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# ADVERTISING AND SPENDING POLICY

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STATUTORY  
YASC S-POL 004 – V4



2024

YARRABAH ABORIGINAL SHIRE COUNCIL  
56 Sawmill Rd Yarrabah, QLD 4871

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## AUTHORITY

Local Government Act 2009

Local Government Regulation 2012, s197.

## PURPOSE

This is a policy to provide for the control of advertising expenditure by Council.

The policy applies to any paid advertisement or notice in any media to promote goods or services (including facilities) provided by the Council.

The policy does not apply to advertising for the acquisition or disposal of property, plant and equipment used or to be used by Council in its business s or to advertising for the recruitment of Council staff.

The policy does not apply to advertising for calling for tenders or expressions of interest. The policy does not apply to reports published in the media where no payment is made for the report.

## BACKGROUND

Under Section 197 of the Local Government Regulation 2012, Council may only spend money on advertising:

- 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 this policy.

## POLICY PRINCIPLE

Advertising should be used to inform or educate the public and advance the public interest.

It should not be used to promote the achievements or plans of particular Councillors or groups of Councillors. In particular, advertising should not be used to influence the *voters* in an election nor to secure material personal gain for a Councillor or Council staff member.

## POLICY STATEMENT

### *Limitations on Council Advertising*

Council may only spend money on advertising which:

- a) Advises the public of a new or continuing service, program or facility provided by Council;
- b) Advises the public about changes to an existing service, program or facility provided by Council;
- c) Is intended to increase the use of a service, program or facility provided by Council on a commercial (for-profit) basis;
- d) Is intended to change the behaviour of people in Yarrabah Shire for the benefit of all

- or some of the community or to achieve the objectives of the Council;
- e) Advises the public of the time, place and content of scheduled meetings of the Council;
- f) Advises the public of the decisions made by Council at its meetings;
- g) Advises the public of due dates for payment of rates and charges or the renewal of licenses and permits;
- h) Informs the public about proposed community events, Council works, services and projects and other matters of public interest;
- i) Requests comment on proposed policies or activities of Council;
- j) Advertises matters which legislation requires be advertised;
- k) Promotes the region to potential tourists and investors.
- l)

#### *Advertising during Election Periods*

An election period is the period:

- a) Of three months preceding an election of Council other than through a by-election; or
- b) After the date of a by-election is advertised until the day of the by-election.

During an election period, Council may not:

- a) Place advertisements relating to future plans unless, and only to the extent that, those plans have been formally adopted by the Council;
- b) Advertise the activities of the Council otherwise than in the manner and form it is customary for the Council to advertise its activities;
- c) Place advertisements which seek to influence support for particular candidates, groups of candidates or potential candidates in the election;
- d) Bear the cost of advertisements featuring one or more Councillors or containing quotations attributed to individual Councillors. (This does not preclude Councillors appearing in unpaid publicity or other publicity where the cost is not borne by the Council.)

#### *Approval Requirements for Spending on Advertising*

The following requirements will apply to the approval of Council advertising:

- (i) All expenditure on advertising must be approved by the Chief Executive Officer or his or her delegate.
- (ii) The Chief Executive Officer or delegated approving officer must ensure that:
  - a) Proposed expenditure is in accordance with this policy;
  - b) The cost of the proposed advertisement is appropriate for the number of people it is intended to inform and is justified by the expected benefit to Council or the public;
- (iii) Spending has been budgeted for and the required expenditure approvals process has been followed.

## REVIEW

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

- As required by Legislation
- The related information is amended or replaced; or
- Other circumstances as determined from time to time by the CEO or Council.

## DOCUMENT CONTROL

Adoption Date:	17 February 2021	Resolution No. 05:17/02/2021	Version No. 1
Reviewed Date:	18 May 2022	Resolution No. 09:18/05/2022	Version No. 2
Reviewed Date:	29 June 2023	Resolution No. 11:29/06/2023	Version No. 3
Reviewed Date:	26 July 2024	Resolution No. 12:26/07/2024	Version No. 4
Next Review Date:	2025		



Richard Wright  
Chief Executive Officer