

<b>Policy Reference Number:</b>	Policy No 1.47
<b>Classification:</b>	General
<b>First Issued/Approved:</b>	14 March 2017 (Res. 335/2017)
<b>Review Frequency:</b>	After the general election – every 4 years
<b>Last Reviewed:</b>	9 April 2019 (Res 419/2019) 11 March 2020 (Res 268/2020)
<b>Next Review Date:</b>	December 2022
<b>Responsible Officer:</b>	Chief Executive Officer
<b>Applicable Legislation:</b>	<i>Local Government Act 1999</i>
<b>Relevant Policies:</b>	
<b>Related Procedures:</b>	
<b>Compliance Standard:</b>	

### 1. POLICY STATEMENT

Council is committed to promoting and responding to the media in a timely and professional manner to enhance its communication with the community on various issues of public interest.

### 2. POLICY OBJECTIVES

The primary policy objectives of this Policy are to provide clarity of who will provide Council information and statements in Council publications (e.g. Community Newsletter) and to the media and who will respond to media enquiries.

### 3. DEFINITIONS

Nil

### 4. ROLES & RESPONSIBILITIES

**Council:**

- Approve a Media Contact Policy

**Mayor:**

- Be the official spokesperson for Council

**Chief Executive Officer:**

- Manage media enquiries that are of a politically sensitive nature
- Be the official spokesperson for operational matters
- Review media releases and respond to media enquiries
- Delegate in need to staff members

**Deputy Chief Executive Officer:**

- Manage media enquiries that are of a politically sensitive nature
- Review media releases and respond to media enquiries

## **5. MEDIA ENQUIRIES**

Initial media enquiries are directed to the Chief Executive Officer for co-ordination of a response. In the event that an officer (other than the Chief Executive officer or Deputy Chief Executive Officer) is contacted by the media they must not make any comment and shall refer the matter to the Chief Executive Officer.

Media enquiries that are of a politically sensitive nature shall be managed by the Chief Executive Officer or Deputy Chief Executive Officer.

## **6. OFFICIAL SPOKESPERSON**

The Mayor is the official spokesperson on behalf of the District Council of Robe (Deputy Mayor in the Mayor's absence) and the Chief Executive Officer (Deputy Chief Executive Officer in the Chief Executive Officer's absence) is the official spokesperson for all operational matters.

With the approval of the Mayor a Council Member may be the official spokesperson on issues where there is a significant and ongoing involvement by the Council Member.

Official press statements on behalf of the Council can only be made by the Mayor or Chief Executive Officer, however comments relating to specific matters may be made by the Deputy Chief Executive Officer.

A Council Member, however, may make a personal statement on any matter provided:

- He/she makes it clear to the press or other recipient that he/she is speaking as an individual and not on behalf of the Council; and
- The Code of Conduct for Council Members is adhered to.

Council staff are not permitted to provide personal comments and/or views to the media in any circumstances.

## **7. MEDIA RELEASES, PHOTO OPPORTUNITIES, MEDIA BRIEFINGS**

All media releases are to be approved by the Mayor and / or Chief Executive Officer.

At times the services of an external public relations / media provider could be engaged for matters that are politically sensitive or require a higher level of media advice. In these instances the liaison will be managed by the external provider with the Mayor and the Chief Executive Officer.

Where there is a significant and ongoing involvement by a Council Member, with the agreement of the Mayor, the Chief Executive Officer will contact the relevant Councillor to have a statement included in the media release.

Media briefings will be arranged on an as needs basis. These briefings will also provide a forum for local journalist to provide feedback to ensure their communication needs are being met.

### **FURTHER INFORMATION**

This policy will be available for inspection at the Council offices listed below during ordinary business hours and available to be downloaded, free of charge, from Council's internet site: [www.robe.sa.gov.au](http://www.robe.sa.gov.au)

Royal Circus, Robe SA 5276

Copies will be provided to interested parties upon request. Email [council@robe.sa.gov.au](mailto:council@robe.sa.gov.au)

Any grievances in relation to this policy or its application should be forwarded in writing addressed to the Chief Executive Officer of Council.

**POLICY REVIEW**

This policy may be amended at any time and must be reviewed at least every four years since its adoption (or latest amendment).