

Statutory Policy

Burke Shire Council

Advertising Expenditure Policy



Document Details

Document Reference Number:	ADM-POL-010
Version Number:	10
Next Scheduled Review Date:	31 March 2025
Status	Adopted
Category	Statutory
Document ID number	94584

Approval

Council Resolution	Date	Reason / Comments
240523.13	23/05/2024	Revision

Contents

1. Purpose	3
2. Scope.....	3
3. Date of Policy	3
4. Definitions.....	3
5. Policy Provisions	4
5.1 General Restrictions on advertising	4
5.2 Restrictions during elections.....	5
5.3 Advertising Approvals	5
6. Review of Policy	5
7. Key Responsibilities	6
8. Related Documents.....	6

Version History

Council Resolution	Date	Reason / Comments
	22/06/2006	Revision
15.100818	18/08/2010	Revision
33.110520	20/05/2011	Revision
09.120719	19/07/2012	Revision
13.140918	18/09/2014	Revision
150820.21	20/08/2015	Revision
160818.13	18/08/2016	Revision
180419.10	19/04/2018	Revision
190620.14	20/06/2019	Revision
220127.09	27/01/2022	Revision

1. Purpose

The objective of this policy is to ensure the Burke Shire Council has clear guidance when advertising for the benefit of the local community in various media.

2. Scope

This policy applies to any paid advertisement or notice in any media to promote goods or services (including facilities) provided by the Council. The policy also applies to electronic advertising including the use of the internet and any social media platforms.

This policy does not apply to reports published in media where no payment is made for the report. This policy does not apply to Council's social media posts where no money is paid to promote the post.

3. Date of Policy

This Policy applies from date adopted by Council.

4. Definitions

Advertising	The act of communicating with the users of Council's facilities or services.
Act	Means the Local Government Act 2009 (QLD).
BSC	Shall mean Burke Shire Council.
CEO	Means Chief Executive Officer A person who holds an appointment under section 194 of the <i>Local Government Act 2009</i> . This includes a person acting in this position.
Council	Shall mean the Mayor and Councillors of Burke Shire Council.
Councillor	Shall mean a Councillor of a Burke Shire Council within the meaning of the Local Government Act 2009, this includes the Mayor.
Employees	Shall mean all persons employed at Burke Shire Council on a permanent, temporary, volunteer or casual basis and may include persons engaged under a contract of service.
Expenditure	The act of using Council funds, cash or cash-equivalent for purchasing a good or service, or a charge against available funds in settlement of an obligation as evidenced by an invoice, receipt, voucher, or other such document.
Financial Delegation	A formal delegation (consisting of a financial band level and an instrument of sub-delegation (financial)) allowing an employee to authorise/approve the expenditure or reimbursement of money within their approved budget and delegation limit. This delegation allows an employee with responsibility for a budget to manage that budget.

5. Policy Provisions

Council advertises in various media to inform, involve and educate the community about matters affecting them. The following regulates the way in which Council uses advertising for this purpose:

1. Burke Shire Council may incur expenditure for the purposes of advertising providing:
 - the basis of the advertising is to educate and/or inform the public of Council matters;
 - the informative and/or educational material is seen to be in the best interest of the local community;
 - advertising is provided in a manner consistent and compliant with this policy document.
2. Burke Shire Council may engage in advertising to:
 - maximise compliance and/or awareness of new or amended laws promote and/or encourage feedback on Council plans, goals and/or objectives;
 - raise awareness of a Council led initiative or activity;
 - assist Council to preserve and maintain law and order during an emergency or crisis;
 - advise the community of a time and/or location of a scheduled meeting;
 - advise of a new service to be provided by Council;
 - increase the patronage of a service, facility and/or event provided by Council on a commercial basis with the express intent of making a profit;
 - advise of decisions made within Council meetings;
 - report on Council's performance;
 - advise about a change to an existing Council service, facility and/or event;
 - ensure public safety, personal security and/or encourage responsible behaviour and a sense of civic pride in order to obtain social cohesion;
 - promote key initiatives, events and/or activities deemed to be in the best interest of the community;
 - conduct an employee recruitment campaign;
 - acquire or dispose of property, plant and equipment;
 - publish details about tenders, expressions of interest, requests for quote and the like; and
 - promote the Shire for the purposes of tourism.

5.1 General Restrictions on advertising

Burke Shire Council may not engage in advertising where:

- it would be commonly determined that the message may be misinterpreted as being on behalf of a political party, local group or commercial interests;
- a political party or local group or individual is being disparaged or held to ridicule;
- members and/or staff of Burke Shire Council are named, depicted or otherwise promoted in a way that would be commonly deemed as being excessive or gratuitous; and

- the method or medium of advertising could be perceived as being manifestly excessive or extravagant in relation to the objective being pursued.

5.2 Restrictions during elections

In accordance with the Caretaker Period Arrangements contained within the *Local Government Act 2009*, Burke Shire Council may not, during the three-month period preceding an election of local government, other than a by-election; or during the period after the date of a by-election is advertised until the day of the election:

- 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 for the Council to advertise its activities;
- place advertisements which seek to influence support for particular candidates, groups of candidates or potential candidates in the election; and
- bear the cost of advertisements featuring one or more Councillors or containing quotations attributed to individual Councillors.

5.3 Advertising Approvals

- When approving advertising expenditure, Burke Shire Council must ensure there is a clear line of accountability for content and expenditure and that Council's advertising policy is strictly adhered to.
- All paid advertising undertaken by and/or on behalf of Burke Shire Council must be approved by the Chief Executive Officer or nominee.
- All expenditure on advertising must be approved by the Chief Executive Officer or as delegated. The approving officer must ensure that:
 - The expenditure is in accordance with this policy;
 - 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
 - The cost is available in the relevant budget item and meets the usual requirements for expenditure approvals.

6. Review of Policy

This policy will be reviewed when any of the following occur:

1. The related documents are amended or replaced.
2. Other circumstances as determined from time to time by a resolution of Council.

Notwithstanding the above, this policy is to be reviewed annually.

7. Key Responsibilities

Position	Responsibility
Mayor	To lead councillors in their understanding of this policy.
CEO	To lead staff (either directly or through delegated authority) in their understanding of, and compliance with, this policy.
Directors	To communicate, implement and comply with this policy.
Managers and Supervisors	To implement this policy and related procedures.
All Council staff	To comply with this policy and consider its implications for related projects and programs.

8. Related Documents

Legislation/Regulations	Awards	BSC Policies	Procedures
Local Government Regulation 2012 - section 197 Information Privacy Act 2009 Right to Information Act 2009		Code of Conduct for Staff	