

Advertising Expenditure

Head of Power

Local Government Act 2009

Related Legislation

Local Government Regulation 2012

Objective

The objective of this policy is to ensure Council advertising is of a high standard, complies with legislation, has appropriate authorisation and delivers the best value-for-money for Council.

Definitions

Advertising means promoting, for the payment of a fee, an idea, goods or services to the public.

CEO means Council's Chief Executive Officer.

Application

This Policy applies to all advertising undertaken by Council.

Policy Statement

Council is committed to informing the community in an accurate and timely manner about its services, facilities, events and projects through appropriate advertising.

Council advertising must provide information or education to the public and be in the public interest.

Council advertising should always contain the Moreton Bay Regional Council or Moreton Bay Region logo.

Authorisation

Advertising must be approved by the relevant Manager and Council's Corporate Communications Department.

In determining whether to authorise advertising, Managers are to ensure that:

- the expenditure is in accordance with this Policy;
- the cost, content and intent of the advertisement and its selected medium is appropriate; and
- budget funds are available.

Unless otherwise approved by the CEO, Council advertising should be coordinated through Council's Corporate Communications Department.

Related Documents

This Policy complements and is to be implemented in conjunction with other Council policies, directives and relevant documents published by other agencies including, but not limited to:

Policy: 2150-103 - Divisional Newsletters

Review and Evaluation

This policy will be reviewed for applicability, effectiveness, and consistency with relevant legislation, Council resolutions, and other Council documents. Reviews of this policy will occur as required, or at least once every four years.

Responsibility

This Policy is to be:

- (1) implemented by the Manager Governance & Executive Services; and
- (2) reviewed and amended in accordance with the "Review Triggers" by the Director Finance & Corporate Services.

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Advertising Expenditure			
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