



Advertising Spending Policy

Responsible Manager	Head of Corporate Affairs
Head of power	<i>Local Government Act 2009</i> <i>Local Government Regulation 2012</i>
Authorised by	Council
Authorised on	
Implemented from	April 2021
Last reviewed	April 2021
Review history	
To be reviewed on	April 2023
Corporate Plan	People, Sustainability and Prosperity

1. Purpose

Council is strongly committed to ensuring that the local government principles are reflected in any advertising proposed by Council. Council recognises that part of its role is to promote Council activity at local, national and international levels to further the economic, social and cultural development of the Torres Strait

2. Application

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 and equipment; or
- tenders or expression of interests as part of Council's procurement activities.

3. Legislation/Policies

This policy is established with reference to obligations specified in the *Local Government Regulation 2012*.

4. Definitions

Advertising: Advertising is defined as “promoting to the public an idea, goods or services by using a medium commonly used for promoting ideas, goods or services and for which a fee is paid. Examples of mediums commonly used for promoting ideas, goods or services—magazine, newspaper, radio, television” For the purposes of this policy, the following advertising definitions apply:

- A “classified” advertisement is any advertisement appearing in the public notices section of the Local Government area's largest circulating daily newspaper;
- A display advertisement is one appearing in the early general news section of a newspaper, periodical or magazine;
- Electronic media is any means of communication characterised by the use of technology, radio, computers, etc. This is generally related to sounds or images that can be presented live on radio and television or in video, film and slide productions

5. Provisions

Advertising should be used where the purposes of the Council or the benefit of the community is advanced. It should not be used to promote the particular achievements or plans of particular Councillors or groups of Councillors. In particular advertising that is paid for by the Council should not be used to influence the voters in an election.

In promoting the Torres Strait Island Regional Council or the region, it may be necessary for Council and its Officers to utilise paid advertisements in magazines, newspapers, radio and television. The following types of promotion are considered appropriate for Council where information or education that is in the public interest is being disseminated:

- 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 – link with 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.

Expenditure on advertising and promotion is disallowed when:

- The expenditure is to occur during the three (3) months 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
- Head of Corporate Affairs.

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

1. Advertising expenditure is in accordance with this Policy;
2. There is an appropriate cost benefit relationship between the advertising and final result; and
3. The expenditure has been budgeted for.

Manager Responsible for Review:

Head of Corporate Affairs



Adoption: 21 April 2021
Due for Revision: April 2023

Ilario Sabatino
 A/Chief Executive Officer