

Advertising Spending Policy

1. PURPOSE

Torres Strait Island Regional Council (Council) recognises that part of its role is to promote Council activity at a local, national and international level to further the economic, social and cultural development of the Torres Strait.

2. SCOPE

The policy applies to any paid advertisement or notice in any media to promote goods or services (including facilities) provided by the Council.

The policy does not apply to advertising for:

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

3. LINK TO CORPORATE PLAN

People *Bisnis* - *Pipol*

Sustainability *Bisnis* - *Mekem las long*

Prosperity *Bisnis* – *Pruitpul*

4. POLICY STATEMENT

Council may spend money on Advertising only if:

- The advertising is to provide information or education to the public; and
- The information or education is provided in the public interest.

The following types of promotion will generally be considered appropriate for Council provided the information or education being disseminated is in the public interest:

- To advise the public of a new or continuing service or facility provided by the Council;
- To advise the public about changes or updates to an existing service or facility provided by the Council;
- To increase the use of a service or facility provided by the Council;

- To 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 the Council where there is a link with Council's Corporate Planning Outcomes;
- To advise on Council sponsored events relating to Community activities, including cultural events and sport and recreation activities;
- To advise the community on enterprise and economic development initiatives;
- To advise the public of the time, place and content of scheduled meetings of the Council;
- To advise the public of the decisions made by the Council at its meetings;
- To request comment on proposed policies or activities of the Council;
- To advertise matters required by legislation to be advertised; and
- To advise the public of significant regional governance expenditure.

Advertising (and expenditure on advertising) should not be used (or incurred):

- to promote the achievements or plans of Councillors or groups of Councillors;
- to influence the voters in an election;
- during the three (3) month period immediately before an election for the local government, unless the expenditure relates to items or events already adopted by Council minute.

All advertising must be approved by either the:

- Chief Executive Officer; or
- Executive Director Corporate Services (Director).

The Director will monitor expenditure and effectiveness of advertising undertaken. and will keep records which demonstrate that:

1. Advertising expenditure is in accordance with this policy and the *Local Government Regulation 2012*;
2. There is an appropriate cost benefit relationship between the advertising and the desired outcome; and
3. The expenditure has been budgeted for.

5. REPORTING

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

6. DEFINITIONS

Advertising means promoting, for the payment of a fee, an idea, goods or services through commonly used medium such as magazines, newspapers, radio, and television.

7. RELATED DOCUMENTS AND REFERENCES

Local Government Act 2009

Local Government Regulation 2012

8. REVIEW

This policy is to be reviewed if legislation changes, or every three (3) years if no changes have been required to be enacted, at the direction of the Chief Executive Officer.

Policy type:	<input checked="" type="checkbox"/> Council <input type="checkbox"/> Administrative
Directorate:	Corporate Services
Responsible Officer	Manager, Administration and Communication
Authorised on:	24/07/2024
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