

Policy Details

Directorate:	Community Services
Branch:	Marketing and Events
Responsible Manager:	Marketing and Events Manager
Date adopted:	19/02/2020 (minute number 12/2020)
Date for review:	2 years from the date of adoption or date of last review
Legislative basis:	Section 197 (Advertising spending) Local Government Regulation
Related Documents - forms and procedures	N/A

1. Policy Purpose

The purpose of this policy is to comply with Section 197 (Advertising spending) of the Local Government Regulation 2012 requiring Council to prepare and adopt an advertising spending policy by establishing a centralised whole of Council design, approval and advertising placement process.

2. Scope

This policy applies to all Council officers intending to purchase paid space in print and electronic formats with the exception of advertising employment opportunities and in tendering/procurement processes and public notices relating to safety or Council operations such as road closures, and includes 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

Intent

By centralising the creation, placement and approval of advertising in publications and other media through the Marketing and Events Manager, Council seeks to:

- Minimise advertising and promotional expenditure by using targeted media to ensure maximum effect for expenditure
- Ensure advertising is fit for purpose in terms of editorial content, application of design standards and audience targeting
- Ensure consistency in presentation in terms of corporate design and Council's visual identity.

Operational delivery

Council will provide services in-house through the Marketing and Events branch where possible and may engage and instruct contractors as required to deliver services in part or in full as required.

Approval/governance

The Marketing and Events Manager, or their delegate, is responsible for the final approval of all advertising, publications, promotional material and media placement (with cited exemptions, such as recruitment and public notice advertising) for all Council material bearing the Logan City Council logo, regardless of funding source.

The CEO shall be responsible for authorising (all publications) electoral material published during a Caretaker period.

4. Reporting

The Marketing and Events Manager will monitor compliance with the assistance of Marketing and Events officers and will report non-compliance to the CEO.

5. Definitions

The following definitions apply to this policy.

TERM	DEFINITION
Advertising	Defined by the Local Government Regulation 2012 as 'promoting an idea, goods or services to the public for which a fee is paid'.
Caretaker period	As defined in Section 90A of the <i>Local Government Act 2009</i> : (1) The caretaker period for a local government is the period during an election for the local government that— (a) starts on the day when public notice of the holding of the election is given under the Local Government Electoral Act, section 25(1); and (b) ends at the conclusion of the election.

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