

Policy Details

Directorate:	People and Engagement
Branch:	Corporate Communications
Responsible Manager:	Corporate Communications Manager
Date adopted:	04/03/2020 (minute number 25/2020)
Date for review:	2 years from the date of adoption or date of last review
Legislative basis:	N/A
Related Documents - forms and procedures	Advertising in Council Publications (Print and Electronic Media) Procedure (DM: 13544417)

1. Policy Purpose

The purpose of this policy is to ensure advertising placed in Council publications is appropriate and acceptable to the community's expectations. The policy applies to paid space and space provided for free to organisations external to Council.

2. Scope

This policy applies to all councillors, employees and contractors working for Council regardless of whether they are permanent, temporary, full-time, part-time or casual. For the purposes of this policy, the term contractor includes on-hired temporary labour services (agency staff) and sub-contractors.

3. Policy Statement

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

Logan City Council reserves the right to reject or refuse any advertising that is not considered suitable for Council-produced Publications, Electronic Media, Websites, Social Media, Signage (any form) and Digital Platforms.

Advertising in Council Publications (Print and Electronic Media) Procedure

All decisions and/or actions made under this policy must be made in accordance with the Advertising in Council Publications (Print and Electronic Media) Procedure (Id: 13544417).

4. Definitions

The following definitions apply to this policy.

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'.

Document Control

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Amendment History

Version Number	Description of Change	Author / Branch	Date
1.0	Original version	Marketing & Events	19 February 2020
2.0	Amended	Marketing & Events	4 March 2020