

POLICY



Date adopted: 30/05/2017
File no: 128814-1
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Policy title: ADVERTISING, PROMOTION AND PUBLICATIONS

Directorate: INNOVATION & CITY TRANSFORMATION

Branch: MARKETING & EVENTS

Policy objective: This policy is Council's response to section 197 (Advertising spending) of the Local Government Regulation 2012 that requires Council to prepare and adopt an advertising spending policy.

Policy scope:

Council advertises in various media and produces various publications to inform and educate the community on issues, events and projects that Council considers are in the public interest.

This policy provides direction on:

- (a) the types of advertising Council provides information or education to the public
- (b) the types of information or education the Council considers is in the public interest
- (c) the conditions that will limit the level of spending on advertising in the three month period immediately before a Council election
- (d) the procedure for approving spending on advertising.

Advertising expenditure will not be permitted where a reasonable person could misinterpret the advertising as purely for political or self promotional purposes and not in the public interest.

Definitions:

TERM	DEFINITION
Advertising	Is defined by the Local Government Regulation 2012 as "promoting an idea, goods or services to the public for which a fee is paid".
Three months prior to a Council election	For the purposes of this policy, this three month period will commence on 1 January and conclude 31 March in a Council election year.

Policy statement:

The following procedure is to be undertaken for this policy in accordance with the Local Government Regulation 2012:

1. All advertising placed on the Council's behalf shall be co-ordinated and placed through the Marketing & Events branch. All advertising requests must be detailed in the advertising request form and submitted to the Marketing & Events branch.
2. Where the Council must use the services of an advertising agency for the placement of advertising and publications production, all liaison with the agency shall be co-ordinated by the Marketing & Events Manager.

3. All of the Council’s advertising must carry appropriate identification, such as the Council’s logo, which will clearly identify the Council as the author of the advertisement, and shall conform to standards and style set by the Marketing & Events branch as outlined in the Style Guide. Exceptions to this requirement need the approval of the Marketing & Events Manager consistent within Council's management directive titled "Use of Corporate Council Logo".
4. All of the Council’s publications for public consumption shall be reviewed by the Marketing & Events Manager to ensure such publications conform to an approved corporate style, and maintain the Council's corporate integrity as a quality service provider.
5. Consistent with Section 197(2) of the Local Government Regulation 2012, the types of advertising Council considers to be appropriate for the use of its funds will be determined by the Marketing & Events Manager and/or the Director of Innovation & City Transformation and/or the Chief Executive Officer.
6. The Marketing & Events branch shall provide a service to all departments, offering advice and assistance in producing corporate publications for public consumption.
7. Where the Council retains the services of an advertising agency to manage aspects of its advertising and publications program, the Council will maintain corporate integrity by placing all publication requirements with the agency, excepting where the Marketing & Events Manager, Director of Innovation & City Transformation or Chief Executive Officer shall determine that an alternative arrangement will be more effective to the Council and without loss to its corporate integrity.
8. Where the Council's logo is used in any advertising and publication, it shall conform to the Council's corporate style manual, and shall be approved by the Marketing & Events Manager prior to publication.
9. Three (3) months prior to an election, all Council advertising incurring a cost greater than or equal to \$1,000, is to be approved by the Chief Executive Officer on recommendation from the Director of Innovation & City Transformation, consistent with Council's management directive titled "Use of Corporate Council Logo".
10. Three (3) months prior to an election, there will be no Council advertising, promotion, marketing materials or publications expenditure that a reasonable person could interpret as election material, self promotion or purposely intended to influence the voting behaviour of a voter at an election.

Related policies/legislation/other documents:

DOC ID	DOCUMENT	DOCUMENT NAME
-	Legislation	Local Government Regulation 2012
-	Legislation	<i>Local Government Act 2009</i>
3151360	Administrative	Logo Style Guide