

<b>Policy Title</b>	ADVERTISING SPENDING POLICY
<b>Policy Number</b>	FIN_005
<b>Business Unit</b>	FINANCE
<b>Policy Type</b>	STATUTORY POLICY
<b>Responsible Officer</b>	CHIEF EXECUTIVE OFFICER
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<b>Date Repealed</b>	

<b>Document History</b>	<b>Date</b>	<b>Council Resolution Number</b>	<b>Notes (including the prior Policy number, details of change/s, etc)</b>
Original	2010		
Version 2	30/07/2013	2.7.300713	IM_003 Advertising Spending Policy
Version 3	26/02/2019	7.1-260219	IM_003 Advertising Spending Policy
Version 4	19/12/2023	C12.2-19122023	Amended due to changes to LGA

## 1. POLICY SUMMARY

This policy is designed to outline Northern Peninsula Area Regional Council's (NPARC) commitment to be fiscally responsible and transparent when assessing advertising spending. It is a requirement under Chapter 5 Part 6 section 197 of the Local Government Regulation 2012 that a local government may spend money on advertising only if:

- the advertising is to provide information or education to the public;
- the information or education is provided in the public interest; and
- is in a way that is consistent with the local government's advertising spending policy.

## 2. POLICY OBJECTIVES

The objective of this policy is to ensure that all Northern Peninsula Area Regional Council (NPARC) advertising promotes to the public an idea, goods or services using a medium commonly used for promoting ideas, goods, or services and for which a fee is paid:

- sets out acceptable and unacceptable use of council funds for advertising;
- sets out the procedure for approving spending;
- is in the public interest; and
- Is cost effective for NPARC;

Councillors and Council employees should always be mindful that they are public officials and represent the overall interests of the people they serve in their local authority. Expenditure on advertising should reflect the legislative regulations and policy requirements regarding the public interest.

Advertising should be used where the purposes of NPARC or the benefit of the community is advanced. Advertising should not be used to influence the voters in an election.

- 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 the acquisition or disposal of property, plant and equipment used, or to be used by, the Council in its business or to advertising for the recruitment of Council staff.
- The policy does not apply to advertising for tenders or Expressions of Interest.
- The policy does not apply to reports published in the media where no payment is made for the report.

### **3. SCOPE**

This policy applies to all Councillors, Council employees of NPARC

### **4. POLICY STATEMENT**

#### **a. Acceptable uses of Council funds for advertising:**

- i. Advising the public of a new or continuing service or facility provided by NPARC;
- ii. Advising the public about changes to an existing service or facility provided by NPARC;
- iii. Increasing the use of a service or facility provided by NPARC on a commercial basis with a view to profit;
- iv. Achieving NPARC's plans, goals, and objectives;
- v. Advising the public of the time, place, content, and outcomes of scheduled meetings of NPARC legislation and proposed policies;
- vi. Requesting public feedback or comment on NPARC activities;
- vii. Recruiting staff, acquiring, or disposing of property, plant, and equipment, promoting tenders and expressions of interest;
- viii. Promoting the economic and social development and sustainability of the NPA region including NPARC and NPARC supported events, activities, and programs; or
- ix. 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

#### **b. The procedure for approving spending on advertising.**

- i. All expenditure on advertising must be approved by the Chief Executive Officer or a delegated officer.
- ii. The approving officer must ensure that:
- iii. The expenditure is in accordance with this policy;
- iv. The cost of the advertisement is appropriate for the number of people it is intended to inform and provides a commensurate benefit to the Council or to the public;
- v. The cost is available in the relevant budget item and meets the usual requirements for expenditure approvals.

#### **d. Compliance and Reporting**

The Finance Manager is responsible for implementing processes to ensure expenditure as listed above is in line with this policy.

### **5. LEGISLATION**

- a. *Local Government Act 2009*
- b. *Local Government Regulation 2012 Section 197*

### **6. DEFINITIONS**

- a. Councillors: the Mayor, Deputy Mayor and Councillors as elected representatives of Northern Peninsula Area Regional Council.
- b. CEO: Chief Executive Officer of NPARC, including people temporarily acting in the role.
- c. Councillor Administrative Support Staff (Support Staff): an NPARC employee who assists the Mayor and Councillors in meeting the responsibilities of their roles and delivery of important services and infrastructure for local communities.
- d. NPARC Employee: all persons employed by NPARC on a permanent, temporary or casual basis and includes persons engaged under a contract of service, and volunteers.
- e. NPARC: Northern Regional Area Regional Council.
- a. Advertising to tell the public about a product or service in order to encourage people to buy or use it; the activity and industry of advertising things to people on television, in newspapers, on the internet, etc.

## **7. EVALUATION AND REVIEW**

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

- a. The related legislation or governing documents are amended or replaced; or
- b. Other circumstances as determined by resolution of Council or the CEO.

## **8. OTHER RELATED NPARC POLICIES**

- a. Corporate Plan 2022-2026
- b. Procurement Policy
- c. Council's Budget

## **9. HUMAN RIGHTS COMPATABILITY STATEMENT**

This policy has been assessed as compatible with the Human Rights protected under the Human Rights Act 2019.

When an individual feels that they are the subject of NPARC's failure to act compatibly with human rights, they can make a complaint directly to NPARC. These complaints will be assessed against the Human Rights Act 2019.



Kate Gallaway  
CHIEF EXECUTIVE OFFICER  
19/12/2023