



WUJAL WUJAL ABORIGINAL SHIRE COUNCIL

Advertising Expenditure Policy

Document Control

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1. Origin / Authority

Wujal Wujal Aboriginal Shire Council

2. Purpose and Scope

To establish the processes and the conditions for official advertising.

3. Policy Statements

All advertising spending must be directed to providing information or education to the community in the public interest. Expenditure on advertising is subject to allocations in the Council's annual budget.

Accordingly the following media may be used for the stated purpose:

3.1 Newspapers and noticeboards

- Notices prescribed by relevant legislation;
- Employment advertisements;
- Advertisement of tenders called or quotations sought;
- Notices of interruptions or restrictions to services;
- Notices of traffic changes or interruptions;
- Notices of forthcoming events/functions/community programs;
- Notices in relation to matters of community education, safety and protection.

Newspaper(s) selected will be at the discretion of the Chief Executive Officer or delegate.

3.2 Radio

- Notices of interruptions or restrictions to services;
- Notices of traffic changes or interruptions (where lead time is critical);
- Notices of forthcoming events and functions;
- Notices in relation to matters of community education, safety and protection.

Radio station(s) selected will be at the discretion of the Chief Executive Officer or delegate.

3.3 Internet (Council and Third-Party Web Sites)

- Employment advertisements;
- Advertisement of tenders called or quotations sought;
- Notices of forthcoming events/functions;
- Notices in relation to matters of community education, safety and protection;
- Promotional material aimed at promoting tourism and economic or community development for the shire and region.

3.4 Other Print Media

- Promotional material aimed at promoting tourism, economic and community development in the shire;

- Flyers and notices in relation to matters of community education, safety and protection;
- Promotional material will be subject to approval by specific resolution of the Council.

3.5 Signage

- Roadside signage such as for major road works and major projects;
- Roadside signage for promotion of major Shire or regional events;
- Promotion of the Shire (e.g. Welcome signs)
- Promotional material aimed at promoting tourism, economic and community development in the shire;

The erection of signage for major road works and major projects will be subject to approval of the Chief Executive Officer or delegate.

3. Application

This policy shall be applicable at all times including prior to any local government election, but expenditure on promotional advertising shall not be permitted in the three month period immediately before such elections.

4. Associated Policies

- Procurement Policy
- Community Engagement Policy

5. Review

Council will formally review this policy every 2 years.



Kiley Hanslow
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