



POLICY ABOUT ADVERTISING EXPENDITURE

(Adopted pursuant to s.112 of the *Local Government (Finance, Plans and Reporting) Regulation 2009*)

Policy

All advertising expenditure is to be clearly linked to official purposes and serve the public interest. Expenditure on advertising is subject to allocations in the Council's annual budget.

Accordingly the following media may be used for the stated purpose:

Newspapers

- Notices prescribed by relevant legislation;
- Employment advertisements;
- Advertisement of tenders called or quotations sought;
- Notices of interruptions or restrictions to services;
- Notices of traffic changes or interruptions;
- Notices of forthcoming events/functions/community programs;
- Notices in relation to matters of community education, safety and protection.

Newspaper(s) selected will be at the discretion of the Chief Executive Officer or delegate.

Radio

- Notices of interruptions or restrictions to services;
- Notices of traffic changes or interruptions (where lead time is critical);
- Notices of forthcoming events and functions;
- Notices in relation to matters of community education, safety and protection.
- Employment advertisements;

Radio station(s) selected will be at the discretion of the Chief Executive Officer or delegate.

Internet (Council Web Site)

- Employment advertisements;
- Advertisement of tenders called or quotations sought;
- Notices of forthcoming events/functions;
 - Notices in relation to matters of community education, safety and protection;
- Promotional material aimed at promoting tourism and economic or community development in the shire and region. All promotional material will be subject to approval by specific resolution of the Council.

Other Print Media

- Promotional material aimed at promoting tourism, economic and community development in the shire;
- Flyers and notices in relation to matters of community education, safety and protection;
- Promotional material will be subject to approval by specific resolution of the Council.

Signage

- Roadside signage such as for major road works and major projects;
- Roadside signage for promotion of major Shire or regional events;
- Promotion of the Shire (eg Welcome signs on access road);
- Promotional material aimed at promoting tourism, economic and community development in the shire;
- The erection of signage for major roadworks and major projects will be subject to approval of the Chief Executive Officer or delegate. Other signage will be subject to approval by resolution of the Council.

Application

This policy shall be applicable at all times including prior to any local government election.

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