

**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.