



GLAMORGAN  
SPRING BAY  
COUNCIL

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Glamorgan Spring Bay Council

## Media Policy

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Version 2

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## Document Control

<b>Media Policy</b>	
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# 1 Introduction

## 1.1 Purpose

The purpose of this policy is to provide clarity around the role of the Mayor as the official spokesperson of Council and ensure the quality, consistency and timeliness of all media communications on behalf of Council.

To ensure that Council delivers clear and consistent messages to the media and the public, Council must ensure that clear guidelines and expectations are in place to govern Council's interactions with the media, and that these are communicated to both Councillors and staff members.

## 1.2 Scope

This policy applies to all Glamorgan Spring Bay Council Councillors, management and staff members.

## 1.3 Definitions

**Media Statements** means statements or responses to questions from the media whether verbal, written or in electronic format.

## 1.4 Related Policies and Legislation

This policy relates to and depends on other Council policies, as well as legislation, including:

- Section 27 of the Local Government Act 1993 provides that the Mayor is the official spokesperson of Council.
- Glamorgan Spring Bay Council Code of Conduct

## 1.5 Policy Review and Update Cycle

This policy is to be reviewed every four years or as required.

## 2 Procedure

### 2.1 Policy Statement

Section 27 of the Local Government Act 1993 provides that the Mayor is the official spokesperson of Council.

This function is not co-shared with other Councillors or the General Manager other than at the Mayor's discretion. The Mayor is the only person authorised to speak on behalf of Council.

The Mayor may authorise the General Manager, other Councillors or Council officers to communicate on behalf of Council on certain technical or factual matters as the Mayor considers appropriate.

This will ordinarily be done by way of an express authorisation to make a comment on a particular topic. However, the Mayor may provide a standing authorisation to make comments on particular matters to other persons, as the Mayor sees fit.

Any authorisation by the Mayor to communicate on behalf of Council is provided on the basis that all communications must deliver a consistent message, must not be contrary to any official position adopted by Council and must portray Council's position accurately, irrespective of whether that position has been previously expressed in public.

### 2.2 Role of Council Administration

Council's Communication Officer (or equivalent) in liaising with the General Manager, is responsible for coordinating and monitoring Council's external communications activities. In practice, this includes overseeing all media communication made on behalf of Council.

The Executive Officer may, in practice, may be the first point of contact for media inquiries. However, the position is not able to authorise a person to communicate on behalf of Council, unless the Mayor has given that authorisation.

Where staff are involved in the preparation of an event which may attract media attention, staff are required to liaise with the Executive Officer who will coordinate any media activity associated with that event. Staff must not contact media at their own initiative, except with the express authorisation of the Mayor or the General Manager.

### 2.3 Media Statements

The Mayor will be responsible for the final approval of any Council media statements.

The Mayor may consult with Councillors, the General Manager or Council staff when preparing a media release, but is not required to.

Council's Executive Officer and Communications Officer (or equivalent) will liaise with the Mayor and General Manager to ensure that Council media releases are properly drafted and communicated.

The Executive Officer and Communications Officer may also support the Mayor and General Manager in the administration of drafting responses to media requests.

Copies of all media statements released by Council will be provided to Councillors and the General Manager as soon as practicable either before (if possible) or after they are released (with the exception that this will be within 24 hours other than in exceptional circumstances). Where it is practical to do so, Councillors are to be copied into any correspondence which provides copies of media statements to media outlets.

## 2.4 Media Request

All staff members who receive media requests must pass the information on to the Mayor or, if the Mayor is unavailable, the General Manager, who will advise the Mayor and support the Mayor in preparing a response.

Staff who receive unsolicited media inquiries should:

- Inform the outlet that they are not authorised to speak on Council's behalf.
- Obtain basic information about the topic of the inquiry and of the contact details of the person making the request.
- Ask the caller when their deadline is, and
- Relay the request and the above information to the Mayor, or, where the Mayor is unavailable, Council's Executive Officer.

Under no circumstances are staff to provide:

- Any verbal or written comment or digital information to the media, unless expressly authorised by the Mayor, or
- Any Council document, unless publicly available and authorised by the Mayor, to any media outlet.

## 2.5 Councillors and Media

This policy does not take away the right of any Councillor to engage in public debate or speak with or appear in the media. However, Councillors must advise and have sought permission from the Mayor if they are representing Council, and must not purport to speak on behalf of Council unless the Mayor has expressly authorised them to do so.

Whenever speaking with or appearing in media Councillors must:

- a) When asked to comment on Council's position on any matter, portray Council's position accurately, and
- b) When asked for their opinion on a matter, clearly and unambiguously indicate when they are putting forward their personal views and do so in a way that does not bring Council into disrepute. For example, if a Councillor is being interviewed in their official capacity, but during the course of the interview is asked to express an opinion, the Councillor must indicate that their opinion is personal and not the official position of Council.

## 3 Implementation

Implementation of this Policy rests with the General Manager.