

Doomadgee Aboriginal Shire Council Policy



Policy Name:	Advertising Policy
Policy Number:	7
Policy Type:	Statutory
Link to Corporate Plan	Key Governance Admin and Corporate Services
Date Approved:	Council Meeting 25 June 2020
Resolution Number:	8 – 6/20
Approving Officer:	Council

Section 1 - Introduction

Context

Doomadgee Aboriginal Shire Council recognises that advertising for the purpose of personal gain on behalf of a Councillor and/or staff member is strictly forbidden, and will not be tolerated.

Purpose

The purpose of this Policy is to set out the principles to be used by Council for Advertising, in accordance with the provisions of the *Local Government Act 2009*.

Section 2 – Policy

Policy

Doomadgee Aboriginal Shire Council recognises that advertising for the purpose of personal gain on behalf of a Councillor and/or staff member is strictly forbidden, and will not be tolerated.

Section 3 – Procedure

Advertising in any medium, including, but not limited to, by way of radio, television, newspaper, printed publication or web-based medium, shall be for the purposes set out below:

- Recruitment of staff and/or contractors

- Sale and/or procurement of goods and services, including plant & equipment, infrastructure, land and buildings

- Area promotion and tourism to the extent that it relates to Council and the Region

- General operations of Council (e.g. funeral directors, sale of land for rates arrears, notices of meetings, elections, public plans, etc)

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The Council may incur expenditure for advertising only if –
the advertising is providing information or education to the public; and
the information or education is provided in the public interest; and
the advertising falls into one of the categories set out above

Acceptable uses of Council money for advertising are:

- 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 behavior of people in the Region 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 the scheduled meetings of 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; and
- to advertise matters required by legislation to be advertised

All expenditure on advertising must be approved by the Chief Executive Officer, or the Director of Corporate Services, prior to the commitment of expenditure.

The approval process must take account of the following points:

- That the expenditure is in accordance with this policy;
- That the cost of the advertisement is appropriate for the number of people it is intended to inform and provides a commensurate benefit to the Council or to the public; and
- That the cost is available in the relevant budget item and meets the usual requirements for expenditure approvals.

The Council shall also limit the amount of spending on advertising in the 3 month period immediately before an election to ensure no undue advantage is given to existing Councillors .

Section 4 - Implementation

This Policy will commence from the Approval Date (see Section 5). This Policy replaces all other acceptable requests Policies and Procedures of Doomadgee Aboriginal Shire Council (whether written or not).

Council reserves the right to vary, replace or terminate this Policy from time to time. This Policy will typically be reviewed when a review has been deemed appropriate by organisational processes (e.g. audit recommendations), or when legislative requirements change.

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Section 5 – Reference and Supporting Information

Supporting documentation

Links to supporting documentation	
Code of Conduct	

Section 6 – Governance

Policy is governed by the following legislation

Name	Link
Local Government Reg 2012 S197(1)	

Responsibility

Responsible Department:	Corporate Services
Policy Administrator:	Director of Corporate Services

Review

Review Period:	3 Years
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Privacy Provision

Council respects and protects people's privacy and collects, stores, uses and discloses personal information responsibly and transparently when delivering Council services and business.

Change History

Review Date	Revision Number	File Reference:	Approval Date	Change:	Date of Next Review
June 2019	9	21-6/19	20/6/19		June 2020
25/06/20	10		25/06/2020	Review	July 2023