

**POLICY NAME:** WEBSITES – DIRECT LINKS AND  
COMMERCIAL ADVERTISING

**POLICY REF:** W01

**MEETING ADOPTED:** 28 September 2023  
Resolution No. 280923/23

**POLICY HISTORY:** 260919/21; 240915/15; 220911/16;  
281010/22; 281004/062



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## OBJECTIVE

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

## POLICY

### ***Corporate Website***

Council policy is to ensure that the integrity and independence of the Council are retained and conveyed through our corporate website. The information provided on the corporate website 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. Transport for NSW, Office of Local Government, Emergency Services)
- 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 on the Council website as a subordinate link from the Council provided information.
- Organisations where Council agrees to partner to provide benefit to the community (i.e. Cancer Council NSW, Second Hand Saturday, RSPCA, Surf Lifesaving Clubs, Chambers of Commerce)

Commercial advertising will not be allowed on the corporate website.

### ***Subordinate Websites***

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

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 provides an opportunity for Council to generate revenue to support Council provided services.

## BACKGROUND

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

Council also administers subordinate websites, which are linked to Council's main website. These subordinate websites typically operate in a commercial environment. For example, the Ballina Byron Gateway Airport, Flat Rock Tent Park, Community Facilities, Northern Rivers Community Gallery and Council's Tourism Section may use websites 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 website. 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 Website** Refers to the Ballina Shire Council Corporate website - *ballina.nsw.gov.au*

**Subordinate Websites** Refers to Ballina Shire Council ancillary websites administered by Council including but not limited to:

*discoverballina.com.au*

*nrcgballina.com.au*

*ballinabyronairport.com.au*

*flatrocktentpark.com.au*

*communityspaces.com.au*

## SCOPE OF POLICY

This policy applies to:

- Council employees
- Community groups
- Commercial sector
- State and Federal Government

## RELATED DOCUMENTATION

Nil

## REVIEW

This policy is to be reviewed every four years.