



# Murweh Shire Council Advertising Policy

Policy No:	FIN-005	Date adopted:	Nov 2022
Council Resolution Ref:	076/22	Review Date:	Nov 2025
Responsible Officer:	Director of Corporate Services	Version No:	1

## 1. Purpose

This policy is made in accordance with the *Local Government Regulation 2012* S197.

## 2. Commencement of Policy

This Policy will commence on adoption. It replaces all other specific Advertising policies of Council (whether written or not).

## 3. Application

Council funds are to be expended on the following types of advertising:

- a) Advertising for staff to fill vacancies in the Council's organisation.
- b) Tenders for the disposal of assets, or for the supply of goods and/ or services to Council.
- c) Statutory notices (i.e. public notices required by statute to be published).
- d) Promotional advertising to promote the Cosmos Centre and to promote tourism and business opportunities within the district and region.

Advertising to fill staff vacancies is to be placed as follows:

- a) Some vacancies may initially be advertised internally in accordance with Council's policy on Employment.
- b) When staff vacancies are advertised externally, the minimum advertising shall be local advertising.
- c) The Chief Executive Officer shall determine if any additional advertising is to be placed in respect of each staff vacancy. Depending on the nature of the position, the Chief Executive Officer may determine that the vacancy shall be advertised via one or more of the following methods.
  - By advertising in various newspapers circulating in Regional South West Queensland.
  - By advertising in the Brisbane Courier Mail and/ or other major metropolitan newspaper.
  - By advertising in industry specific journals and professional journals appropriate to the position to be filled.
  - By advertising on various industry specific or professional websites.
  - By advertising on social media sites appropriate to the area.

Advertising for tenders shall be as follows:

- a) Local advertising is to be the minimum advertising for any tenders.
- b) Where there are not likely to be any local suppliers for the goods or services required or suppliers for the particular local service to establish a local competitive market for that good or service, the Chief Executive Officer or his delegate may determine to advertise in one or more regional newspapers circulating in South West Queensland, in the Brisbane Courier Mail, or in such trade or professional journals appropriate to the goods or service to which the tender relates.
- c) The Chief Executive Officer or his delegate may determine to advertise the tender on appropriate websites.

Statutory or Public Notices should be published in local newspaper, or in a regional newspaper available in or circulating within the district.

Marketing campaigns for Cosmos and/ or to promote tourism and visitation to the district generally may comprise any of the following:

- a) Design, printing and distribution of brochures.
- b) The use of websites.
- c) Placing of advertisements in holiday planners, holiday guides, tourism magazines etc.
- d) Television and radio advertising.
- e) As far as possible, decisions on placing of advertisements to promote the district will be taken in cooperation with other local governments within the region, so that the region as a whole is effectively marketed to get best advertising value for our advertising expenditure.

Where advertising is intended to provide information or education to the public and the information or education provided is in the public interest, funds may be expended on advertising. No expenditure is to be incurred that does not provide information or education to the public or is not in the public interest unless approved by Council executive management.

**No funds are to be expended on advertising to promote Council projects, policies or performance in the three (3) month period before a local government election.**

Authority is delegated to the Chief Executive Officer to approve expenditure on advertising, provided the advertising is within the parameters established by this policy.

#### **4. Variations**

Murweh Shire Council reserves the right to vary, replace or terminate this policy from time to time.

#### **5. Audit and Review**

This policy shall be reviewed every three years or as required by changes to process of legislation, relevant Standards and industry best practice.

#### **7. References**

*Local Government Regulations 2012 S197*

