

BARCOO SHIRE COUNCIL POLICY ADVERTISING SPENDING POLICY

Policy Number: BSC-003	Version: 3a
Classification: Statutory	Section: Corporate Services - Finance
Date Adopted by Council: 15 th February 2017	Resolution Number: 2017.02.43
Responsible Officer: Chief Executive Officer	<p>Review: Note: This Policy is reviewed when any of the following occur:</p> <ol style="list-style-type: none"> 1. The related information is amended or replaced. 2. Other circumstances as determined from time to time by the Chief Executive Officer. <p>Notwithstanding the above, this Policy is to be reviewed at intervals of no more than two years.</p>
Legislation: Local Government Act 2009; Local Government Regulation 2012;	

OBJECTIVE

The objective of this policy is to define and outline controls on expenditure on advertising in various forms of media to promote goods, services, facilities provided or required by Barcoo Shire Council. The policy covers acquisition and disposal of Council property, plant and equipment.

POLICY STATEMENT

Barcoo Shire Council will use advertising when the public interest is advanced, to provide information and education in the public interest.

DEFINITION

Nil

PROCEDURE

Barcoo Shire Council will use advertising for the following purposes:

- to advise the public of a new or continuing service, program or facility provided by Council
- to advise the public about changes to an existing service program or facility provided by Council
- to increase the use of a service, program or facility provided by Council on a commercial basis with a view to profit
- to change the behaviour of people in the Shire area for the benefit of all or some of the community or to achieve the objectives of Council
- to advise the public of the time, place and content of scheduled Council meetings
- to advise the public of the decisions made at Council meetings
- to request comment on proposed policies or activities of Council
- to advertise matters required by legislation to be advertised, including acquisition or disposal of property, plant and equipment, standing offer and preferred supplier arrangements
- to advise the public of due dates for payment of rates and charges and renewal of licences and permits
- to advise the public on proposed community events, progress on Council works, services and projects and other matters of public interest
- to promote the region from a tourism and economic development perspective
- seeking applications for vacant positions within Council.

The following media may be used for advertising:

- newspapers, periodicals and directories
- Barcoo Shire Council website
- community newsletters
- Council's and community noticeboards
- Barcoo Shire Council and regional tourism promotional brochures
- Signage
- radio
- television, but only following a special resolution of council when it is deemed appropriate
- social media including Facebook.

Advertising will be approved by the relevant department manager according to procurement policy and the manager's delegation and authority.

RESTRICTIONS ON ADVERTISING

In the three (3) months preceding a local government election other than a by-election, or during the period after the date of a by-election is advertised, Council must not:

- place advertisements relating to future plans, unless and only to the extent that, those plans have been formally adopted by Council
- advertise the activities of Council other than in the manner and form it is customary to do so
- place advertisements that seek to influence support for particular candidates or groups of candidates
- bear the cost of advertisements featuring one or more councillors or quotations attributed to one or more councillors; this does not preclude councillors appearing in unpaid publicity, or where the cost of such publicity is not borne by Council

ASSOCIATED DOCUMENTS AND POLICIES

Barcoo Shire Council Procurement Policy
Barcoo Shire Council Delegations Policy
Barcoo Shire Council Communication Policy