

POLICY

ADVERTISING CONTENT ON CITY OWNED AND/OR MANAGED PROPERTY

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|----------------------------------|------------------------------|
| ASPIRATION | Community |
| RESPONSIBLE DIRECTORATE | CEO |
| RESPONSIBLE BUSINESS UNIT | Communications and Marketing |
| RELEVANT LEGISLATION | N/A |

1. Objective

This policy seeks to:

- Provide a consistent framework for advertising on City owned and/or managed property.
- Maintain a strategic approach to commercial and community advertising on City owned and/or managed property, whilst balancing public and private interests effectively.
- Provide and maintain the City’s ongoing commitment to protect, promote and support community health and wellbeing by:
 - demonstrating leadership in public health, and
 - limiting exposure to harmful advertising to minimise the uptake of unhealthy behaviours.

2. Scope

This policy applies to any person, organisation or entity advertising on City of Armadale owned property, regardless of whether the advertising is permanent or temporary. Pursuant to the City’s Town Planning Scheme No. 4 and relevant Local Laws, approval of advertisements on City owned or managed assets, property or reserves is at the discretion of the City, in accordance with this policy and Local Planning Policy PLN 4.2 Signage (Advertisements).

This policy applies to the following, including, but not limited to:

- City owned and/or managed property and/or assets with current or potential future advertising spaces (e.g. rubbish bin enclosures, billboards, bench seats/street furniture, bus shelters, buildings, community noticeboards, signage within buildings, e-screens and digital screens, illuminated directional street signage, waste trucks, and other parks infrastructure).

This policy does not apply to:

- Property or assets not owned or managed by the City.

- Advertising located on private property or crown land not vested in the City.
- Council Policy - Social media which applies to the City's official communications with the community.

3. Policy

1. Advertising that depicts or promotes any of the following is prohibited.

- *Content and brand restrictions*
 - Content that is considered by the City to be false, deceptive, misleading, offensive or discriminatory.
 - Organisations or companies that are in legal dispute with the City.
 - Organisations, companies, content, or themes considered to be inconsistent with the City's vision, values or strategic direction.
 - Political or religious content.
 - Defamatory, slanderous, libelous, or threatening content.
 - Advertising that impacts the visual amenity of City locations.
 - Gambling.
 - Content that depicts symbols, graphics or text that pose safety risks, such as but not limited to:
 - directing or encouraging drivers to change lanes or make sudden manoeuvres, which could be mistaken for an instruction to drivers, and
 - complicated and/or long websites, social media, email addresses or text messaging instructions.
- *Public health restrictions*
 - Sale, use, and/or consumption of:
 - alcohol, zero-alcohol and/or low alcohol product,
 - discretionary food,
 - sugar-sweetened beverages,
 - tobacco products, the use of oral tobacco products, "chewing" tobacco and other nicotine products such as electronic cigarettes (e-cigarettes), vapes and heat-not-burn products.
 - Master brands associated with alcohol, zero-alcohol and/or low alcohol products.
 - Master brands associated with discretionary food and/or sugar-sweetened beverages.
 - Brands, retailers, businesses and/or companies, such as smoke shops, that primarily sell tobacco products, oral tobacco products, "chewing" tobacco and/or other nicotine products such as electronic cigarettes (e-cigarettes), vapes and heat-not-burn products. This also includes products that are designed to resemble tobacco products, including vapes, e-cigarette devices and their components, whether or not they contain nicotine.

2. The City reserves the right to reject, cancel or remove any advertising should the content be deemed to not comply with this policy.
3. Adherence to this Policy is to be incorporated by relevant clauses in tender documentation, development applications and/or contractual or tenancy agreements where any form of managing City property or asset that has advertising capability is included.

4. Influencing Strategies or Plans

Community Health and Wellbeing Plan

5. Applicable Legislation

City of Armadale Town Planning Scheme No. 4

Local Government Property Local Law

Activities and Trading in Thoroughfares and Public Places Local Law

6. Definitions

Alcohol

As defined by the [Department of Health, Disability and Ageing](#).

Discretionary food

As defined in the [Australian Dietary Guidelines](#).

Harmful advertising

For the purpose of this policy harmful advertising is advertising that promotes or normalises products, services, or behaviours that may negatively impact health, wellbeing and safety.

Master brand

An overarching corporate brand or outlet name, as defined by the [COAG Health Council guide](#).

Political content

For the purpose of this policy, the following political content can be considered, advertisements showing:

- Images and text identifying politicians, candidates, their party and/or their office
- Text providing location and contact details

Other than the above, the following political content is prohibited on the City's infrastructure and property, advertisements that:

- Promote or advocate for a political viewpoint
- Address public policy issues
- Seek to influence public opinion or voting behaviour

Religious content

For the purpose of this policy, the following religious content can be considered, advertising showing:

- Images and text identifying a place of worship
- Text providing the location of a place of worship
- Text providing details of the day and time of worship services

The following religious content is prohibited on the City’s infrastructure and property, advertisements that:

- Promote or communicate religious beliefs, values, or teachings
- Seek to influence attitudes or behaviours in relation to a particular religion

Signage and/or advertisements

For the purpose of this policy, signage and advertisements have the same meaning, which as defined in Town Planning Scheme No. 4 is:

Any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and includes any hoarding or similar structure used, or adapted for use, for the display of advertisements. The term includes any airborne device anchored to any land or building and any vehicle or trailer or other similar object placed or located so as to serve the purpose of advertising.

Sugar-sweetened beverages

As defined by [Dietitians Australia](#).

Zero alcohol products or low-alcohol products

As defined by the [Alcohol and Drug Foundation](#).

The definitions above may be subject to change should any healthy advertising policy or associated food classification system be endorsed by the State or Federal governments. In the event of this occurring, new definitions may be introduced to this policy at any time.

| VERSION CONTROL | | | |
|---------------------------------|-------------------------------|------------------|----------|
| RELEVANT DELEGATIONS | Nil | | |
| INITIAL COUNCIL ADOPTION | 25/05/2026 | REFERENCE | CS6/5/26 |
| LAST REVIEWED | Click or tap to enter a date. | REFERENCE | |
| NEXT REVIEW DUE | 25/05/2029 | | |



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