

Media Policy

Policy Details

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Policy Owner	Chief Executive Officer
Contact Officer	Mark Crawley

Supporting documentation

Legislation	<i>Information Privacy Act 2009</i> <i>Local Government Act 2009</i> <i>Local Government Regulations 2012</i> <i>Public Sector Ethics Act 1994</i>
Policies	<ul style="list-style-type: none"> • Caretaker Period Policy • Confidential Information Policy • Disciplinary Procedure • Information Privacy Policy • Records Management Policy (when developed) • Social Media Policy (when developed)
Delegations	
Forms	
Supporting Documents	<ul style="list-style-type: none"> • Code of Conduct for Councillors in Queensland • Code of Conduct for Employees • Caretaker Period Policy

Version History:

Version	Adopted	Comment	eDRMS #
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Intent

The purpose of the Policy is to establish protocols for managing communication between the Council, the media and the community so as to ensure coordinated, coherent, accurate and reliable presentation of Council information, so that Council maintains credibility, integrity and customer confidence, and Council's corporate values and brand are reinforced,.

Scope

This policy applies to all elected members, employees (staff, contractors, consultants and volunteers) when responding to media enquiries or when seeking to make comment on behalf of Council or otherwise by a Councillor on a particular matter.

This policy specifies who is authorised to act as a Designated or Lead Spokespersons and the procedures to be followed for issuing of any proactive or reactive media statement or publication of any public facing document.

Policy Statement

Council encourages open, prompt and accurate communication with the media and the community to promote a positive, progressive and professional image of Council.

It is the policy of Council to provide relevant, timely and accurate comment and information to media outlets when requested.

Guiding principles

All media requests will be managed as per this Policy and are to be coordinated through the Office of the CEO. Councillors and Employees are required to advise the Office of the CEO immediately when approached by the media for information or comment, even when a previous delegation has been authorised.

The Office of the CEO will release approved media statements and media releases to communicate matters including, but not limited to:

- Approved policy and organisational decisions;
- Clarifying organisational strategic direction;
- Protecting the reputation and upholding the integrity of Council or the region as a whole;
- To ensure transparency with the community;
- To promote the achievements and activities of Council and the wider region which are in the public interest; and
- Ensure all personal information is collected, handled or released as per councils policies and procedures, adhering to the privacy principles outlined in the *Information Privacy Act 2009*.

Nothing in these guidelines shall prevent councillors or staff in the course of their normal engagements/work responsibilities from issuing general promotional material and information relating to the activities and events for the programs and services under their jurisdiction, and that have been published or approved as per council's processes.

Interacting with the media

The Mayor is the official spokesperson for the Council. No other Council personnel may assume this responsibility unless specifically authorised by the Mayor (or CEO).

The Mayor will be responsible for communication Council's Policy, Strategy, Service Levels and political responses to, or on behalf of, community advocacy issues.

Elected members who wish to initiate a Council media release or respond to an enquiry must first obtain approval of the Mayor, and content must be authorised by the Mayor and CEO prior to release.

The Chief Executive Officer will be responsible for communicating with the media on operational matters including events and programs.

The Chief Executive Officer is responsible for and must authorise paid advertisements, social media pages, community notices and promotional material prepared by Council.

Council employees (staff, contractors, consultants and volunteers) are not permitted to talk to the media about any Council-related matter without authority from the Chief Executive Officer (CEO).

This policy is not intended to limit a Councillor from communicating with or engaging with their constituents. Councillors are actively encouraged to do this, provided that the Councillor Code of Conduct requirements are complied with.

This policy does not preclude Councillors from making their own statements or comments which may conflict with Council's position, or on matters that are not current Council programs or initiatives. In these scenarios, Councillors must be aware of their Code of Conduct obligations by ensuring that their comments are not portrayed by them as the official view of Council.

Record-Keeping

All media releases, responses to media or external requests for statements, information etc, must be recorded and stored according to Council's records management policy and procedures.

Non-Compliance

Non-compliance with the provisions of this policy may result in disciplinary action being taken in accordance with Council's policies and procedures.

Definitions

TERM	DEFINITION
Council	Carpentaria Shire Council
Communication	will include all forms of communication to both the media and public including, but not limited to, interviews, press statements, emails, facsimiles, letters, phone calls etc
Councillor	means an elected member of Carpentaria Shire Council
Employee/s	includes a person who carries out work in any capacity for a person conducting a business or undertaking (i.e. temporary or permanent employee, contractor, sub-contractor, employee of a labour hire company, outworker, trainee, apprentice, volunteer, work experience student, or a person of a prescribed class. for the purposes of this policy, employee is based on the definition of "worker" is as defined by the <i>Work Health and Safety Act 2011</i> ,

TERM	DEFINITION
LGA	<i>Local Government Act 2009</i>
LGR	<i>Local Government Regulation 2012</i>
Media	all forms of published content such as newspapers, radio, television, magazines, media releases, social media and online. All organisations involved in publishing (external) media contact, including freelancers
Spokesperson	a person who speaks as a designated representative of Council.

Adopted by Council on 19 July 2023 by Resolution 0723/010.



Mark Crawley
Chief Executive Officer