

**POLICY NAME**

Advertising on Council Premises

**REVIEW DATE**

1 June 2025

**POLICY TYPE**

Council Policy

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**DATE ADOPTED**

25 February 2008

**COUNCIL MINUTE NUMBER**

31

**RESPONSIBLE DEPARTMENT**

Legal and Governance

**Purpose**

To provide clarification on the use of Council premises for political and general advertising.

**Policy statement**

That Council premises not be used for Political Advertising and other General Advertising, nor for the handing out of Political Advertising and General Advertising material.

**Scope**

This policy applies to all councillors, staff, candidates and the community.

## Policy

### Policy Statement:

That Council premises not be used for Political Advertising and other General Advertising, nor for the handing out of Political Advertising and General Advertising material.

### Why this policy is required?

Council should be seen within its community to be impartial and not acting in the interests of any particular individual or organisation.

### Definitions

**Council Premises** - includes the public areas of all Council owned buildings and buildings of which the Council is the lessee, and the land on which those buildings are located. This Policy does not extend to Council owned and controlled open space, recreation and public road reserves, nor to buildings and land which Council has leased to a third party.

**General Advertising** - includes advertisements, posters, photographs, notices, signs, structures, banners, leaflets, pamphlets, handbills, cards, balloons, public address or use of loud speakers, used or intended to influence the public to buy a product or use a service.

**Political Advertising** - includes how to vote material, advertisements, posters, photographs, notices, signs, structures, banners, leaflets, pamphlets, handbills, cards, balloons, public address or use of loud speakers, used or intended to promote a particular candidate, political party or non-political party or political cause.

### Exceptions to Policy

This Policy applies, with the exception that Political and other General Advertising is permitted in the following circumstances:

1. Where the General Advertising comprises a product that is part of a display on Council premises to educate and inform the public;
2. Where the Council premises is a Council hall or similar venue which has been hired to the general public for a private social activity, event, conference or meeting and the advertising cannot be viewed from a public place;
3. Where the Council premises is being used for electoral purposes for Commonwealth, State or local elections on polling day or for pre-poll voting and the advertising is in accordance with the relevant NSW or Commonwealth electoral legislation;
4. Where the Council has specifically resolved that the advertising be allowed;
5. Where the General Manager has sanctioned the General Advertising.

### Document Control

Policy History	Date
Review - no changes to the current policy	15 June 2023