



Council Policy Manual

WEST WIMMERA SHIRE COUNCIL

COUNCIL POLICY	
MEDIA RELATIONS POLICY	Policy No:
	Adopted by Council: 26 Sep 2002
	Next review date:
Senior Manager:	Chief Executive Officer
Responsible Officer:	Chief Executive Officer
Functional Area:	CEO & Governance
Introduction & Background	West Wimmera Shire Council is committed to providing open government through the provision of a positive flow of information to residents, businesses and media outlets.
Purpose & Objectives	<ul style="list-style-type: none"> (a) To recognise the importance of Council's communications with residents and ratepayers. (b) To recognise the importance of the role of the media in the provision of Council information to residents, ratepayers, community groups and business organisations. (c) To develop and maintain a positive working relationship with the media.
Policy Details	
1.	Scope This policy applies to all print and electronic media.
2.	Objectives <ul style="list-style-type: none"> a) To ensure that clear and consistent messages are communicated from Council to the media, and that these messages are linked to Council's policies, procedures and Council Plan. b) To create a positive image for Council as a transparent, accountable and effective local government authority. c) To ensure Councillors and Council Officers understand Council's media relations protocols and systems. d) To provide Councillors and Council Officers with the necessary skills to effectively deal with the media. e) To determine who will represent Council in dealing with the media.



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3.	<p>Key Issues</p> <p>a) That Council will communicate openly and honestly with the media in order to maximise public knowledge and understanding of Council's policies, activities, services and achievements.</p> <p>b) That the media will be entitled to receive all information that is public information (ie: all information which the public are entitled to receive).</p> <p>c) That comments to the media be presented in a positive, concise and consistent manner.</p> <p>d) That media releases and comments on Council policy, or on matters requiring an official Council position, are only to be made by the Mayor and/or Chief Executive Officer, unless specifically delegated to a Councillor or Council Officer. (As per section 73AA of the Local Government Act 1989 and Section 94A(db) of the Local Government Act 1989)</p>
4.	<p>Code of Practice</p> <p>a) The Mayor and/or Chief Executive Officer are the official spokespersons for Council.</p> <p>b) The Mayor or Chief Executive Officer may delegate authority to an appropriate Councillor or senior staff member to make an official comment on behalf of Council.</p> <p>c) Council Officers may make statements relating to their area of work only after the Chief Executive Officer approves such statements.</p>

Policy Adopted:	Ordinary Meeting 26/09/02	Minute Book Page 10410	
Policy Reviewed:	Ordinary Meeting 06/04/06	Minute Book Page 13682	
	Ordinary Meeting 11/03/10	Minute Book Page 17759	
	Ordinary Meeting 17/10/17	Minute Book Page 36459	RecFind 17/004076