

ADVERTISING POLICY

Policy No:	ES10
Policy Title:	Advertising
Section Responsible:	Executive Services
Minute No:	15/179
MagiQ No:	8634
Next Review Date:	As required
Responsible Officer	Communications Officer

The purpose of this policy

This policy provides reference to the NSW Government regulatory standards for local government advertising to ensure that Narrandera Shire Council advertising communications are well coordinated, effectively managed and responsive to the diverse information needs of the public.

Policy Statement

Narrandera Shire Council will, in undertaking advertising for the purposes outlined in the Government Advertising Act 2011, ensure that it adheres to the:

- [Government Advertising Act 2011](#)
- [Government Advertising Regulation 2012](#)
- [Government Advertising Guidelines](#)
- [NSW Government Advertising Handbook](#)

Development Approval

Councils are required to validate development consent under Section 104A of the Environmental Planning and Assessment Act. Procedures for advertising are specified under Clause.81 of the Environmental Planning and Assessment Regulation.

General Advertising

The General Manager or their delegate is the only staff member permitted to authorise advertisements.

Council's logo should be used on all advertisements, except where tourism and marketing related branding and taglines are used.

Policy History

Reviewed ELT	13 July 2015
Adopted	29 April 1997
Reviewed	4 September 2000
Amended	15 July 2008
Reviewed	9 December 2008
Amended and Adopted	18 August 2015
Reviewed	1 May 2019



Authorised Staff to Insert CEO Signature Here

Signed: Chief Executive Officer

Date: 19 August 2015