

A10. Media and Community Communication Policy

Policy Objective

That the Shire provide accurate information in a welcoming, timely, factual, ethical and inclusive way that encourages two-way flow of information and understanding which contributes to improved performance, greater ratepayer and resident engagement and satisfaction.

Policy Statement

Effective communication strategies and a concise communication policy will enable Council and the Shire to ensure clear, consistent, accessible and inclusive communication to the community it serves and to all relevant stakeholders.

In relation to Community Communication the Shire will undertake the following:

Community:

- The Shire will provide information to the community in a timely manner.
- The Shire will communicate in a variety of formats ensuring that information is readily accessible to all people with differing abilities and cultural diversity.
- The community will be informed of the availability of community consultation and Shire information in different formats.
- The Council will endeavour to provide an adequate budget allocation for a diversity of communication tools that will ensure accessibility for people with differing abilities and communication requirements.
- The Shire will seek to communicate with a diversity of community groups to ensure information is readily available to all.
- Shire activities and events will be promoted across community groups and in a timely manner to allow for optimal community engagement.
- To ensure accuracy, quality and consistent corporate styling. Shire advertisements and promotional materials must be approved by the CEO or assigned Manager before publication.
- The Shire of Dundas Social Media Pages are an effective communication tool that informs community of local and regional events, community issues and Shire information.
- All Shire social media communications must be done under the Shire of Dundas profile. Staff should forward approved social media releases to the delegated administrators for posting.
- Administrators of Shire of Dundas digital communication, such as the Shire of Dundas Website and the Shire's social media pages are appointed by the CEO.

Media:

- The Shire President is the official Council spokesperson on all matters of policy and decision-making enquiries including civic occasions, community events and major Council announcements. If the Shire President is unavailable, they may at their discretion delegate specific media responses to the Chief Executive Officer or an Elected Member.
- The Chief Executive Officer is the official Shire spokesperson on all matters concerning Shire's operations including staff, administrative, election and industrial matters. Additionally, the CEO

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may act as the Council spokesperson in regard to technical or legislative matters affecting policy.

- At the CEO's discretion, approving media releases or responding to enquiries on routine operational issues may be delegated to Managers. Furthermore, the CEO may delegate the authority for other officers to communicate with the media on specific issues.
- There may be occasions when the media may approach individual Elected Members or staff in order to obtain a different perspective on a matter. Staff members are not to respond to media requests except as authorised in accordance with this policy. Likewise, Elected Members are not authorised to speak on behalf of Council other than as outlined in this policy.
- The CEO should be advised of any media request for information on Council matters to ensure a single, coordinated response is provided.
- Individual Elected Members speaking to the media on their own behalf must clearly convey this to the media and be sure to clarify they are not speaking on behalf of Council.
- Media releases, questions and responses are maintained as per the Records Policy.

Policy Reviewed October 2020