



Version Control and Objective ID	Version No: 1	Objective ID: A5491437
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1. Statement

This policy is to ensure that council advertising is in accordance with the requirements of the legislation. Advertising should only be used for the purposes of the council or where the benefit of the community is advanced. Council is committed to the efficient, economic and responsible use of public resources.

2. Purpose and Principles

To provide guidelines outlining the control for expenditure on advertisements placed by council in various media to ensure that this advertising is in accordance with the public interest and council policies.

3. Strategic Plan Links

This policy aligns with the following iFuture 2021-2026 Corporate Plan themes:

- Vibrant and Growing
- Safe, Inclusive and Creative

4. Regulatory Authority

- *Local Government Act 2009*
- *Local Government Regulation 2012 - Section 197*
- Ipswich City Council Long Term Community Plan (i2031)
- Ipswich City Council Corporate Plan 2017 – 2022
- Ipswich City Council Procurement Procedure FCS-060

5. Human Rights Commitment

Ipswich City Council (Council) has considered the human rights protected under the *Human Rights Act 2019 (Qld)* (the Act) when adopting and/or amending this policy. When applying this policy, Council will act and make decisions in a way that is compatible with human rights and give proper consideration to a human right relevant to the decision in accordance with the Act.

6. Scope

This policy applies to any paid advertisement or notice in any media, to promote goods, services and facilities provided by council.

This policy does not apply to advertising for:

- recruitment of staff;
- acquisition or disposal of property plant and equipment;
- tenders or expression of interests as part of council's procurement activities.

Advertising should be planned, developed, implemented, funded and evaluated taking into account the following acceptable uses to:

1. advise the public of a new or continuing service or facility provided by council;
2. advise the public about changes to an existing service or facility provided by council;
3. increase the use of a service or facility provided by council on a commercial basis with a view to profit;
4. change the behaviour of people in the council's area for the benefit of all or some of the community or to achieve the objectives of council;
5. advise the public of the time, place and content of scheduled council related meetings;
6. advise the public of the decisions made by council at its meetings;
7. request comment on proposed policies or activities of the council;
8. advise the public on proposed community events, progress on council works, services, projects and other matters of public interest;
9. promote the region to potential tourists and economic development perspective;
10. advertise matters required by legislation to be advertised.

Advertising should not be used to promote the particular achievements or plans of particular councillors or groups of councillors as defined by Section 90D(2) of the *Local Government Act 2009*. In particular, advertising should not be used to influence electors during an election caretaker period.

7. Roles and Responsibilities

All council employees should be aware of this policy to ensure any requests are referred to the appropriate area.

Advertising expenditure must be approved by the General Manager (Community, Cultural and Economic Development) or an employee appointed to a position with a relevant financial delegation. The approving office must ensure the:

- expenditure is in accordance with this policy;
- cost of the advertisement is appropriate for the number of people it is intended to inform and provides a quantifiable benefit to council or to the public;
- funds are available in the relevant budget line and meets the requirements for expenditure approvals; and
- a purchase order is raised (where appropriate) prior to confirmed bookings.

8. Key Stakeholders

Media and Communications – Coordination and Performance

9. Monitoring and Evaluation

The success and effectiveness of the policy will be measured by ensuring all advertising expenditure complies with the relevant legislation and benefits the community.

10. Definitions

Advertising	As defined in Section 197 of the <i>Local Government Regulation 2012</i> is 'promoting' for the payment of a fee, an idea, goods or services to the public. Examples include: <ul style="list-style-type: none"> • Television commercials • Radio commercials • Film and video presentations • Press and magazine advertisements • Brochures, flyers and collateral • Outdoor billboards, posters, signage • Websites/pages • Direct mail (including email) • Transport advertising
Advertising Spending	Is spending related to the provision of information or education of the public where the information and education provided is in the public interest.
Council	Means Ipswich City Council
Councillors	Includes the Mayor and Deputy Mayor
Caretaker period	(1) The 'caretaker period' for a local government is the period during an election for a local government that - <ul style="list-style-type: none"> (a) starts on the day when public notice of the holding of the election is given under the <i>Local Government Electoral Act 2011</i>, section 25(1); and (b) ends at the conclusion of the election. (2) There is no caretaker period during a by-election or fresh election.

11. Policy Owner

The General Manager (Community, Cultural and Economic Development) is the policy owner and the Marketing Services Manager is responsible for authoring and reviewing this policy.