

ADVERTISING POLICY

Type:	Council Policy		
Owner:	Chief Executive Officer		
Responsible Officer:	Communications and Engagement Officer		
Approval Date:	22/08/2023	Next Review:	01/06/2027
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Legislation Reference:	N/A		

1 PURPOSE

Katherine Town Council values the role print, broadcast and digital media play in sharing news of Council events, activities and milestones for the Katherine community and stakeholders. Council seeks to enhance and protect its brand and purpose to meet Council's commitment to communicate its many and varied decisions, activities, services, major projects, and policy initiatives to the community.

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.

The purpose of this policy is to provide a clear framework for paid advertising by Council in any media.

2 SCOPE

This policy applies to elected members, Council employees, contractors, and volunteers associated with Katherine Town Council and relates to policy and operational matters for all paid advertising in any media.

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, or
- free of charge publicity for the promotion of ideas, goods and services provided by Council.

This policy does not preclude elected members appearing in unpaid advertisements or other advertisements where the cost is not borne by Council so long as Council's reputation would not be affected by such appearance.

During the election caretaker period, employees and Councillors should also refer to Council's Caretaker policy, Media policy and Social Media policy.

3 DEFINITIONS

Caretaker period means the period that commences on the nomination day for a council general election and ends when the results of the general election are declared in accordance with the Local Government (Electoral) Regulations 2021.

Media means print media (such as national or local newspapers, magazines, newsletters, brochures etc.) broadcast media (including radio and television broadcasters and internet publishers) and social media.

Public interest means a matter in which the public at large has an interest as distinct from the interest of a particular individual or individuals in a way that builds or maintains public confidence and trust in the credibility, integrity and stability of Council.

Social media means the wide and evolving range of online interactions and behaviours on many different online platforms including social networking sites like Facebook, Twitter, Instagram, Snapchat, or Reddit; professional networking sites like LinkedIn; video sharing sites and apps like YouTube and TikTok; blogs; online forums and communities and comments sections on news articles.

4 DETAILS

Paid advertising should be used where the purposes of Council or the benefit of the Katherine community is advanced, where required by Council under legislation, or to provide information that is in the public interest. 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.

Council considers paid advertising is appropriate for the following purposes:

- to advise the public about new or existing services, programs, facilities, events or activities
- to advise the public about changes to existing services, programs, facilities, events or activities
- to increase the use of a service or facility provided by the Council on a commercial basis with a view to profit
- to increase the use of a service, program or facility provided by Council free of charge for a community benefit
- to promote a Council sponsored or organised event
- to achieve Council's plans, goals and objectives
- to advise the public of Council Meetings, outcomes, legislation and proposed policies
- to advise the public of decisions made by Council at its meetings
- to seek public feedback or comment on Council's business or proposed policies or activities of Council
- to advertise matters required by legislation to be advertised, or
- where the advertisement facilitates the administration of Council.

This policy operates in conjunction with Council's Media policy, Social Media policy and Katherine Town Council Style Guide.

APPROVAL

All paid advertising must be approved in accordance with Council's Procurement Policy and related procedures and to be managed by the Communications and Engagement Officer, who will ensure the cost of the advertisement is appropriate for the number of people it is intended to inform, and it provides a commensurate benefit to Council and the public.

All paid advertising is to be approved by the Chief Executive Officer.

ELECTION CARETAKER PERIOD

During the election caretaker period, Council will restrict paid advertising to that required to maintain the necessary and routine operations of Council and day to day Council business such as advertising future plans which have been formally adopted by the Council or advertising the activities of the Council in the same manner and form as is customary for the Council to advertise its activities.

Care shall be taken during the caretaker period to ensure that advertising cannot be construed to be of a political nature. Council's Caretaker Policy is to be used in conjunction with this policy.

During the caretaker period, Council shall not:

- place paid advertisements which seek to influence support for particular candidates, groups of candidates or potential candidates in the election, or
- bear the cost of advertisements featuring one or more Councillors or containing quotations attributed to individual Councillors.

Individual Councillors will not be featured in any paid advertising during the caretaker period or the election advertising period.

5 ASSOCIATED POLICIES/DOCUMENTS

Caretaker policy

Media policy

Social media policy

Katherine Town Council style guide

6 REFERENCES AND RELATED LEGISLATION

Local Government Act 2019

Local Government (Electoral) Regulations 2021

Revision History

Version	Approval date	Details of change	Responsible officer
1	8/08/2023	Created	Communications and Engagement Officer
2			