

CC 10**Advertising Policy**

Division:	community services	Date Adopted:	July 2006
Section:	communication and cultural services	Date Last Changed:	April 2015
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POLICY STATEMENT

Marrickville Council's Advertising Policy aims to:

- Ensure that the Marrickville community, and wider community where appropriate, understand the role of Council and its programs, services and initiatives;
- Ensure community awareness of the scope of Council's activities and provide opportunities for community comment;
- Ensure consistent, co-ordinated and cost-effective advertisement of Council activities that best reaches the target audience; and
- Ensure transparency in the way Council awards its annual advertising contract for its weekly Council Column.

RELATED LEGISLATION, POLICIES AND PROCEDURES

The following legislation must be taken into account when implementing this policy:

- Freedom of Information Act 1989;
- Anti-Discrimination Act 1977;
- Local Government Act 1993;
- Independent Commission Against Corruption Act 1988

The following Council policies and documents must be taken into account when implementing this policy:

- Media Liaison Policy (Policy Number: CC11);
- Community Communication Policy (Policy Number: CR4); (superseded by this policy)
- Code of Conduct (Policy Number: CO1);
- Public access to Information Policy (Policy Number: AS9);
- Tenders and Quotations - Policy and Procedures
- Code of Meeting Practice;
- Local Ethnic Affairs Policy Statement;
- Ethnic Communication Strategy
- Development Notification Policy (Policy Number: DCP 39)
- Selective Purchasing legislation;
- Equal Employment Opportunity

POLICY STATEMENT**1. Advertising principles****1.1 Information dissemination**

Council will endeavour to keep the citizens of the Marrickville local government area informed of important Council services, operations, initiatives, programs and activities such as festivals and events, development applications, access to services, community consultations, new initiatives, disruptions to regular services, ceremonies, grants, awards, Council meetings, tenders, programs and any other community information.

1.2 Selecting media for information dissemination

Council will select the most appropriate avenue of advertising - such as print, radio, television, cinema and online - for the message being communicated and the audience it is being communicated to.

2 Advertising opportunities

2.1 Advertising scope

Advertising may be conducted at a local, metropolitan or national level, depending on the content and purpose of the advertisement.

2.2 Local opportunities

Print: Publications that service the Marrickville local government area include - but are not limited to – Inner West Courier, Cooks River Valley Times, and City Hub.

Radio - Radio stations that service the Marrickville local government area include - but are not limited to - Radio 2NBC, 2SER, FBI and Skid Row.

Online - Council's facebook page can be used to 'boost' or place ads.

2.3 Metropolitan opportunities

Print: Publications that service the wider Sydney area and/or nationally include - but are not limited to - *The Sydney Morning Herald* (which contains a section for dedicated Local Government advertising), *The Australian*, *The Daily Telegraph*, and street press.

Radio: Radio stations that service the wider Sydney area include - but are not limited to - 2GB, 2UE, 2DAY FM, Triple M, Vega 95.3, Nova 96.9, and SBS Radio.

Local Government - specialised press: *Local Government Focus*, *Government News*, *Local Agenda*, and *Councillor*.

Trade and Specialty magazines: Many publications target specific niche audiences such as *Art Almanac*, *Sydney Weekender*, *Every Child*, *Environment Business Magazine*, *Australian Planner*, etc.

2.4 Ethnic media options

Servicing Council's recognised five major language groups are:

Print: Arabic - *El Telegraph*; Chinese - *Australian Chinese Daily*; Greek - *Greek Herald*, *O Kosmos*; Portuguese - *O Portuguese Na Australia*; Vietnamese - *Viet Luan*.

Radio: Arabic - 2ME; Chinese - 2CR; Greek - 2MM; Portuguese - Portuguese Radio; Vietnamese - 2VNR.

3 Weekly Council Column

3.1 Council Column content

Publishing a weekly Council Column is one of Council's main sources of communication and an avenue to fulfil any legislative requirements concerning advertising. It is a primary tool for

community consultation and provides transparency in Council practice. The Council Column consists of a three quarter page advertisement every week in the Inner West Courier.

Contents include news and events, Mayoral Message, development applications and Council meeting information. Most types of Council activities can feature in the news section (see Council Column bookings). The Council Column is not available to promote commercial organisations, community groups or their services and activities.

3.2 Awarding the Council Column contract

The following selection criteria will be used in determining the Council Column contract.

a) Distribution - The weekly Council Column should be widely read throughout the Marrickville local government area, therefore readership and circulation figures are to be made available. Distribution to all parts of all suburbs within the Marrickville local government area must be guaranteed - Dulwich Hill, Enmore, Lewisham, Marrickville, Petersham, Stanmore, St Peters, Sydenham and Tempe, and including the sections of Newtown and Camperdown included in the Marrickville local government area.

b) Cost - Cost will not be the primary determining factor, however, Council aims to distribute its messages in the most cost effective manner possible. Negotiating the Council Column contract may involve establishing a special Council rate that would include the weekly colour Council Column advertisement and any other casual advertising.

c) Positioning - A guaranteed prominent position in the publication's early general news pages is required as a prominent position serves to reinforce Council messages to readers.

d) Frequency/Timing - The publication will be distributed at least weekly and will have adequate measures in place to guarantee delivery is carried out accurately, ensuring an effective delivery of Council's message.

e) Quality - The advertisement will appear in colour and text will be printed at a minimum font size of 10 point for the main body text and a minimum of 7 point for the Development Application listing when necessary. It will be subject to final sign off from Council through a series of proofs.

f) Other considerations - Other conditions to be considered include: protection of publication in inclement weather, access to the Council Column through the publication's website; editorial coverage that is fair and balanced; and consideration of future sponsorship partnerships and existing corporate social responsibility performance.

4 Other advertising

4.1 Casual advertising

Council may advertise activities, notices, tenders and other matters outside of the weekly Council Column. A number of factors will be considered when placing advertisements:

a) Target audience - Consideration will be given to who the advertisement should reach, whether it is local, metropolitan, and/or national; citizens from a culturally and linguistically diverse background; or specific cultural groups, etc.

b) Sections - Newspapers have specific sections and radio stations have time slots that target specific demographics and consideration will be given to the effective targeting of advertising in these areas.

c) Timing - Advertisements will be placed to allow adequate time for response.

d) Cost - Most effective use of allocated budget.

4.2 Statutory obligations

Council will meet statutory obligations in communicating with citizens, ratepayers and the wider community, including but not limited to:

- a) Tenders** - Must be published in at least one metropolitan and one local paper.
- b) Recruitment** - Advertisements will be placed with consideration given to enabling sufficient candidates to apply. This may include internal and/or external advertising in print and online. Senior staff recruitment advertisements are required to be published at least twice in a daily newspaper circulating throughout the state (Local Government Act 1993 - Sect 348). All recruitment advertising should consider Council's Equal Employment Opportunity policy.
- c) Public notices** - Notices, such as road closures, must be advertised providing details of place, dates and times that the notice refers to. (Local Government Act 1993 - Sect 705).
- d) Annual Report** - Council will communicate openly and effectively with its citizens through the publication of a comprehensive Annual Report within five months of the end of the financial year. (Local Government Act 1993 - Sect 428).
- e) Development notification** - Council will not notify or advertise applications for proposals which, in the opinion of Council's senior development assessment staff, are unlikely to have an impact or to have a very minor impact on the locality. All other applications will be notified, such as development applications, applications to modify development consent (s.96), applications to review the determination of an application (s.82A), rezonings and new planning policies.

5 Booking advertising

5.1 General

All bookings for advertisements are to be placed through the intranet booking form. All costs will be charged to the appropriate section. The Communications Team can provide advertisement quotes and advice on selecting appropriate media.

5.2 Council Column bookings

Bookings for editorial space in the 'news' and 'events' sections of the weekly Council Column are to be placed the Communications Team. Space cannot be guaranteed.

5.3 Recruitment bookings

Recruitment advertising is booked through People and Workforce.

6. Cultural diversity

6.1 Ethnic media

Council will pay particular regard to the Marrickville local government area's cultural, linguistic and social diversity in communicating with the citizens of the area.

7. Consistent style

7.1 Use of corporate branding

Council will endeavour to advertise in a co-ordinated, consistent and effective manner. The standardised use of Marrickville's corporate colours, logo and language style will be maintained to familiarise the community with Council's brand.

POLICY IMPLEMENTATION

This policy will be implemented by Corporate Strategy and Communications, through the Communications and Marketing Coordinator and Communications Officer.

POLICY REVIEW

This policy will be reviewed in 12 months, or earlier if a relevant issue arises through the implementation of the policy.