

<p>PURPOSE</p>	<p>To specify procedures to be followed for the placement of statutory or general public notice and corporate advertisements.</p> <p>To ensure wide community access to Council information and consistency in the supply of public information.</p> <p>To ensure Council receives value for money in its advertising.</p> <p>To ensure Council communicates openly and honestly with the community to ensure maximum public knowledge and understanding of Council's activities and services.</p>
<p>OBJECTIVES</p>	<p>To ensure statutory and general public notice advertising is placed in a Newspaper or Newspapers covering the townships which the advertisement relates. To ensure the public are advised of statutory and general Public Notice Advertisements and Corporate Advertisements.</p> <p>To ensure that legislative requirements are met.</p>
<p>SCOPE</p>	<p>This Policy applies to all written and electronic advertisements placed by Council officers.</p>
<p>DEFINITIONS</p>	<p>Public notice advertisements means the giving of public notices by paid newspaper advertisements whether required by legislation or not.</p> <p>Corporate advertisements means paid "display" advertisements other than public notices.</p> <p>Newspapers means the major weekly local newspapers and metropolitan newspapers (where relevant) circulating in the Shire.</p>
<p>POLICY</p>	<p>That all statutory requirements for public notification be adhered to.</p> <p>That Council advertising be placed in all newspapers circulating in the communities that are directly affected by that action or notification.</p>
<p>PROCEDURE</p>	<p>Statutory requirements and the need to inform the community of Council events and actions will drive placement of advertising.</p> <p>All public notice and corporate advertisements must be authorised by the appropriate Manager prior to placement.</p> <p>A copy of any advertising (excluding job advertisements) is to be forwarded to the Communications Unit as soon as practical after it is placed.</p> <p>All advertisements placed by Council officers must adhere to the Corporate advertising style and will be charged to the appropriate Departmental budget.</p> <p>The Local Government Act requires all public notice advertisements to be placed on Council's website, noting that failure to do so does not invalidate the public notice or issue being advertised.</p>

Official Advertising in Newspapers Policy

RESPONSIBILITY	<p>Manager – Communications: for ensuring the Policy and procedures are implemented and maintained.</p> <p>Managers: for authorizing all public notice and corporate advertisements prior to placement.</p> <p>Council Officers: for creating, booking and placing advertisements, and complying with this Policy.</p>
RELATED POLICIES	Nil.
RELATED LEGISLATION	Local Government Act 1989; Local Government Regulations 1990; Planning and Environment Act 1987; Subdivision Act 1988; and
REFERENCES	Council Files
REVIEW	This Policy shall be subject to review within 12 months of the next general Council election to be held in October 2016.