

Advertising Policy

Overview

The Taranaki Regional Council has infrastructure, facilities and services on which external advertising may appear. Advertising that is inconsistent with good taste or current organisational policy settings opens the Council to reputational risk, and for this reason it is necessary to set clear standards and guidelines for all advertising.

Purpose

The purpose of this policy is to set out high-level principles and criteria to govern advertisements that appear on Taranaki Regional Council's infrastructure, facilities or services and advertisements that the Council places on third party channels.

Scope

This policy applies to Taranaki Regional Council staff and authorised third party contractors that make decisions about advertising on Council infrastructure, facilities or services, including the Council's digital channels.

This policy also applies to advertising that the Council procures and runs on third party channels.

This policy does not apply to the Yarrow Stadium or Yarrow Stadium facilities or external advertisers/ sponsors of Yarrow Stadium or Yarrow Stadium facilities. Advertising at Yarrow Stadium is managed by the stadium operator.

Definitions

- Advertisement or advertising means:
 - An agreement between the Council (or its intermediary) and an advertiser where the Council is paid for an advertisement that appears on/within any Taranaki Regional Council-controlled infrastructure, facilities and services,
- OR
- An agreement between the Council and a provider where the Council pays money to an organisation for Council-related advertising to appear on any third party channels such as print, radio or digital.
- Applicant means the person seeking approval for an advertisement to appear on/within Taranaki Regional Council's infrastructure, facilities and services.
- The Council means Taranaki Regional Council.
- Third party channels means any marketing channels or platforms that are not operated, managed or controlled by or on behalf of The Council on which the Council has booked advertisements, including but not limited to:
 - Print advertising i.e. newspapers
 - Digital advertising i.e. social media, websites
 - Radio advertising

- OOH i.e. billboards, bus shelters
- Email direct marketing (EDM)
- Infrastructure, facilities and services means any infrastructure, facilities and services operated, managed or controlled by or on behalf of the Council on which the Council has the right to approve advertisements, including but not limited to:
 - Bus services and facilities
 - Off-street car parks
 - Access ways for which the Council is responsible
 - Monitoring sites and facilities
 - Taranaki regional gardens' grounds and facilities.

General policy terms

The policy terms establish a consistent approach and set of standards for any advertising either procured by the Council or which appears on Council-controlled infrastructure, facilities or services.

Use of Council logo

No party may use the Taranaki Regional Council brand or its name, logos or service marks or refer to the Taranaki Regional Council brand, name, logos or service marks directly or indirectly in any media release, public announcement, advertising or public disclosure without Taranaki Regional Council's prior written approval.

Advertising standards

All advertisements, either procured by the Council or which appears on Council-controlled infrastructure, facilities or services must be consistent with the New Zealand Advertising Standards Code:

<https://www.asa.co.nz/codes/codes/advertising-standards-code/>.

Advertising content requirements

Advertisements will not be permitted on Council infrastructure, facilities or services if the advertisement falls within any of the below categories:

- relates to the sex industry including the provision of related products and services
- relates to the sale and/or supply of firearms, projectiles, bladed instruments and military style equipment and or clothing associated with these products
- relates to products, services or activities that are in conflict with the Council's environmental policy, programmes or stated objectives
- promotes gambling or gambling related activities
- promotes alcohol brands or products
- promotes tobacco or products simulating smoking including electronic cigarette and vaping brands
- advocacy of, or opposition to, political parties, candidates or a political purpose
- promotes messaging or ideology of faith-based organisations, groups or individuals.

Responsibilities

The creation and approval of all procured advertising sits with the Council Communications team and approval by the Communications Manager or their delegate.

Advertisements that appear on/within any Taranaki Regional Council controlled infrastructure, facilities and services are also approved by the Communications Manager or their delegate.

The Taranaki Regional Council reserves the right to change and review these standards.

Policy administration

Reference	Details
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Next review date	January 2025
Approval body	Executive Leadership Team

Document control

Date	Action	By
25 Sept 24	Applied formatting updates only to bring policy in line with new document branding. Updated policy administration. Replaces FRODO document 3200620.	J Reader