



THIRD PARTY ADVERTISING POLICY

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Third Party Advertising Policy

This policy is set by Council for use by the community and council administration

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| Responsible Team | Marketing, Communication and The Arts |
| Other Key Internal Stakeholders | Strategy and Policy |
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| Last Reviewed | 27 August 2019 |
| Authorised By | Council |
| Resolution No.: | 3711 |
| Legal Requirement | N/A |
| Date of Next Review | August 2020 |

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1. Purpose

The purpose of the Third Party Advertising Policy is to guide organisation decision-making and actively manage third party advertisers meeting policy requirements set by Council.

Third party advertising through Council-owned channels has been identified as a market gap for Council and holds many benefits. This includes Council using its assets, channels and spaces in its community for information exchange and providing access to advertising opportunities for local brands, products and services.

Council acknowledges the key to building positive and long lasting partnerships with the community requires a high-standard and effective communication across all channels. It is also important to recognise Council is often the first port of call for reliable news and information for the community. Therefore, any advertising on a Council-owned channel needs to be accurate, relevant and align to Council's strategy and position as a leading authority. If it does not, Council could face reputational risk and mistrust within the community.

2. 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.

This Policy does not apply to:

- An individual, group or organisation wishing to advertise on a third party-owned channel.
- An individual, group or organisation wishing to advertise on sportsgrounds owned by Council. This is due to the complex nature of contracts. For example, sportsground licence agreement conditions can prevent Council from controlling third party advertising on signs.
- Planning controls and permits for advertising and signage in City of Playford owned by a third party.

3. Legislation and References

Consumer Law: Australian Competition & Consumer Commission (ACCC)

Ethical Guidelines: Australian Association of National Advertisers (AANA)

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4. Definitions

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 Playford in its entirety as an organisation.

Employee a person employed by the organisation on an ongoing or fixed term full-time or part-time basis, or employed on a casual basis.

Healthy Choice refers to food and drink that are in line with the National Australian Dietary Guidelines and the Australian Guide to Healthy Eating.

Organisation is the body corporate known as the City of Playford which includes the Employing Authority.

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. Policy

The aim of this policy is to guide third party advertisers meeting key principles set by Council when advertising through Council-owned communication channels.

Council utilise a variety of communication tools to provide the community and other stakeholders information. Council accepts the important role of all communication channels that are in place to inform and engage stakeholders and will ensure quality is not compromised when third party advertising is introduced.

All third party advertising will be required to comply with key principles (Section 5.1, 5.2 & 5.3) and editorial and technical requirements (Section 5.4).

5.1 Principles

5.1.1 Council's Third Party Advertising Policy can be reviewed at any time.

5.1.2 It will be the advertiser's responsibility to ensure content complies with all Commonwealth, State and Territory laws, regulations and codes of practice.

5.1.3 Council reserves the right to reject or remove any advertisement by a third party, which, in the opinion of the Council, is considered

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inappropriate, may be deemed to bring Council or its aims, objectives or priorities into disrepute or promote values contrary to those of the Council.

- 5.1.4 In the event Council receives negative feedback about any advertisement, it reserves the right to postpone publication pending review.
- 5.1.5 The appearance of third party advertisements on, in or in connection with Council does not imply any endorsement of the advertised company or product.
- 5.1.6 Initial approval of any advertisement does not imply subsequent approvals by Council.
- 5.1.7 Further to this, Council will not:
 - a) Accept any liability for the goods or services provided by a third party.
 - b) Guarantee the quality or condition of any goods or services provided by any third party.
 - c) Guarantee that the price of the goods and services supplied is competitive relative to any other business.

5.2 Restricted Content

- 5.2.1 Advertising not permitted includes:
 - a) Tobacco, gambling, lotteries or advertising promoting the consumption or sale of alcohol.
 - b) Advertising that may be considered lobbying from political and religious campaign groups.
 - c) Advertising that displays or promotes hatred, intolerance, discrimination or violence.
 - d) Advertising of a sexual 'tone' or containing adult themes.
 - e) Advertising containing misrepresentation likely to cause damage to the business or goodwill of a competitor.
 - f) Advertising that is misleading or deceptive or be likely to mislead or deceive.
 - g) Advertising dishonest behaviour.
 - h) Advertising dangerous products or services.
 - i) Advertising containing unauthorised use of copyrighted content.
 - j) Advertising an 'unhealthy choice' (refer to Section 5.3).

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5.3 Restricted Content – Advertising an Unhealthy Choice

The *South Australia Public Health Act (2011)*, Council's *2043 Community Vision* and *Public Health Plan (2014)* promotes a whole of community view of health and outlines initiatives to address unhealthy lifestyles. Council has made substantial investment in promoting healthy lifestyles, including the implementation of a *Healthy Food and Drink Choices Policy* and a Healthy Initiatives Service which provides health education and programs to the community.

Therefore, any third party advertisement of food and drink must only represent a 'healthy choice' and encourage good dietary habit and physical activity.

A 'healthy choice' refers to food and drink that are in line with the National Australian Dietary Guidelines and the Australian Guide to Healthy Eating.

An unhealthy choice can easily be referred to as food and drink with high fat, salt and sugar levels.

5.4 Editorial and Technical Requirements

5.4.1 Council needs to ensure the standard and quality of its communication and marketing content is clear, professional and engaging without being distracting or difficult to understand. The following editorial elements will be considered prior to Council accepting third party advertising across its communication channels:

- a) Advertising that does not use commonly accepted spelling and grammar.
- b) Advertising that is incomprehensible or does not make sense
- c) Non-standard, gimmicky or unnecessary repetition of names, words or phrases
- d) Image and video that is blurry, unclear, illegible, flashing and distracting.

6 Responsibilities

The Marketing, Communication & the Arts department will be responsible in the compliance, review and promotion of this Policy.

7 Relevance to Strategic Plan

This Policy supports Council's position to support the local economy through the promotion of local brands, products and services through Council-owned channels.

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This Policy also supports the Smart Service Delivery Program by developing a new revenue stream from third parties to offset other Council initiatives.

8 Accessibility

This Policy can be accessed on the Council's website and the organisation's internal intranet website on the 'Policies' page.

9 Feedback

For advertising opportunities, queries and feedback on this Policy, we invite you to contact Council. Please direct your query via email to 'Manager: Marketing, Communication & the Arts' at playford@playford.sa.gov.au, or calling Council on (08) 8256 0333.

10 Approval and Change History

| Version | Approval Date | Approval By | Change |
|----------------|----------------------|------------------------------|---------------|
| 01 | 27 August 2019 | Council (Resolution No. 3711 | New Policy |

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