



# Council Policy Manual

## WEST WIMMERA SHIRE COUNCIL

<b>COUNCIL POLICY</b>							
<b>MEDIA RELATIONS POLICY</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Policy No:</td> <td style="padding: 2px;"></td> </tr> <tr> <td style="padding: 2px;">Adopted by Council:</td> <td style="padding: 2px;">17 Oct 2017</td> </tr> <tr> <td style="padding: 2px;">Next review date:</td> <td style="padding: 2px;">Oct 2021</td> </tr> </table>	Policy No:		Adopted by Council:	17 Oct 2017	Next review date:	Oct 2021
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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"> <li>(a) To recognise the importance of Council's communications with residents and ratepayers.</li> <li>(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.</li> <li>(c) To develop and maintain a positive working relationship with the media.</li> </ul>						
<b>Policy Details</b>							
1.	<p><b>Scope</b></p> <p>This policy applies to all print and electronic media.</p>						
2.	<p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>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.</li> <li>b) To create a positive image for Council as a transparent, accountable and effective local government authority.</li> <li>c) To ensure Councillors and Council Officers understand Council's media relations protocols and systems.</li> <li>d) To provide Councillors and Council Officers with the necessary skills to effectively deal with the media.</li> <li>e) To determine who will represent Council in dealing with the media.</li> </ul>						



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3.	<p><b>Key Issues</b></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><b>Code of Practice</b></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>

<b>Policy Adopted:</b>	Ordinary Meeting 26/09/02	Minute Book Page 10410	
<b>Policy Reviewed:</b>	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