

# ADVERTISING SPENDING POLICY

Adopted Date: 23 June 2010

Policy Number: GRC 040

Policy Type: Statutory

Responsible Officer: Chief Executive Officer

Department: Executive Office

Version	Decision Number or CEO Approval	Decision Date	Status / History
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4	Reviewed OM-159/20	September 2020	Review September 2023
5	Reviewed OM – 153/23	September 2023	Review September 2026

## 1. LEGISLATIVE AUTHORITY

*Local Government Act 2009*

*Local Government Regulation 2012*

## 2. BACKGROUND

*The Local Government Regulation 2012* (“the Regulation”) requires Council to prepare a policy about the local government’s spending on advertising.

## 3. DEFINITIONS

**Advertising** as defined in Section 197 of the Regulation is promoting, for the payment of a fee, an idea, goods or services to the public.

## 4. POLICY STATEMENT

### 1. General

Pursuant to Section 197 of the Regulation, a local government must prepare a policy about the local government’s spending on advertising. Section 197 of the Regulation sets out the requisite elements of a local government’s advertising spending policy.

In accordance with the Regulation, a local government may spend money on advertising only

(a) if -

(i) the advertising is to provide information or education to the public; and

(ii) the information or education is provided in the public interest; and

(b) in a way that is consistent with the local government’s advertising spending policy.

All advertising must be:

- (a) reasonable;
- (b) cost effective;
- (c) comply with relevant budget allocations;
- (d) for official purposes;
- (e) comply with legislative and audit requirements; and
- (f) able to withstand public scrutiny.

## **2. Types of advertising that the local government considers to meet the above criteria pursuant to section 197 of the Regulation.**

Below is a list of examples which the Goondiwindi Regional Council considers to meet the criteria:

- To advise the public of a new or continuing service or facility provided by the Council;
- To advise the public about changes to an existing service or facility provided by the Council;
- To increase the use of a service or facility provided by the Council on a commercial basis with a view to profit;
- To change the behaviour of people in the Council's area for the benefit of all or some of the community or to achieve the objectives of the Council;
- To advise the public of the time, place and content of scheduled meetings of the Council;
- To advise the public of the decisions made by the Council at its meetings;
- To request comment on proposed policies or activities of the Council;
- To advertise matters required by legislation to be advertised;

## **3. Procedure that must be followed when approving spending on advertising:**

All officers incurring and authorising expenditure pursuant to this policy must comply with the relevant financial delegations set out in Council's purchasing policy and must comply with the following:

- (a) Ensure that the principles in this policy are followed;
- (b) Comply with Council's budget;

## **4. Situations where Policy Does Not Apply**

This policy does not apply to the following types of advertising:

- (a) advertising for the recruitment of employees;
- (b) for the acquisition or disposal of property, plant and equipment used, or to be used by Council as part of its business;
- (c) for tenders, quotations or expressions of interest pursuant to Council's Purchasing Policy or the *Local Government Act 2009*.

## **5. PURPOSE OF POLICY**

The purpose of the policy is to provide guidelines relating to advertising expenditure incurred on Council's behalf to ensure compliance with legislative, financial, audit and ethical requirements.

### **REVIEW DATE**

September 2026