

Moira Shire Council

Advertising Policy

Policy type	Chief Executive Officer
Responsible Director	Director Community
Responsible Officer	Manager Communications and Engagement
Date endorsed by ELT	28 April 2021
Scheduled for review	This policy will be reviewed four years from the date of adoption, or sooner if required.

It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Administrative changes do not materially alter the document (such as spelling/typographical errors, change to the name of a Council department, a change to the name of a Federal or State Government department). Administrative updates can be made in accordance with the Policy Framework Guidelines.

PURPOSE

This policy clarifies the circumstances in which Moira Shire Council will use paid advertising through various media platforms to promote, inform and educate the public about its services and programs, while ensuring expenditure on advertising is appropriate, sustainable, and in the best interests of the public.

The policy is intended to support the directions provided by, and must be read in conjunction with, Council's Community Engagement Policy and any legislation that may require the CEO to place a public notice or give notice through print media.

SCOPE

This policy –

- Applies to the publishing of public notices required under an Act or Regulations by Moira Shire Council or by Council on behalf of a third party;
- Guides the placement of non-statutory advertising campaigns and initiatives.

POLICY STATEMENT

Paid advertising should be used where the purposes of Council or the benefit of the community is advanced and may include the use of print media, radio, television or online advertising. As a minimum, any statutory advertising obligations in the *Local Government Act 1989*, *Local Government Act 2020* and other relevant legislation will be complied with.

In most circumstances this will require advertising in a newspaper/s generally circulating in the municipal district.

Advertising expenditure may occur only if the advertising is for providing information or education to the public, in the public's interest.

The types of advertising considered appropriate include –

- To advise the public about new or existing services, programs facilities and venues;
- To advise the public about changes to existing services, programs, facilities and venues;
- To help increase the use of a service, program, facility or venue;
- To help achieve Council's plans, goals and objectives;
- To advise the public of Council meetings, outcomes, legislation and proposed policies;
- To request public feedback or comment on Council's business;
- To recruit staff, acquire or dispose of property, plant and equipment, promote tenders and expressions of interest;
- To promote the economic development and sustainability of Moira communities.

Additional paid advertisements can be placed in publications including specialist or industry magazines and newsletters or other platforms including radio, television or online advertising, with the approval of the CEO.

The cost of the advertisement should be appropriate for the number of people it is intended to inform and provides a commensurate benefit to the Council or to the public.

Advertising will at all times comply with Council's Procurement Policy and Guidelines in relation to expenditure incurred and in accordance with approved media budgets and scheduling. CEO discretion will apply at all times; in such instances where Council deviates from the protocol, the CEO decision will be recorded by the Senior Communications Advisor.

The CEO reserves the right not to advertise with any media outlet on any platform if Council is in a legal dispute with that outlet or an Australian Press Council complaint has been lodged.

RELATED LEGISLATION

Local Government Act 1989

Local Government Act 2020

Road Management Act 2004

Planning & Environment Act 1987

Charter of Human Rights & Responsibilities Act 2006

Impounding of Livestock Act 1994

Other applicable legislation

RELATED POLICIES AND PROCEDURES

Community Engagement Policy