



Report to General Manager

Attachments:
Nil

SUBJECT: Corporate Advertising

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ENDORSED BY: Margaret Palmer, Director Corporate Services

EXECUTIVE SUMMARY:

Council advertises a wide range of information to the community, including development applications, notices of meetings, policies and major projects and community events. Legislation mandates advertising for a wide range of public notices to be in a widely circulated newspaper. While the legislation ensured transparency in the pre-digital era, readership of newspapers is declining and digital advertising (often less expensive) is increasing. IPART recommended the NSW Government review the legislation in this regard, however, the NSW Government did not support this recommendation.

An internal review of newspaper advertising options has been undertaken. As the review contains commercial-in-confidence financial and business information, it has been provided to Council as a confidential report in accordance with Section 10A(2) (c) and (d) of the Local Government Act.

In order for Councillors to discuss the content of this Confidential report it will be necessary to close the Council meeting to the public.

FINANCIAL IMPLICATIONS:

Funding for corporate advertising is included in the current operational budget. Council currently spends in the order of \$225,000 per year on newspaper advertising to meet the different legislative requirements.

Comment by Responsible Accounting Officer:

Funding for the project is appropriate.

RECOMMENDATION:

1. THAT Council endorse the proposed advertising plan for 2020.

LINK TO COMMUNITY STRATEGIC PLAN

The relationship with the Community Strategic Plan is as follows:

- Direction: 5. Our Civic Leadership
- Outcome: 5.2 Council is well governed and customer focused
5.3 Community is informed and consulted

BACKGROUND

Council currently advertises meetings, waste collections, DAs, public notices and events in the Mosman Daily. The corporate advertisement ensures that the requirements of clause 65 of the Environmental Planning and Assessment Regulation 1994 which governs the advertising of DAs is met.

In its review of reporting and compliance burdens on local government, IPART recommended that the NSW Government review advertising requirements.

That the Department of Planning and Environment, including through the Office of Local Government, review public notice print media requirements in the Local Government Act 1993, the Local Government (General) Regulation 2005, the Environmental Planning and Assessment Act 1979, and the Environmental Planning and Assessment Regulation 2000 and, where the cost to councils of using print media exceeds the benefit to the community, remove print media requirements and allow online advertising, mail-outs and other forms of communication as alternatives.

The NSW Government did not support the IPART recommendation and while NSROC has made a submission that this be reconsidered, it is unlikely to occur in the short term.

CONSULTATION REQUIREMENTS

Community engagement is not required.

SUSTAINABILITY STATEMENT

The sustainability implications are of a minor nature and did not warrant a detailed assessment.

DETAIL

While the requirement to advertise in a local paper was sensible in the pre-digital era, readership of newspapers is declining and alternate (often less expensive) digital advertising is increasing. A review of advertising has been undertaken to determine whether Council is getting the best possible value and exposure for our advertising spend.
