

POLICY



Date adopted: 30/05/2017
File no: 717274-1
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Policy title: **ADVERTISING IN COUNCIL PUBLICATIONS AND ELECTRONIC MEDIA, INCLUDING WEBSITES**

Directorate: INNOVATION & CITY TRANSFORMATION

Branch: MARKETING & EVENTS

Policy objective:

To ensure advertising placed in Council publications is appropriate and acceptable to the community's expectations.

Policy scope:

Council accepts paid advertising from internal and external parties for its various publications, mailouts and electronic media channels, which inform and educate the community about issues, events and projects that Council considers are in the public interest.

This policy provides direction on:

- (a) the procedure for accepting advertisement bookings
- (b) appropriate advertising messages
- (c) the separation between advertising content and editorial content, and endorsements of goods and services.

Definitions:

TERM	Definition
Advertising	Defined by the Local Government Regulation 2012 as "promoting, for the payment of a fee, an idea, goods or services to the public"

Policy statement:

The following procedure is to be undertaken for this policy:

1. Logan City Council reserves the right to reject or refuse any advertising that is not considered suitable for Council-produced publications or mail-outs.
2. All advertising is to be approved by the Marketing & Events Manager or delegate before it is published, either in print or online.
3. Responsibility for content accuracy rests solely with advertisers. The acceptance and placement of advertisements is not a recommendation or endorsement by Logan City Council of the advertiser's products or services and each advertiser is solely responsible for any representations made in connection with its advertisement.
4. Logan City Council will not accept advertising that, in its opinion, is not in good taste, including advertising for illegal or objectionable products or services, or advertising that is offensive to any individual or group of individuals based on age, colour, national origin, race, religion, sex, sexual orientation, or handicap.

ADVERTISING IN COUNCIL PUBLICATIONS AND ELECTRONIC MEDIA, INCLUDING WEBSITES²

5. Advertising will not be accepted if it promotes any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, or any form of advertising that can be interpreted as political.
6. Logan City Council prefers to work with advertisers who share Council's vision of "Logan City: Building our Communities, our Businesses and our Pride".
7. Logan City Council maintains a separation between advertising content and editorial content.
8. It is the responsibility of advertisers to comply with all commercial advertising laws and regulations.

Related policies/legislation/other documents:

DOC ID	DOCUMENT TYPE	DOCUMENT NAME
6056837	Policy	Advertising, Promotion and Publications
-	Legislation	Local Government Regulation 2012