

# Advertising Expenditure Policy

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Approved by:	Acting General Manager Organisational Services
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## Head of Power

The *Local Government Regulation 2012* section 197 (Regulation), requires the development of a policy about advertising expenditure.

This policy applies to advertising as defined in the above Regulation as, “promoting, for the payment of a fee, an idea, goods or services to the public”.

## Policy Objective

To inform, involve and educate the community about matters affecting it, while providing direction for managing advertising expenditure, including the types, appropriate use of funds, and conditions on expenditure during the three months before a local government election and advertising approval processes.

## Policy Statement

Redland City Council, through its Corporate Plan, is committed to providing services that deliver our community’s shared vision and collective aspirations; *Naturally wonderful lifestyle. Connected community. Embracing opportunities.* We are a values led organisation and our organisational values encapsulate what we care about, influence how we operate and support our mission: Make a difference, make it count.

Council is committed to:

- Incurring expenditure for advertising only if:
  - The advertising is for providing information or education to the public.
  - The information or education is provided in the public interest.
- Allowing only the following types of advertising:
  - Promoting achievement of Council’s plans, goals and objectives.
  - Maximising compliance with new or amended laws.
  - Raising awareness of an initiative or activity.
  - Ensuring public safety, personal security or encouraging responsible behaviour.
  - Helping to preserve order in a crisis or emergency.
  - Promoting awareness of rights, responsibilities, duties or entitlements.
  - Encouraging use or awareness of Council products, services or facilities.
  - Reporting on Council’s performance.
  - Encouraging public engagement, social cohesion and civic pride.
- Ensuring all advertising is accurate, truthful, fair, impartial, lawful and proper.
- Not approving advertising expenditure in the following cases:
  - Where a reasonable person could misinterpret the message as being on behalf of a political party or other grouping.

# Advertising Expenditure Policy

- Where a political party or other grouping or individual is being disparaged or held up to ridicule.
- Where members of Council are named, depicted or otherwise promoted in a manner that a reasonable person would regard as excessive or gratuitous.
- Where the method or medium of advertising is manifestly excessive or extravagant in relation to the objective being pursued.
- Not approving advertising expenditure during the period of three months preceding an election of the local government other than a by-election.
- During the period after the date a by-election is advertised until the day of the election; Council will not:
  - Place advertisements relating to future plans unless, and only to the extent that, those plans have been formally adopted by the Council.
  - Advertise the activities of the Council otherwise 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.
  - Fund advertisements featuring one or more Councillors or containing quotations attributed to individual Councillors.

Note: this does not preclude Councillors appearing in unpaid publicity or other publicity where the cost is not borne by Council.

## Definitions

Term	Definition
Advertising	Is a defined term in s197 of the <i>Local Government Regulation 2012</i> and is 'promoting, for the payment of a fee, an idea, goods or services to the public'.

## Associated Documents

*Local Government Act 2009*

*Local Government Regulation 2012*

Corporate Procurement Policy ([A176085](#))

## Document Control

Only Council can approve amendments to this document by resolution of a Council Meeting, with the exception of administrative amendments which can be approved by the relevant ELT member. Refer to *Policy Instrument Development Manual* for an explanation on administrative amendments ([A4063988](#)).

Any requests to change the content of this document must be forwarded to relevant Service Manager(s).

Approved documents must be submitted to the Corporate Meetings and Registers Team for registration.

# Advertising Expenditure Policy

## Version Control

Version number	Date	Key Changes
5	February 2017	<ul style="list-style-type: none"><li>• Reviewed and no changes required to policy.</li></ul>
6	October 2019	<ul style="list-style-type: none"><li>• Heading and format change, inclusion of document control.</li><li>• Removed approval process</li><li>• Aligned with policy framework review</li></ul>
7	March 2022	<ul style="list-style-type: none"><li>• Administrative update to include reference to new Corporate Plan</li></ul>
8	January 2024	<ul style="list-style-type: none"><li>• Minor grammatical administrative amendments</li></ul>