Advertising Expenditure

Head of Power

*Local Government Act 2009*
Local Government Regulation 2012

Objective

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/Application

**Definition** (if required)

In this Policy:

**Advertising** means promoting to the public.

**CEO** means the Council’s Chief Executive Officer.

**Law** includes Council policies and directives.

Application

This Policy applies to all advertising undertaken by Council.

Policy Statement

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

Council advertising should contain a copy of the Moreton Bay Regional Council or Moreton Bay Region logo.

Authorisation

Advertising must be approved by the relevant Department Manager, Director or CEO.

In determining whether to authorise advertising, regard must be had to whether:
- 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 the Corporate Communication Area and should be part of an overarching communication plan.

Review Triggers

This Policy is reviewed internally for applicability, continuing effect and consistency with related documents and other legislative provisions when any of the following occurs:

(1) The related documents are amended.
(2) The related documents are replaced by new documents.
(3) Amendments are made to the head of power which affect the scope and effect of this Policy.
(4) Other circumstances as determined from time to time by a resolution of Council.
Notwithstanding the above, this Policy is to be reviewed at least once every two years for relevance and to ensure that its effectiveness is maintained.

**Responsibility**

This Policy is to be:

(1) implemented by the Chief Executive Officer; and  
(2) reviewed and amended in accordance with the "Review Triggers" by the Chief Executive Officer.

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**Related Links:**