

 <p><b>Mackay</b> REGIONAL COUNCIL</p>	<b>COUNCIL POLICY</b>	
	<b>Advertising Spending</b>	
	POLICY NO	020
	DEPARTMENT	Community & Client Services
	PROGRAM	Corporate Communications & Marketing
ENDORSEDBY COUNCIL 14 November 2018 - Folio 59941		

## 1.0 Scope

This policy applies to all staff of Mackay Regional Council (MRC), including the Chief Executive Officer and sets out the requirements for the placement of paid advertisements in various media and on social media platforms to promote, inform and educate the public about its services, facilities, activities and programs.

## 2.0 Purpose

The purpose of this policy is to comply with requirements of S142 of *Local Government Regulation 2012* and determine the types of advertising that council considers appropriate to provide information or education to the community.

## 3.0 Reference

- *Local Government Act 2009*
- *Local Government Regulation 2012*

## 4.0 Definitions

**Council** shall mean the Mayor and Councillors of Mackay Regional Council.

**MRC** shall mean Mackay Regional Council.

The *Local Government Regulation 2012* – S197 (3) defines advertising as "*promoting an idea, goods or services to the public for which a fee is paid*".

## 5.0 Background

Section 197 of the *Local Government Regulation 2012* requires MRC to prepare and adopt a policy about its spending on advertising.

Section 197 states

- (1) *The 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 council's Advertising Spending Policy.*

## 6.0 Policy Statement

MRC may incur expenditure for advertising only if the advertising is for providing information or education to the public and the information or education is provided in the public interest.

MRC also has the primary objective to promote the region and can incur expenditure for advertising or promotion to enhance community pride,

6.1 The types of advertising MRC considers appropriate but not limited to include:

- To advise the public about new or existing services, programs, facilities, or activities;
- To advise the public about changes to existing services, programs, facilities or activities;
- To increase the use of a service, program or facility;
- To promote a MRC-sponsored or organised event;
- To achieve MRC's corporate plans, goals and objectives;
- To advise the public of council meetings, outcomes, legislation and proposed policies;
- To seek public feedback or comment on council's business;
- To recruit staff, acquire or dispose of property, plant, equipment, to promote tenders and seek expressions of interest;
- To promote economic development and environmental sustainability of the region, including the promotion of the city centre from the City Centre Levy.

6.2 MRC will not, in a three-month period prior to a quadrennial local government election, other than a by-election:

- Place advertisements relating to future plans unless those plans have been formally adopted by council, or unless advertisements relate to consultation approved for plans, yet to be formally adopted or being finalised;
- Advertise the activities of MRC other than in the manner and form it is customary for MRC to advertise its activities;
- Place advertisements which seek to influence support for particular candidates or groups;
- Feature one or more councillors or contain quotations attributed to individual councillors in any paid MRC advertisements.

**Note: This does not preclude councillors appearing in unpaid publicity or other publicity where the cost is not borne by MRC**

- 6.3 Subject to the exclusion below, all advertising must be authorised and approved by the relevant Program Manager and be directed towards Corporate Communications & Marketing program for processing and placement.

Advertising for positions vacant, are to be directed to the recruitment function for processing and placement.

The Corporate Communications & Marketing Manager will monitor the appropriateness and cost effectiveness of advertising undertaken and report to the Chief Executive Officer when concerns arise.

The approving officer must ensure that:

- The expenditure is in accordance with this policy; and
- The cost of the advertisement is appropriate for the number of people it is intended to inform and provides a benefit to MRC and the public; and
- The cost is available in the relevant budget; and
- Requests for advertising meet required media deadlines; and
- A purchase order is raised prior to confirmed bookings.

## 7.0 Review of Policy

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

1. The related documents are amended or replaced.
2. Other circumstances as determined from time to time by a resolution of Council

Notwithstanding the above, this policy is to be reviewed at intervals of no more than three (3) years.

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Version Control:

Version	Reason / Trigger	Change	Endorsed / Reviewed	Date
2	2-year review of Policy	Amendments made to content	Council	28.09.16
3	Review of Policy	Amendments to Policy	Council	14.11.18