



**Glamorgan Spring Bay Council**

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# **Council Advertising Policy**

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Version 4

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# 1 Introduction

## 1.1 Purpose

To establish a standard for all Council advertising including Development Applications.

## 1.2 Scope

All newspaper advertising including but not limited to Development Applications, events and information advertisements.

## 1.3 Related Policies and Legislation

This policy relates to and depends on other Council policies, as well as legislation, including:

- Local Government Act 1993
- The Land Use Planning and Approvals Act 1993
- The Glamorgan Spring Bay Interim Planning Scheme 2015

## 1.4 Policy Review and Update Cycle

This policy is to be reviewed every four years.

# 2 Policy

In the Glamorgan Spring Bay municipal area there are two major newspapers circulating i.e. The Mercury newspaper published in the south of the State and The Examiner newspaper published in the north. To advertise in both papers is a very expensive exercise. Legislation only requires that the advertisements must be placed in one major newspaper circulating in the area.

In addition to advertising in The Mercury and The Examiner daily newspapers, Council may also advertise on Council's Website, Council's Facebook Page, local media, and community notice boards.

This policy determines that:

- a) Planning Applications and Planning Scheme Amendment advertising for the Coles Bay and Bicheno areas will be placed in The Examiner newspaper only;
- b) Planning Applications and Planning Scheme Amendment advertising for Swansea and all other areas south of Swansea will be placed in The Mercury newspaper only;
- c) Other advertising and Council notices will be placed in both The Mercury and The Examiner newspapers.
- d) Planning Applications in Bicheno, Apslawn, Douglas River & Douglas-Apsley are placed in the Bicheno Post Office.
- e) Planning Applications in Coles Bay, Friendly Beaches and Freycinet are placed in the Coles Bay Post Office.
- f) All applications are exhibited in the Council office.
- g) All advertising will appear on Council's website [www.gsbc.tas.gov.au](http://www.gsbc.tas.gov.au) for the entire period submissions can be lodged.

### **3 Delegation**

The General Manager has the authority to determine the circumstances where it may become necessary for duplicating advertisements in both The Mercury and The Examiner newspapers.

### **4 Reporting**

The General Manager will ensure regular reporting in the monthly Council agenda in relation to Development Applications. Councillors will be provided with a copy of the public notice for their information.

### **5 Implementation**

Implementation of this Policy rests with the General Manager.

### **6 Attachments**

Nil.