

	CENTRAL HIGHLANDS REGIONAL COUNCIL POLICY	
	Advertising Spending Policy	POLICY REF NO CHRCP: 0065

1.0 Policy Purpose

- 1.1 The purpose of this policy is to ensure that council complies with section 197 of the Local Government Regulation 2012, that requires council to prepare and adopt a policy that governs advertising spending.

2.0 Policy Statement

- 2.1 As part of its overall public relations and community engagement initiatives, council may place paid advertisements in various media to share information and educate the public about its services and programs.
- 2.2 On all occasions, such advertising should comply with the provisions of this policy and be:
- 2.2.1 reasonable;
 - 2.2.2 for official purposes;
 - 2.2.3 cost effective and within budget limits; and
 - 2.2.4 able to withstand public scrutiny.
- 2.3 Council is prohibited from advertising to promote the achievements or plans of individual councillors or groups of councillors.

3.0 Types of Advertising

- 3.1 The types of advertising considered appropriate includes:
- 3.1.1 satisfying statutory obligations;
 - 3.1.2 supporting council's plans, goals and objectives;
 - 3.1.3 advising the public about the introduction or change to local laws and policies;
 - 3.1.4 advising the public about new or existing (or changes to) services, programs and facilities;
 - 3.1.5 advising the public of council meetings and outcomes;
 - 3.1.6 publicising events and activities;
 - 3.1.7 reporting on council performance;
 - 3.1.8 requesting feedback or comment on council's business;
 - 3.1.9 recruiting staff, acquiring or disposing of property, plant and equipment, tenders and expressions of interest;
 - 3.1.10 increase understanding of or influence public behaviour or attitude toward a matter of public interest;

Electronic version current – uncontrolled copy valid only at time of printing		
Adoption Date: 14 December 2022	Amended Date:	Document Name: Advertising Spending Policy
Revokes:	Review Date:	Page 1 of 3
Version: 3		

- 3.1.11 fostering a sense of civic pride and social cohesion;
- 3.1.12 promoting the economic development and sustainability of the Central Highlands region;
- 3.1.13 marketing council business and commercial activities (where the public benefit is derived from the profit success of such activities); and
- 3.1.14 public safety, personal security and/or emergency notifications.

Advertising During Elections

- 3.2 Council must not during the caretaker period in relation to a quadrennial local government election until the day of the election:
 - 3.2.1 place advertisements relating to future plans unless, and only to the extent that, those plans have been formally adopted by council.
 - 3.2.2 place advertisements that seek to influence support for individual candidates, groups of candidates or potential candidates in the election.
 - 3.2.3 bear the costs of advertisements featuring one or more councillors or containing quotations attributed to individual councillors. For the avoidance of doubt, this policy does not prohibit councillors from appearing in unpaid publicity or publicity where the cost is not borne by council.

4.0 Definitions

To assist in interpretation, the following definitions apply:

Advertising	means promoting, for the payment of a fee, an idea, goods or services to the public.
Caretaker Period	means the period during an election for the local government – starts on the day when public notice of the holding of the election is given under the <i>Local Government Electoral Act 2001</i> , section 25(1); and ends at the conclusion of the election.

Electronic version current – uncontrolled copy valid only at time of printing		
Adoption Date: 14 December 2022	Amended Date:	Document Name: Advertising Spending Policy
Revokes:	Review Date:	Page 2 of 3
Version: 3		

Strategic Link	<i>Local Government Act 2009</i> Section 197 , <i>Local Government Regulation 2012</i>
Category	Organisational
Lead Business Unit	Public relations and events
Public Consultation	No
Adoption Date	14 December 2022
Next Review Due	
Document Number	946991
Record Keeping	Council Website, the Vine, ECM
Related Documents	Media Relations Policy

Electronic version current – uncontrolled copy valid only at time of printing

Adoption Date: 14 December 2022	Amended Date:	Document Name: Advertising Spending Policy
Revokes:	Review Date:	Page 3 of 3
Version: 3		