



PUBLIC EXHIBITION

ADVERTISING POLICY

WALGETT SHIRE COUNCIL

The Draft Advertising Policy for the Walgett Shire Council was adopted for public exhibition at the 22nd of August 2023 Ordinary Council Meeting. Council now invites the community to view and comment on the draft documents.

The draft documents will be on public exhibition for a period of 28 days from Thursday 24th August 2023 until Wednesday 20th September 2023 until 4.00 pm.

The document can be viewed on Council's website www.walgett.nsw.gov.au

Hard copies are also available for public viewing at:

- Walgett - Council Office at 77 Fox Street
- Lightning Ridge - Council Office at Shop 4, 12 Opal Street
- Collarenebri - Council Agency at 37-39 Wilson Street
- Carinda - Post Office at 18 Colin Street
- Rowena - Pub at 15 Rowena St

Council encourages all individuals and groups within the community to review the draft documents and make **written** submissions on any issues they wish to be Council to consider and address.

All submissions are required to be received by Council, by Wednesday 20th September 2023 by 4.00 pm and should be addressed to the General Manager. Following consideration of public submissions, the draft documents will be formally considered and adopted by Council at a future meeting.

Enquiries and submissions are to be made in writing to admin@walgett.nsw.gov.au or addressed to the General Manager, PO BOX 31, WALGETT, NSW 2832.



DRAFT ADVERTISING POLICY

Approval date	
Review date:	Council will review this policy on a biennial basis or in response to changes in law or best practice.
Responsible Officer	Communications Coordinator
Division	Executive

OBJECTIVE

The purpose of this policy is to establish principles about Council's spending on advertising.

POLICY STATEMENT

Council may place paid advertisements in various media to promote, inform and educate the public about its services and programs.

Council must ensure that expenditure on advertising is appropriate, sustainable and in the interest of the public.

PRINCIPLES

Advertising should be used where the purposes of Council or the benefit of the community is advanced.

It should not be used to promote the achievements or plans of particular Councillors or groups of councillors. Advertising that is paid for by the Council should not be used to influence the voters in an election.

SCOPE

The Communications Coordinator is responsible for the procuring and placement of all approved marketing advertising for the Council.

This policy does not apply to:

- advertising for recruitment purposes.
- advertising for the acquisition or disposal of property, plant and equipment used or to be used by the Council in its business.
- the advertising of statutory public notices.
- advertisements for tenders or expressions of interest under Council's Procurement Policy.
- reports published in the media where no payment is made for the report.
- free of charge publicity for the promotion of ideas, goods and services provided by Council.

RESPONSIBILITY

Managers are responsible for ensuring the policy contained herein is understood and adhered to by all workers.

POLICY

1. Council may incur expenditure for advertising only where:
 - 1.1. The advertising is for the purpose of providing information or education to the public;
 - 1.2. the information or education is provided in the *public interest*; and
 - 1.3. the advertising falls into one of the categories set out in Clause 2.
2. Council considers advertising for the following purposes appropriate:
 1. to advise the public about new or existing services, programs, facilities or activities;
 2. to advise the public about changes to existing services, programs, facilities or activities;
 3. to increase the use of a service or facility provided by the Council on a commercial basis with a view to profit;
 4. to increase the use of a service, program or facility provided by Council free of charge for a community benefit;
 5. 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 Council;
 6. to promote a Council sponsored or organised event;
 7. to achieve Council's plans, goals and objectives;
 8. to advise the public of Council Meetings, outcomes, legislation and proposed policies;
 9. to advise the public of decisions made by Council at its meetings;
 10. to seek public feedback or comment Council's business or proposed policies or activities of Council;
 11. to advertise matters required by legislation to be advertised; or
 12. where the advertisement facilitates the administration of the Council.
3. Council employees shall ensure that advertising is accessible, timely, targeted and easily understood.
4. Council shall not place advertisements which seek to influence support for particular candidates or groups at any time.
5. Promotion of the particular achievements or plans of individual Councillors or groups of Councillors is prohibited.

Caretaker period

Council must not during the period of preceding an election of the local government other than a by-election; or during the period after the date of a by-election is advertised until the day of the election:

- place advertisements relating to future plans unless, and only to the extent that, those plans have been formally adopted by the council.
- advertise the activities of the Council otherwise than in the manner and form it is customary for the council to advertise its activities;
- place advertisements which seek to influence support for particular candidates, groups of candidates or potential candidates in the election; and
- must not bear the cost of advertisements featuring one or more Councillors or containing quotations attributed to individual Councillors.
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Note: this does not preclude Councillors appearing in unpaid publicity or other publicity where the cost is not borne by the Council.

APPROVAL

All advertising must be approved by the General Manager.

The Communications Coordinator will monitor the appropriateness and cost effectiveness of advertising undertaken and report to the General Manager when concerns arise.

The Communications Coordinator 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 commensurate benefit to the Council or to the public; and
- the procurement of advertising meets Council policies; and
- the cost is available in the relevant budget item and meets the usual requirements for expenditure approval.

LEGAL PARAMETERS

Local Government Act 1993

Local Government General Regulation 2005

Information Privacy Act 2009

Right to Information Act 2009

ASSOCIATED DOCUMENTS

Walgett Shire Community Participation Plan 2020

Code of Conduct

DEFINITIONS

Advertising refers to “promoting an idea, goods or services to the public for which a fee is paid.”

Council refers to the Walgett Shire Council.

Councillors refers to all Councillors including the Mayor of the Walgett Shire.

Caretaker Period refers to the period during an election for the Council that starts on the day when the public notice of the holding of the election is given and ends at the conclusion of the election, namely the day on which the last declaration of a poll conducted in the election is displayed in the office of the Returning Officer.

Employee refers to any employee, contractor, volunteer etc. of the Council.

GM refers to the General Manager of the Walgett Shire Council appointed in accordance with the *Local Government Act 1993*.

Public interest refers to the creation and maintenance of public confidence and trust in the credibility, integrity and stability of Council’s operations.