

## Policy Details

<b>Directorate:</b>	Community Services
<b>Branch:</b>	Marketing and Events
<b>Responsible Manager:</b>	Marketing and Events Manager
<b>Date adopted:</b>	<i>(include date adopted, Council minute number or ELT meeting date)</i>
<b>Date for review:</b>	2 years from the date of adoption or date of last review
<b>Legislative basis:</b>	N/A
<b>Related Documents - forms and procedures</b>	N/A

### 1. Policy Purpose

The purpose of this policy is to ensure advertising placed in Council publications is appropriate and acceptable to the community's expectations.

### 2. Scope

This policy applies to all councillors, employees and contractors working for Council regardless of whether they are permanent, temporary, full-time, part-time or casual. For the purposes of this policy, the term contractor includes on-hired temporary labour services (agency staff) and sub-contractors.

This policy provides direction on:

- a) the procedure for accepting advertisement bookings;
- b) appropriate advertising messages; and
- c) the separation between advertising content and editorial content and endorsements of goods and services.

### 3. Policy Statement

Council accepts paid advertising from internal and external parties for its various publications, mail-outs and electronic media channels, social media, signage and digital platforms which inform and educate the community about issues, events and projects that Council considers are in the public interest.

- a) Logan City Council reserves the right to reject or refuse any advertising that is not considered suitable for Council-produced Publications, Electronic Media, Websites, Social Media, Signage (any form) and Digital Platforms.
- b) All advertising is to be approved by the Marketing & Events Manager or delegate before it is published, either in print or online.
- c) Responsibility for content accuracy rests solely with advertisers. The acceptance and placement of advertisements is not a recommendation or endorsement by Logan City Council of the advertiser's products or services and each advertiser is solely responsible for any representations made in connection with its advertisement.
- d) Logan City Council will not accept advertising that, in its opinion, is not in good taste, including advertising for illegal or objectionable products or services, or advertising that is offensive to any individual or group of individuals based on age, colour, national origin, race, religion, gender, sexual orientation, or physical or mental incapacity.

- e) Advertising will not be accepted if it promotes any of the following: alcohol, firearms, ammunition, gambling, pornography, tobacco, or any form of advertising that can be interpreted as political.
- f) Logan City Council prefers to work with advertisers who share Council's vision.
- g) Logan City Council maintains a separation between advertising content and editorial content.
- h) It is the responsibility of advertisers to comply with all commercial advertising laws and regulations.

#### 4. Definitions

The following definitions apply to this policy.

TERM	DEFINITION
Advertising	Defined by the Local Government Regulation 2012 as 'promoting, for the payment of a fee, an idea, goods or services to the public'.

#### Document Control

<b>File:</b>	717274-1	<b>Document Id:</b>	13471419
--------------	----------	---------------------	----------

#### Amendment History

Version Number	Description of Change	Author / Branch	Date
1.0	Original version	Marketing & Events	