

Advertising Policy 2023

POL031



Policy No:	POL031
Policy Title:	Advertising Policy
Section Responsible:	Executive Services
Minute No/Ref:	23/086
Doc ID:	8634

1. INTENT

Council's Advertising Policy aims to:

- Ensure that the community understands the role of Council and its programs, services and initiatives
- Ensure community awareness of the scope of Council's activities and provide opportunities for community comment
- Ensure consistent, coordinated and cost-effective advertisement of Council activities that best reaches the target audience.

2. SCOPE

This policy applies to all advertising relating to Council matters and includes print, radio, television and online, including social media. Advertising may be conducted at local, state or national level depending upon the content and purpose of the advertisement. With the exception of Planning matters which are governed by the Community Participation Plan - Planning

3. OBJECTIVE

This policy provides reference to the NSW Government regulatory standards for local government advertising to ensure that Narrandera Shire Council advertising communications are well coordinated, effectively managed and responsive to the diverse information needs of the public.

- Assisting in the preservation of order in the event of a crisis or emergency; and
- Recruiting staff, disseminating important statutory information and promoting business opportunities with the NSW Government.

4. POLICY STATEMENT

Narrandera Shire Council will, in undertaking advertising for the purposes outlined in the Government Advertising Act 2011, ensure that it adheres to the:

- [Government Advertising Act 2011 No.35](#)
- [Government Advertising Regulation 2012](#)
- [Government Advertising Guideline \(S5 of the Government Advertising Act 2011\)](#)

5. PROVISIONS

5.1 ADVERTISING PRINCIPLES

5.1.1 Information dissemination

Council will endeavour to keep the citizens of the Narrandera local government area informed of important Council services, operations, initiatives, programs and activities such as festivals and events, development applications, access to services, community consultations, new initiatives, disruptions to regular services, ceremonies, grants, awards, Council meetings, tenders, programs and any other community information.

- Encouraging changed behaviours or attitudes that will lead to improved public health and safety or quality of life;
- Maximising public and commercial compliance with laws and regulations
- Encouraging use of government products and services
- Encouraging public involvement in government decision making
- Raising awareness of a planned or impending initiative and reporting on performance in relation to NSW Government undertakings.

5.1.2 Selecting media for information dissemination

Council will select the most appropriate avenue of advertising, such as print, radio, television or online, for the message being communicated and its target audience.

5.1.3 Consistent style and corporate branding

Council will endeavour to advertise in a coordinated, consistent, and effective manner. The standardised use of Council's corporate colours, logo and language style will be maintained to familiarise the community with Council's brand.

5.2 ADVERTISING OPPORTUNITIES

5.2.1 Print

Publications that service the wider Narrandera Shire area.

5.2.2 Radio and television

Radio stations that service the wider Narrandera Shire area.

5.2.3 Online and social media

- Website

- Social media including but not limited to Facebook and Instagram.

5.2.4 Local Government specialised press

Publications such as Local Government Focus, Government News, Local Agenda.

5.2.5 Trade and specialty press

Publications that target specific niche audiences.

5.3 COUNCIL NEWSLETTER

Publishing a periodic Council newsletter is one of Council's main sources of communication and community consultation and provides transparency in Council practice. The Council newsletter consists of a printed flyer delivered by Australia Post to all residences in the Shire. The newsletter is also shared electronically to a sign-up email list, Council's website and Narrandera Argus.

Contents include news and events, Council meeting information, matters seeking community submissions, etc. The Council Column is not available to promote commercial organisations.

5.4 CASUAL ADVERTISING

Council advertises activities, notices, tenders and other matters as and when required. A number of factors are considered when placing advertisements:

- Target audience - consideration is given to the target audience that the advertisement should reach.
- Sections - newspapers have specific sections and radio stations have time slots that target specific demographics and consideration is given to the effective targeting of advertising in these areas.
- Timing - advertisements are placed to allow adequate time for response.
- Cost - most effective use of allocated budget.

5.5 STATUTORY ADVERTISING

Council will meet statutory obligations in communicating with citizens, ratepayers and the wider community, including but not limited to:

- Annual Report
- Public notices
- Recruitment

6. DEFINITIONS

- NSC: Narrandera Shire Council

7. ROLES AND RESPONSIBILITIES

7.1 COMMUNICATIONS OFFICER

- Council's Communications Officer is operationally responsible for the efficient management of advertisement.
- The Communications Officer will assist all employees in fulfilling their advertisement requirements.
- The Communications Officer is responsible for reviewing the Policy document on a regular basis to take into account any changes to legislation, business activities or priorities.

7.2 MANAGERS

- It is the responsibility of all Managers to provide accurate, proofread and timely information to the Communications Officer for dissemination.
- Funding availability must be confirmed and within financial delegation schedules before proceeding with the placement of any advertisement.
- Advertisements are to be allocated to project specific or role specific job costings, with the exception of Council wide matters, including ad-hoc requests, to come from the general advertising fund.

7.3 GENERAL MANAGER

- The General Manager, or delegate, is the only staff member permitted to authorise advertisements.

8. RELATED LEGISLATION

- Local Government Act 1993

9. RELATED POLICIES AND DOCUMENTS

- Code of Conduct
- Code of Meeting Practice
- Community Engagement Strategy 2023
- Community Participation Plan - Planning
- CS100 Procurement Policy
- POL018 Websites Policy 2021
- POL047 Media and Public Relations Policy
- POL056 Social Media Policy
- POL073 Equal Employment Opportunity Policy

10. VARIATION

Council reserves the right to review, vary or revoke this policy in accordance with legislation, regulation and award changes, where applicable. Council may also make changes to this policy and the relevant procedures from time-to-time to improve the effectiveness of its operation.

11. PREVIOUS VERSIONS

Reference to a superseded policy number and/or name is also considered a reference to the new policy number. This policy was previously named:

- ES10 Advertising Policy

POLICY HISTORY

Responsible Officer	Communications Officer		
Approved by	General Manager		
Approval Date	20 June 2023		
GM Signature <i>(Authorised staff to insert signature)</i>			
Next Review	1 September 2025		
Version Number	Endorsed by ELT	Endorsed by Council	Date signed by GM
1 Adopted	-	-	29/04/1997
2 Reviewed	-	9/12/2008	9/12/2008
3 Reviewed	13/07/2015	18/08/2015	19/08/2015
4 Reviewed	11/04/2023	16/05/2023	20/06/2023

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