

HEAD OF POWER

- *Local Government Regulation 2012, section 197*

INTENT

The purpose of this policy is to establish principles about Council's spending on advertising.

SCOPE

This policy applies to all employees, Councillors and Councillor Advisor (Mayor's Chief of Staff).

DEFINITIONS

Employee means a local government employee as defined in the *Local Government Act 2009*.

POLICY STATEMENT

1. Council will spend money on advertising only if it provides information or education to the public and is in the public interest. Examples of appropriate use of Council funds for advertising include, but are not limited to:
 - Advising the public of new or continuing services and facilities provided by Council or of changes to existing facilities or services provided by Council.
 - Increasing the use of a service or facility provided by Council.
 - Advising the public of the time, place, and content of scheduled Council meetings, and of decisions made at Council meetings.
 - Requesting comments on proposed policies or courses of action by Council.
 - Matters required to be advertised by legislation.
2. Council will not spend money on advertising for political or self-promotional purposes.
3. Inappropriate advertising spend during the three months before a Council election or during the period after the date of a by-election being called include, but are not limited to:
 - Advertisements related to future plans unless, and only to the extent that, those plans have been formally adopted by Council.
 - Advertising the activities of Council otherwise than in the manner and form customary for Council to advertise its activities.
 - Advertisements which seek to influence support for particular candidates, groups of candidates or potential candidates in the election.
 - Advertisements featuring one or more Councillors or containing quotations attributed to individual Councillors.

ASSOCIATED DOCUMENTS

- *Local Government Act 2009*

DOCUMENTS CONTROLS

Council will review this policy on a biennial basis or in response to changes in law or best practice.

POLICY OWNER

Communications Manager, Communications.