



MAPOON ABORIGINAL SHIRE COUNCIL

Advertising Spending Policy

This is an official copy of the **Advertising Spending Policy** of **Mapoon Aboriginal Shire Council**, made in accordance with the provisions of the Local government Act and Regulations, Public Records Act, Mapoon Aboriginal Shire Council's Local Laws, Subordinate Local Laws and current Council Policies.

The Advertising Spending Policy is a Statutory Policy.

Statutory policies are prepared in response to legislative requirements and mandate employee behaviour.

This Policy is approved by the Mapoon Aboriginal Shire Council for the guidance of Council and Council staff.



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DOCUMENT VERSION CONTROL			
VERSION	DATE	RESOLUTION N°.	DETAILS
1.0	14/05/2018	C04/2018	Responsible Officer: Corporate Services Manager Policy Type: Statutory Policy
2.0	18/06/2019	CO83/2019	Responsible Officer: Corporate Services Manager Policy Type: Statutory Policy
3.0	21/06/2020	C116/2020	Responsible Officer: Governance Manager Policy Type: Statutory Policy
4.0	14/6/2021	C097/2021	Responsible Officer: Governance Manager Policy Type: Statutory Policy
5.0	15/02/2022	C027/2022	Responsible Officer: Governance Manager Policy Type: Statutory Policy
6.0	13/07/2023	C099/23	Responsible Officer: CEO Policy Type: Statutory Policy
7.0	16/07/2024	C098/2024	Responsible Officer: CEO Policy Type: Statutory Policy
			Recommended Review Date: June 2027



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1. Introduction/Policy Statement:

This policy is Council's Advertising Spending Policy for the purposes of section 197 of the *Local Government Regulation 2012*.

This policy is to ensure that advertising placed by Mapoon Aboriginal Shire Council is in accordance with required legislation and the public interest as well as to ensure Council obtains value for money in placing advertising.

2. Policy scope:

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

3. Definitions:

Advertising

Promoting, for the payment of a fee, an idea, goods or services to the public.

4. Policy statement:

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.

Mapoon Aboriginal Shire Council may incur expenditure for the purposes of advertising provided that the:

- (a) Basis of the advertising is to educate and/or inform the public of Council matters;
- (b) Information and/or educational material is seen to be in the public interest of the local community; and
- (c) Advertising is provided in a manner consistent and compliant with this policy.

Mapoon Aboriginal Shire Council may engage in advertising to:

- (a) Maximise compliance and/or awareness of new or amended laws, promote and/or encourage feedback on Council's plans, goals and/or objectives;
- (b) Raise awareness of a Council led initiative or activity;
- (c) Assist Council to preserve and maintain law and order during an emergency or crisis;
- (d) Advise the community of a time and/or location of a scheduled meeting;
- (e) Advise of a new service to be provided by Council;
- (f) 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;
- (g) Advise of decisions made within Council meetings;
- (h) Report on Council's performance;



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- (i) Advise about a change to an existing Council service, facility and/or event;
- (j) Ensure public safety, personal security and/or encouraging responsible behaviour and a sense of civic pride to obtain social cohesion; and/or
- (k) Promote key initiatives, events and/or activities deemed to be in the public interest;

GENERAL RESTRICTIONS ON ADVERTISING

Mapoon Aboriginal Shire Council may not engage in advertising where:

- (a) It would be commonly determined that the message may be misinterpreted as being on behalf of a political party or local group;
- (b) A political party or local group or individual is being disparaged or held to ridicule;
- (c) Members and/or staff of Mapoon Aboriginal Shire Council are named, depicted or otherwise promoted in a way that would be commonly deemed as being excessive or gratuitous;
- (d) The method or medium of advertising could be perceived as being manifestly excessive or extravagant in relation to the objectives being pursued.

RESTRICTIONS DURING ELECTION PERIOD

In accordance with the requirements contained within the *Local Government Regulation 2012*, Mapoon Aboriginal Shire Council must not, during the three-month period preceding an election of the 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:

- (a) Place advertisements relating to future plans unless, and only to the extent that, those plans have been formally adopted by Council;
- (b) Advertise the activities of Council other 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 candidates, groups of candidates or potential candidates in the election; and/or
- (d) Incur the costs of advertising featuring one or more councillors or containing quotations attributed to individual councillors.

ADVERTISING APPROVALS

When approving advertising expenditure, Mapoon Aboriginal 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 advertising undertaken by and/or on behalf of Mapoon Aboriginal Shire Council must be approved by the Chief Executive Officer or delegate.

All expenditure on advertising must be approved by the Chief Executive Officer or as delegated.

The approving officer must ensure that the:

- (a) Expenditure is in accordance with this policy;
- (b) Cost of the advertisement is appropriate for the number of people it is intended to inform and provides a commensurate benefit to the Council and to the public; and



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- (c) Cost is available in the relevant budget item and meets the usual requirements for expenditure approvals.

5. Inclusions and exclusions

For the purposes of this policy, the following inclusions and exclusions apply:

This policy does not apply to: -

- (a) Advertising for employees;
- (b) Advertising for the acquisition or disposal of property plant and equipment used, or to be used by the Council in its business;
- (c) Advertisements for tenders or expressions of interest under Council's Procurement Policy or under the *Local Government Act 2009*; and
- (d) Reports published in media where no payment is made for the report.

6. Relevant Legislation

Local Government Regulation 2012

197 Advertising spending

- (1) A local government must prepare and adopt a policy about the local government's spending on advertising (an **advertising spending policy**).
- (2) 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.
- (3) **Advertising** is promoting, for the payment of a fee, an idea, goods or services to the public.

7. Variations

MASC reserves the right to vary, replace or terminate this policy from time to time.

8. Related Policies and Procedures

- MASC Procurement Policy

9. Workplace Participant Acknowledgement

I acknowledge:

- (a) Receiving this MASC Policy;
- (b) That I must comply with this policy; and



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- (c) That there may be disciplinary consequences if I fail to comply, including termination of employment.

Your name:

Signed:

Date:
