been formally adopted by the KASC
 - b. Advertise the activities of the KASC other than in the manner and form it is customary for the KASC to advertise its activities
 - c. Place advertisements which seek to influence support for particular candidates, groups of candidates or potential candidates in the election
 - d. Bear the cost of advertisements featuring one or more Councillors or containing quotations attributed to individual Councillors.

6. Policy Review

- 6.1. The policy is to be reviewed in accordance with the Policy Framework.
- 6.2. Kowanyama Aboriginal Shire Council reserves the right to vary, replace, or terminate this policy from time to time.

7. Approval

- 7.1. This policy was duly authorised by Council on 17 August 2021 as Kowanyama Aboriginal Shire Council's Advertising Spending Policy and shall hereby supersede any previous policies of the same intent.