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COMMERCIAL DISPLAY POLICY

SCOPE

This policy covers the receipt and placement of advertising material in and on Council premises and through its social media and website

PURPOSE

This policy is designed to provide guidance for staff and customers regarding the display of advertising material permitted in and on Council premises and/or equipment, its social media and website.

Council must avoid any appearance of endorsing of any commercial entity or product, which could be seen to negate the premise of open and effective competition.

POLICY STATEMENT

Council may support the community by permitting the display of certain material at its properties and by cross-sharing appropriate event and initiative media through its social media, and website if appropriate.

Displays are to support community initiatives and events. These initiatives and events can include an element of fund raising but must be non-commercial (i.e. not for profit). Other acceptable examples include government and community information and awareness raising material.

Any material that provides (or could be perceived to provide) an unfair and inequitable access to Council staff in the form of advertising, or that gives the impression that Council approves of or endorses a commercial organisation or commercial advertising, is not permitted.

Material promoting commercial organisations is not permitted and should not be accepted or shared.

The sole exception to the above are the Smithton and Stanley Visitor Centres because part of their function is to make available information about accommodation and tourism.

Emails and sales lists for uniforms, lunches and special deals may be circulated internally and/or displayed internally in private areas such as lunch/staff rooms.

LEGISLATIVE REQUIREMENTS

Local Government Act 1993

Local Government (General) Regulations 2015

RELATED GUIDELINES AND PROCEDURES

Nil

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