

Advertising Guidelines Policy



Record number	D22/938
Responsible Manager	Manager Customer and Communications
Other key internal stakeholders	Director Organisational Services & Excellence Director Community & Cultural Development Manager Community Development & Engagement
Last reviewed	16 February 2022
Adoption reference	Governance and Policy Committee
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Legal requirement	N/A
Due date next review	2025

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1. PURPOSE

The purpose of this policy is to establish guidelines for the sale of advertising.

2. POLICY

Council has the authority to accept or refuse advertising of any type or implementation that is deemed appropriate and is of community interest or benefit.

To ensure access to advertising is fair and equitable, the City of Tea Tree Gully media kit will be published on Council's website (www.cttg.sa.gov.au). Council may also make representations to businesses and community organisations for the express purpose of selling advertising.

The media kit details the standard advertising opportunities provided by Council. Where deemed appropriate, Council may accept offers of advertising that do not sit within the media kit.

Fees for advertising are set in relation to market conditions and shall be charged in accordance with Council's Fees and Charges Register (where established), which is published on Council's website – www.cttg.sa.gov.au

Advertising rates will be reviewed on an annual basis, and will be adjusted when applicable to ensure businesses are provided with a cost effective way to promote their business and Council receives an appropriate level of remuneration.

To ensure that advertisements are of interest or benefit to the community, Council maintains high standards for not only the content and style of advertisements, but also the URL and landing page of any promoted website.

Advertising will not be accepted if it promotes alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, or any other form of advertising that can be interpreted as political, discriminatory, illegal, offensive or objectionable.

Council, in its sole discretion, also reserves the right to refuse or omit any submitted material or to suspend or discontinue publication of any advertisement previously accepted, including advertisements not explicitly prohibited by the Policy, at any time and for any reason. Council will provide prompt notification to the advertiser upon rejection, cancellation or removal of any advertisement.

All creative, advertisements and other material provided to Council must comply with all applicable laws, regulations and codes. Council assumes no obligation to review advertising for compliance, and the advertiser accepts full legal responsibility in respect to any advertising approved by it for publication.

The positioning or placement of an advertisement is at the discretion of Council except where expressly agreed with the Advertiser. To maintain the integrity of Council publications, advertising will not influence editorial decisions or content.

Acceptance or placement of an advertisement is not a recommendation or endorsement by Council of the Advertiser's product and/or services. As such, advertisers may not use Council's intellectual property without written consent.

The sale of advertising, including the setting of fees and charges, introduction of new opportunities and the assessment of approaches from organisations that sit outside the media kit, are operational matters and are the responsibility of the relevant officer of Council.

3. DEFINITIONS

For the purposes of this policy the following definitions apply:

Advertiser

The organisation, including their agent(s), who pay for or lodge an advertisement for publication with the City of Tea Tree Gully (Council)

Advertising

Any material which is published or broadcast using any medium or any activity which is undertaken, by or on behalf of an advertiser, including their agent(s) that draws the attention of the public in a manner intended to promote a product service, person, organisation or line of conduct.

4. LEGISLATIVE FRAMEWORK

There is no legislative requirement for Council to have a policy relating to this area.

4.1 Other references

Council's document including:

- a. Council's Fees and Charges Register
- b. Council's media kit
- c. Council's Corporate Publications Policy

5. STRATEGIC PLAN/POLICY

5.1 Strategic Plan

The following strategic objectives in Council's Strategic Plan 2025 are the most relevant to this report:

Objective	Comments
Economy	
<i>A local economy that is resilient and thrives, where businesses are supported to grow and prosper, provide local jobs and sustain our community and visitors and utilize technology to improve the livability of our city</i>	Local businesses are provided with an opportunity to access affordable advertising and grow their businesses locally..

5.2 Organisation Plan

Our Strategic Plan is supported by an Organisation Plan which focuses on five key themes of customer care, learning & growth, future capability and sustainable operations. The key theme most relevant to this policy is sustainable operations, in ensuring that we make consistent, informed decisions which are evidence based.

6. POLICY IMPLEMENTATION

This Policy will be implemented by the Chief Executive Officer or relevant portfolio director and managed in accordance with Council's scheme of delegations.