

POLICY TITLE: COUNCIL PROMOTION OF COMMERCIAL PRODUCTS AND/OR MATERIALS
(Adopted by Council on 26 November 2007)

Policy No. 308

POLICY PURPOSE

To clearly define Council's involvement and non-involvement in promoting commercial products and/or services.

POLICY STATEMENT

That, in the interest of community perceptions of Council's impartiality in its dealings with commercial and other organisations, Council not become involved in the promotion of commercial product and/or service except in the following circumstances:

1. Where promotion is pursuant to the promotion of locally produced goods and services against intra- and inter-state competition and is approved by the Council or Chief Executive Office.
2. Where the promotion is non-explicit endorsement of product and/or service approved in accordance with the Sponsorship (Incoming) Policy and Procedures.