

Advertising Policy



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1. Purpose

1.1 Overview

The purpose of this policy is to guide Logan City Council's approach to spending on advertising. It establishes a framework to ensure all advertising is conducted in the public interest, complies with legislative requirements, and supports Council's strategic objectives. The policy aims to ensure transparency, accountability and consistency in Council communications, while safeguarding public funds and maintaining community trust.

1.2 Legislative Alignment

Section 197 of the *Local Government Regulation 2012* (Qld) requires Council to adopt a policy about advertising spending. The policy also aligns with the *Local Government Act 2009* (Qld), which requires that Council's advertising, promotional, and publication activities are lawful, ethical, and in the public interest.

The key legislative instruments guiding Council's approach to advertising are:

- The *Local Government Act 2009* (Qld)
- The *Local Government Regulation 2012* (Qld)
- The *Local Government Electoral Act 2011* (Caretaker period provisions) (Qld).

2. Principles

Council's approach to advertising is guided by the following principles:

2.1 Public Interest

All advertising undertaken by Council must contribute to public information, knowledge or education, and must be shown to advance the interest of the city and its community. Expenditure on advertising must also be reasonable, documented, and able to withstand public scrutiny.

2.2 Consistency and Efficiency

Council applies a strategic approach to advertising to ensure consistency, cost-effectiveness, and alignment with its corporate identity. All

advertisements are developed in accordance with Council's communication standards, ensuring clarity, professionalism, and brand integrity.

Advertising decisions are guided by audience insights, campaign objectives, communication channel, and performance analytics. This enables Council to allocate resources efficiently, target messaging effectively, and ensure that promotional efforts deliver meaningful value for the city and its.

2.3 Non-Partisanship

Council maintains a strict non-partisan approach to all advertising activities. Communications must not promote individual Councillors, the Mayor, political groups, or personal achievements, and must avoid any content that could be perceived as electoral campaigning or political endorsement.

This principle is especially critical during election periods, where Council must ensure that all public communications remain neutral, factual, and focused solely on informing or educating the community. By upholding this standard, Council protects the integrity of its operations and maintains public trust in its communications.

Advertising in support of sponsorship undertaken by Councillors can be produced using a standard "supported by" advertising block and:

- Must be directly related to Council business, activities, or services
- May include a Councillor's Corporate photo
- Not include a personal reference or messages that promote the Councillor
- Must include the standard wording: "*Proudly supported by the City of Logan.*"

3. Our Approach to Advertising

3.1 Centralised Process

Council centralises the creation, approval, and placement of advertising through the Corporate Communications branch. This ensures consistency in messaging and design, efficient use of resources,

and compliance with legislative and policy requirements. Advertising is reviewed for clarity, accessibility, and adherence to branding guidelines before publication to maintain quality, reduce risk, and ensure that public messaging is both effective and accountable. By taking this centralised approach, Council ensures that all communications reflect a unified voice and visual identity.

3.2 Approval and Governance

The General Manager Corporate Communications or delegate is responsible for final approval of all advertising.

The Chief Executive Officer is responsible for authorising all publications and electoral material during a caretaker period.

All advertising expenditure must be approved in accordance with Council's delegations and procurement policy.

3.3 Permitted Advertising Activities

Council may spend money on advertising only if the advertising provides public information, knowledge or education, and advances the interest of the city and its community.

Permitted activities may include but are not limited to:

- Informing the public about new or existing services, programs, facilities, and venues
- Announcing changes to services or facilities
- Encouraging use of Council services or facilities
- Seeking public feedback or engagement
- Promoting the city, community events and initiatives
- Advertising job vacancies and procurement tenders
- Providing basic public information about elected representatives, such as their role and how to contact them, remaining strictly informational and avoiding any content that

could be considered promotional, political, or campaign-related.

All advertising must be clearly linked to Council's operational responsibilities or strategic priorities, and must not serve personal, political, or commercial interests. All content must be relevant and designed to support community awareness, participation, access to Council services or advance the interest of the city and its community.

3.4 Prohibited Advertising Activities

Council advertising must not be for the purpose of:

- Promoting individual Councillors, the Mayor or political groups.
- Influencing voters during an election or caretaker period.
- Be used for personal or political gain.

All advertising must remain strictly non-partisan and must not include content that could reasonably be interpreted as endorsing, criticising, or drawing attention to any elected official, candidate, or political platform.

During caretaker periods, Council communications must be limited to essential operational updates and must avoid any material that is able to or intended to influence electoral outcomes or public perception of candidates.

3.5 Documentation and Record-Keeping

All advertising and promotional expenditure must be properly documented, with detailed invoices and receipts. Documentation must be available for internal and external audit.

4. Reporting

The General Manager Corporate Communications will monitor compliance with this policy and report any non-compliance appropriately. Council will maintain records of advertising expenditure in accordance with section 164 of the *Local Government Regulation*.

5. Definitions

Advertising: Promoting, for the payment of a fee, an idea, goods or services to the public, as defined in section 197(3) of the *Local Government Regulation*.

Caretaker Period: The period during an election for the local government, as defined in section 90A of the *Local Government Act*.

Public Interest: Advertising is in the public interest if it informs the public about new services or facilities and how to access them, not merely reporting Council achievements.

6. Document Control

Version Control	File Number	Document Number	Council Min No.	Description of Change	Effective Date
1.0	1473111-1	19324131	27/2026	New policy adopted by Council.	10/04/2026