

# **Advertising (Print and Electronic Media) Policy**

*Adopted by Council 2 November 2021*

public

TABLE OF CONTENTS

1. PREAMBLE .....3

2. PURPOSE .....3

3. SCOPE .....3

4. DEFINITIONS .....3

5. PRINCIPLES .....4

6. POLICY STATEMENT .....4

7. POLICY REVIEW .....6

8. VERSION HISTORY .....7

9. DOCUMENT CONTROL .....7

MITCHAM

## 1. PREAMBLE

The City of Mitcham offers the opportunity for businesses and community groups to advertise on Council owned communication channels. Requests are received from individuals, groups and organisations for assistance in sharing information to the local community. This may include requests from third party organisations for paid advertising or space provided for free.

## 2. PURPOSE

The purpose of this policy is to ensure advertising placed in Council publications, signage and digital platforms is appropriate and acceptable to the community's expectations. The policy applies to paid space and space provided for free to organisations external to Council.

## 3. SCOPE

This Policy applies to any individual, group or organisation wishing to advertise on a communication channel owned by Council. This Policy sets the condition for content on Council-owned communication channels, regardless of whether Council is managing their operations.

The policy does not apply to any individual, group or organisation wishing to advertise on a sportsground owned by Council, third party owned channels or planning controls and permits for advertising and signage in the Council area owned by a third party.

## 4. DEFINITIONS

**Advertising** is the activity of producing advertisements for any non-Council products or services.

**Content** refers to any form of visual, written or audio material developed by Council or a third party. This can also be referred to as 'advertising' in this Policy.

**Communication Channel** refers to Council-owned communication platforms. This includes content that can be published, broadcast or displayed.

**Council** refers to the City of Mitcham.

**Designated Team** at the time of the development of this Policy, refers to Marketing and Engagement

**Third Party** is an individual, group or organisation external to Council.

**Third Party Advertising** refers to any form of content from a third party that could be published, displayed or broadcast on a Council-owned communication channel.

## 5. PRINCIPLES

- 5.1. Council accepts advertising that will inform and educate the community about issues, events and projects that Council considers are in the public interest
- 5.2. These requests may be for both paid advertising and space provided for free from third parties for Council owned communication channels including (but not limited) to publications and electronic media channels, social media, signage, notice boards and digital platforms.
- 5.3. All decisions regarding commercial revenue to be raised as a result of advertising are subject to the over-riding principle that the integrity of Council's brand and reputation is paramount and shall not be compromised and must be in accordance with the provisions of the Local Government Act 1999.

## 6. POLICY STATEMENT

### 6.1. General

- Council reserves the right to reject, refuse or remove any advertising that is not considered suitable, may be deemed to bring Council or its aims, objectives or priorities into disrepute or promote values contrary to those of the Council.
- The appearance of third-party advertisements on, in or in connection with Council does not imply any endorsement of the advertised company or product.
- Responsibility for content accuracy rests solely with advertisers. The acceptance and placement of advertisements is not a recommendation or endorsement by Council of the advertiser's products or services and each advertiser is solely responsible for any representations made in connection with its advertisement.
- Council will not:
  - accept any liability for the goods or services provided by a third party;
  - guarantee the quality or condition of any goods or services provided by any third party;
  - guarantee that the price of the goods and services supplied is competitive relative to any other business.
- All advertising is to be approved by the designated team before it is published, either in print or online.

### 6.2. Content

- 6.2.1 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, discriminates against or vilifies an individual or group of individuals based on age, colour, national origin, race, religion, gender, sexual orientation, or physical or mental incapacity.
- 6.2.2. Specifically, advertising will not be accepted if it promotes:

- i. Consumption or sale of alcohol, tobacco, e-cigarettes or similar products.
- ii. Betting or gambling.
- iii. Firearms, ammunition, dangerous products or services.
- iv. Hate, intolerance, discrimination or violence.
- v. Pornography or advertising of a sexual tone or associated with adult industries.
- vi. Lobbying from political and religious campaign groups or any form of advertising that can be interpreted as political.
- vii. Misleading or deceptive advertising or advertising that contains misrepresentation likely to cause damage to the business of goodwill of a competitor.

### 6.3. Advertising Rules

- 6.1.1. Council maintains a separation between advertising content and editorial content.
- 6.1.2. It will be the advertiser's responsibility to ensure content complies with all Commonwealth, State and Territory laws, regulations and codes of practice.
- 6.1.3. All advertising must adhere to the Australian Association of National Advertisers (AANA) <https://aana.com.au> and Advertising Standards Bureau Ad Standards <http://www.adstandards.com.au/>
- 6.1.4. Making the decision to offer advertising in Council publications (print and electronic media)
  - i. The sale of advertising only be considered where it provides a true financial benefit to Council.
  - ii. The income from advertising shall be used to offset costs and contribute to program outcomes.
  - iii. The proposal to offer advertising should be identified and approved as part of the original proposal to create the communication channel.
  - iv. Advertising provided as part of a sponsorship agreement shall be calculated at full rates and represented in the agreement at that value.
  - v. Council officers may only solicit advertising after gaining approval for advertising from the designated team.
  - vi. Unsolicited advertising proposals will be considered on the basis of appropriate association for Council, economic return/benefit, must

satisfy all policy requirements and be considered by the designated team before any negotiation takes place.

6.1.5. Advertising rates card to be developed

- i. A rates card for advertising shall be developed with pricing representing the commercial value of advertising space, based on comparisons with similar media.
- ii. The total amount of advertising to be sold (offered) in a medium will be pre-determined after consultation with the designated team.
- iii. The rates card should price advertising by the size and placement in the advertising medium.
- iv. The rates card clearly shall state that 'applications for advertising are subject to final Council acceptance'.
- v. Discounted rates bulk or long-term bookings should be calculated in advance and published on the rates card.
- vi. The rates will also be reflected in the Schedule of Fees and Charges.

6.1.6. Prior to acceptance of advertising when an advertising proposal/application is received the following actions will be taken.

- i. A check with relevant program areas to ensure there is no conflict of interest with Council.
- ii. There is a clear separation between advertising and editorial content.
- iii. That sponsors and advertisers are clearly identified in advertising to avoid confusion.

6.1.7. Advertising shall not receive final acceptance until the content is reviewed to ensure that it complies with all policy requirements.

6.1.8. Use of an agency to procure advertising

- i. An advertising agency or agent may be hired to solicit advertising only if authorised by the designated team.
- ii. The agency will be provided with a copy of the policy and media kit and will be required to adhere to the principles intent and conditions of the policy and media kit.
- iii. All proposals provided through an agency will be subject to final acceptance by the designated team.

## 7. POLICY REVIEW

This Policy will be subject to review every four (4) years or sooner at the discretion of the relevant General Manager.

The CEO has delegated authority to endorse any amendments to the Policy that do not vary the intent of the policy.

## 8. VERSION HISTORY

VERSION	AUTHOR(S) POSITION	CHANGES	DATE
1	Service Leader Marketing and Engagement	Endorsed	2/11/21

## 9. DOCUMENT CONTROL

Responsible Department	Organisationl Performance and Strategy		
Delegations Contained within Policy	NO		
Classification	Community Relations		
Applicable legislation	Australian Association of National Advertisers (AANA)		
Related Policies & Corporate Documents	Banners and Signs (Temporary) for Local Functions Policy Sponsorship & Donations Received by Council Signs – Criteria for Sponsorship on Sporting Groups Policy		
Additional references			
Endorsed by Council	2/11/2021	Item No:	3.5
Effective Date	3/11/2021	Next Review Date:	2/11/2025
ECM No.	3345084		