



CASTLEREAGH MACQUARIE COUNTY COUNCIL

ADVERTISING POLICY

OBJECTIVES

Ensure that the broader CMCC 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, in particular where advertising is a legislative requirement.

Ensure consistent, coordinated and cost-effective advertisement of Council activities that best reaches the target audience in a timely and efficient manner.

POLICY

Council will endeavour to keep all five (5) Local Government Areas of the County Council (Constituent Member LCA's) informed of important Council services, operations (inspections), initiatives (HP project), programs and activities such as events (field days), access to services (private works), community consultations (comment on policy), new initiatives (projects), disruptions to regular services (spraying), Recruitment, Council meetings, tenders, programs and any other community information such as aerial survey communication.

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

ADVERTISING OPPORTUNITIES

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

Local opportunities –

Publications that service the CMCC local government area include - but are not limited to;

- Western Herald,
- Walgett Spectator
- Coonamble Times
- Gilgandra Weekly
- Warren Weekly
- Coonabarabran Times

Radio stations that service the CMCC local government area include - but are not limited to;

- Radio 2WEB
- ABC Western Plains
- Now FM
- 2VM.

Online;

- Western Plains App and Council's Web page can also be used to 'boost' or place advertisements.

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

Local Government – specialized press;

- Local Government Focus Magazine
- Local Government Job Directory
- LG Councillor Magazine.

Advertising Considerations - 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;, 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 responses from the community.
- d) Cost - Most effective use of allocated budget

Council will meet statutory obligations in communicating with the CMCC Local Government Area and the wider community, including but not limited to;

- a. Tenders - Councils are now required to publish notices on their websites and in such other manner that they consider necessary to bring it to the notice of the local community or other interested persons.

The current requirements for advertising a open tender are shown below.

Open tendering

- (1) A council that decides to use the open tendering method for a proposed contract must publish an advertisement inviting tenders for the proposed contract
 - i. On the website of the council, and
 - ii. In any other manner that the Council considered necessary to bring it to the attention of persons who may be interested in tendering for the proposed contract.
- (2) The advertisement must
 - i. Express the purpose of the proposed contract, and
 - ii. Give details of where and when tender proposal documents relating to the proposed contact can be obtained and the purchased price of those documents and,
 - iii. Specify the name of a person whom requests for information concerning the proposed contact may be addressed and how the person can be contacted, and
 - iv. Invite any person willing to fulfill the requirements of the proposed contract to submit a tender to the council by the deadline specified in the advertisement, and
 - v. State the way a tender submission must be submitted

The deadline must be specified time on a date that is at least 21 days after the date of publication or first publication of the advertisement.

- (3) The tender proposal documents relating to the proposed contact must comply with clause 170.

- 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. All recruitment advertising should consider Council's Equal Employment Opportunity policy.
- c. Public Notices - Notices, such as aerial survey programs must be advertised providing details of place, dates and times that the notice refers to.
- d. Annual Report - Council will communicate openly and effectively with all communities through the publication of a comprehensive Annual Report within five months of the end of the financial year. (Local Government Act 1993 - Sect 428).

RELATED DOCUMENTS

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

Version	Adopted Date	Minute No.	Details of Review
1	28 th October 2024		