

Kowanyama Aboriginal Shire Council

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 2025-2030
Approval Date:	26 May 2026

1. Purpose

It is a requirement under section 197 of the Local Government Regulation 2012 that:

- a. A local government must prepare and adopt a policy about the local government's spending on advertising (an advertising spending policy).
- b. 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.

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.

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.

2. Scope

The policy applies to all Council staff responsible for the procurement and placement of any paid advertisement or notice in any media which promotes an idea, goods or services provided for public.

It is also applicable to Councillors when promoting achievements or plans of Councillors or groups of Councillors. This may be particularly relevant in the lead up to an election and regardless of whether the Council advertising expends Council funds.

3. Terms and Definitions

3.1. 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 it the activity and industry of advertising things to people on television, in newspapers, on the internet, etc.
Caretaker period	means as defined in Section 90A of the Local Government Act 2009 (Qld), 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)
Employee	means a local government employee as defined in the Local Government Act 2009 (Qld).

4. 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.

Council will only promote advertising for the benefit of the community and will not promote anything for any of its Councillors' personal or material gain.

Advertising expenditure must be reasonable, cost effective, within a budget allocation, for official purposes only and be able to withstand reasonable public scrutiny.

Acceptable use of Council advertising includes:

- To better inform the public of any new or continuing services, programs, facilities and venues provided by Council.
- To advise the public of any change in the plans provided by Council.
- To increase the use of such venue or service provided by Council on a commercial basis with a view to profit.
- 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.
- To advertise matters required by legislation to be advertised.
- To achieve the Council's plans, goals and activities

Unacceptable use of Council advertising includes:

- Spending money on advertising for political or self-promotional purposes
- Inappropriate advertising spends during the three months before a Council election or during the period after the date of a by-election being called include, but are not limited to:
 - Advertisements related to future plans unless, and only to the extent that, those plans have been formally adopted by Council;
 - Advertising the activities of Council otherwise than in the manner and form customary for Council to advertise its activities;

- Advertisements which seek to influence support for candidates, groups of candidates or potential candidates in the election;
- Advertisements featuring one or more Councillors or containing quotations attributed to individual Councillors.

5. Authorisation of expenditure

All expenditure on advertising must be approved by the Chief Executive Officer or delegate.

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
- The documentation is available for scrutiny by both internal and external audit
- It appears appropriate and reasonable and can withstand the 'public defensibility test'
- It is in accordance with Council's budget and appropriate communications plan

6. Responsibilities

All Council employees must comply with this policy when procuring or placing any paid advertisement or notice in any media which promotes an idea, goods or services provided for public.

Executive Managers must implement controls within their area of responsibility to ensure compliance with this policy.

Chief Executive Officer shall ensure through the Executive Manager Corporate and Financial Services that Council is complying with Queensland Local Government Regulation 2012, Section 197.

Councillors must comply with this policy when seeking Council advertising.

7. Policy Review

7.1. The policy is to be reviewed in accordance with the Policy Framework.

7.2. Kowanyama Aboriginal Shire Council reserves the right to vary, replace, or terminate this policy from time to time.

8. Approval

8.1. This policy was duly authorised by Council on 26 May 2026 as Kowanyama Aboriginal Shire Council's Advertising Spending Policy and shall hereby supersede any previous policies of the same intent.