

**POLICY NAME:** (Review)  
**WEB SITES – DIRECT LINKS AND  
COMMERCIAL ADVERTISING**

**POLICY REF:** W01

**MEETING ADOPTED:** 22 September 2011  
Resolution No. 220911/16

**POLICY HISTORY:** 281010/22; 281004/062



#### **OBJECTIVE**

To provide guidelines to determine what links and commercial advertising will be included on Council administered web sites.

#### **BACKGROUND**

Council's corporate web site provides a wide range of information to the community. It is important that Council ensures that the information provided on any site is of the highest integrity and that it conveys Council's independence as a statutory authority.

However Council also administers subordinate web sites, which are linked to Council's main website. These subordinate web sites typically operate in a commercial environment. For example the Ballina-Byron Gateway Airport, Flat Rock Tent Park, Northern Rivers Community Gallery and Council's Tourism Section may use web sites to promote their services. This means that it is important to clarify the types of advertising and links that are allowed for the subordinate sites.

Council also receives requests from organisations, both for profit and not for profit, to be linked to the Council corporate web site. This policy has been prepared to allow Council to respond in a consistent manner to those requests.

#### **DEFINITIONS**

**Commercial Advertising** Refers to advertising that promotes a commercial activity or business

**Corporate Web site** Refers to the Ballina Shire Council Corporate web site - [www.ballina.nsw.gov.au](http://www.ballina.nsw.gov.au)

**Subordinate Web sites** Refers to Ballina Shire Council ancillary web sites administered by Council including but not limited to such as [discoverballina.com](http://discoverballina.com)

#### **SCOPE OF POLICY**

This policy applies to:

- Council employees
- Community Groups
- Business Sector
- State and Federal Government

### RELATED DOCUMENTATION

Nil

### POLICY

#### *Corporate Web Site*

Council policy is to ensure that the integrity and independence of the Council are retained and conveyed through our corporate web site. The information provided on the corporate web site will directly relate to Council's role as local government authority and direct links will only be allowed to the following organisations:

- Government sites with a direct nexus to Council's activities (e.g. Roads and Traffic Authority **Maritime Services**, **Division Office** of Local Government)
- Commercial service providers that may have a direct link to a service provided by Council (i.e. airport - airlines; tourism - accommodation providers and attractions). The link to these service providers will only be **included** installed on the Council website as a subordinate link from the Council provided information.
- Not for profit service providers that support local economic development such as the local Chambers of Commerce, will be allowed as a subordinate link.

Commercial advertising will not be allowed on the corporate web site.

#### *Subordinate Web Sites*

A range of Council activities that operate in a commercial environment may use web sites to promote their services. These web sites will typically link directly to Council's corporate web site.

It is recognised that these activities may need to promote commercial services and on this basis the subordinate sites may provide direct links to commercial activities and service providers, along with displaying commercial advertising. This ensures that the Council's services can operate competitively in a commercial environment and also provides an opportunity for Council to generate revenue to support Council provided services.

### REVIEW

This policy is to be reviewed every four years.