
7.2 REVIEW OF CORPORATE REGISTER DOCUMENTS - MARKETING AND EVENTS BRANCH**REPORT OF:** Marketing & Events Manager

REPORT OVERVIEW**PURPOSE OF REPORT**

The Marketing and Events Branch has undertaken a comprehensive review of its policies and procedures to ensure that they reflect recent changes to legislation and complement related changes to policy.

The purpose of this report is to propose the repeal of five existing policies and adoption of six revised policies and one new policy.

Criteria: Policy

CORPORATE PLAN PRIORITY

Next Generation Governance

REPORT DETAILS**BACKGROUND**

The Marketing and Events Branch has undertaken a review of its existing policies and procedures with the aim of strengthening its governance and integrity frameworks.

Many of the reviewed policies were now several years old and required updating to ensure compliance with legislation and to improve transparency and accountability.

It is proposed that Council repeal five of its existing policies and adopt six revised policies and one new policy. The additional policy arises from revisions required due to separation of the existing Sponsorships Policy into separate incoming and outgoing sponsorships policies.

DISCUSSION

The following policies have been reviewed and recommended changes are itemised.

1. Advertising in Council Publications and Electronic Media (Doc Id: 7066772)

To ensure advertising placed in Council publications is appropriate and acceptable to the community's expectations.

Recommended change

Include the definition of 'advertising' as defined by the Local Government Regulation 2012.

2. Advertising, Promotion and Publications (Doc Id: 6056837)

To prepare and adopt an advertising spending policy.

Recommended changes

- (a) Include the definition of 'advertising' as defined by the Local Government Regulation 2012.
- (b) Define the Caretaker period by date.
- (c) Include reporting arrangements for non-compliance.

3. Signage for the Council's Facilities (Doc Id: 6056948)

To set guidelines for signage on Council's facilities.

Recommended changes

- (a) Redefine the policy scope to include operational delivery of all signage associated with Council-related business.
- (b) Signage approval vested with the Marketing and Events Manager.

4. Sponsorship and Promotions (Doc Id: 6066057)

Provide a framework and guidelines for the development and management of sponsorship and promotional activities for Logan City Council.

Recommended changes

- (a) Split policy into separate Incoming sponsorship and Outgoing sponsorship policies.
- (b) Redefine the Sponsorship Advisory Group membership.
- (c) Tighten governance arrangements, financial assessments and quantifying return on investment.
- (d) Ensure applicants disclose other Council grants/sponsorships applied for.
- (e) Tighter acquittals and reporting for outgoing sponsorship arrangements.

5. Use of Council Logos and Branding (Doc Id: 7381199)

To ensure consistency in the use of Council's logo and branding.

Recommended changes

- (a) Provides for the use of Council logos by approved community organisations for specified purposes with final approval by the Marketing and Events Manager in each instance and application and subject to adherence with brand guidelines.
- (b) Changes to complying procedures, guidelines and manuals have been drafted.

6. Branding and Attribution on Assets Purchased or Provided by Council

A new policy to ensure that Councillors will not benefit from the allocation of discretionary funding through signage or attribution.

Council contributions to Council community assets, such as playground equipment and police All-Terrain Vehicles (ATVs), have previously been acknowledged with references to divisional funding and in some cases naming Councillors who have contributed discretionary funding.

This practice is inconsistent with principles that decisions made by Councillors are for the benefit of the city and that Councillors should not benefit individually from discretionary funding allocations.

CONCLUSION

Adoption of the proposed new policies will provide increased oversight, control and discretion to the Marketing and Events Manager and will ensure compliance with legislation, strengthening Council's governance and integrity frameworks, transparency and accountability.

The proposed new policies are attached in background papers to this report.

RECOMMENDATIONS**IT IS RECOMMENDED:-**

1. That the following existing policies, as attached to the report of the Marketing & Events Manager dated 12 February 2020, be repealed:-
 - (a) Advertising in Council Publications and Electronic Media, Including Websites;
 - (b) Advertising, Promotion and Publications;
 - (c) Signage for the Council's Facilities;
 - (d) Sponsorship and Promotions; and
 - (e) Use of Council Logos and Branding.
2. That the following new policies, as attached to the report of the Marketing & Events Manager dated 12 February 2020, be adopted:-
 - (a) Advertising in Council Publications (Print and Electronic Media);
 - (b) Advertising, Promotions and Publications;
 - (c) Signage for Logan City Council;
 - (d) Incoming Sponsorship and Promotions;
 - (e) Outgoing Sponsorship and Promotions;
 - (f) Use of Council Logos and Branding; and
 - (g) Branding and Attribution on Assets Purchased or Provided by Council.
3. That the Corporate Governance Manager be requested to update Council's Policies Register in accordance with Clauses 1 and 2 above.