

# Media Policy

Policy Author	General Manager - Strategy & Corporate
Date of next review	May 2024

## 1. Statement of Intent

The Council recognises the role the media plays in communicating information in the public interest.

Council sees benefit in utilising external media platforms, in addition to our own communication channels, to showcase and promote initiatives, services, programs and events.

When choosing to participate in media activity, Council will provide information that is coordinated, factual, clear and timely.

Any Council information or statements distributed to the media will be issued on behalf of an authorised spokesperson.

Council recognises Council Members at times will engage with the media in order to advocate on behalf of their community. Council Members must ensure when speaking to the media and posting on social media, that they express their personal views as a council/community member and not on behalf of the Council, unless authorised to do so.

Council regards employees, volunteers, contractors and Independent Members as being engaged to undertake work on behalf of Council and unless authorised, they should not speak to the media and post on social media on behalf of Council. Any private statements made to the media should not directly relate to Council's decisions, policies or operations (i.e. the way the organisation operates to deliver programs, services and events).

When making private comment to traditional media and on social media, comments by Council Members, employees, volunteers, contractors and Independent Members should not damage Council reputation or relationships with the community, the organisation and employees.

## 2. Scope

This Policy applies to all Council Members, employees, volunteers, contractors and Independent Members.

It establishes the rules for traditional media such as television, radio and print/online and social media.

This Policy does not prevent public officers (Council Members or employees) who have made an appropriate disclosure (report) of public interest information, from providing information regarding the disclosure to a journalist in accordance with Section 6 of the *Public Interest Disclosure Act 2018*.

### 3. Legislation and References

This Policy is to be read in conjunction with the Media Procedure.

- *Local Government Act 1999* (the Act)
  - Section 58(1) - states *"the role of the principal member is (c) to act as the Principal Spokesperson of the Council"*.
  - Section 99(1)(f) - states that the role of Chief Executive Officer (CEO) is *"to ensure that timely and accurate information about council policies and programs is regularly provided to the council's community, and to ensure that appropriate and prompt responses are given to specific requests for information made to the council"*.
- *Public Interest Disclosure Act 2018*
- Worker Code of Conduct
- Code of Conduct for Council Members
- Caretaker Policy
- City of Playford Global Glossary
- This Policy should not be considered as the only document that may relate to Media, other tiers of government, agencies or organisations may have legislation or policies that also apply.

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### 4. Application

Mayor	Principal Spokesperson for Council as per Section 58 of <i>The Act</i> .
Chief Executive Officer (CEO)	May act as Spokesperson on Council services and programs. Should the Mayor and Deputy Mayor be unavailable, the CEO can nominate a Spokesperson to represent Council.
Deputy Mayor	Act as Spokesperson for Council when the Mayor is unavailable.
Community Engagement & Experience Team	Coordinate all Council media activity and processes and support Spokesperson/s.

### 5. Relevance to Risk Appetite Statement

#### Reputation

The City of Playford has a **LOW** appetite for negative perceptions that compromise its credibility and reputation, achievement of its long term vision (Playford Community Vision 2043) and strategic objectives, or ability to maintain its status as a progressive and major growth Council. The Council's reputation for integrity and competence, and maintaining public confidence should not be compromised with key stakeholders, the community and the Government. Council will plan for proactive media advice and management and be prepared for reputation and crisis management advice and support.

## 6. Feedback

Your feedback on this policy is invited and can be directed to the Manager Governance via email to [governance@playford.sa.gov.au](mailto:governance@playford.sa.gov.au) or by calling the Customer Contact Team on 8256 0333.

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### Administration use only

ECM document set no.	3960467
Version no.	5
Procedure link	Media Procedure
Policy author	General Manager - Strategy & Corporate
Endorsed by	Council
Resolution no.	4543
Legal requirement	N/A
Review schedule	3 Years
Date of current version	April 2021
Date of next review	May 2024

### Version history

Version no.	Approval date	Approval by	Change
1	25 May 2010	Ordinary Council Resolution No. 1628	New policy
2	26 July 2011	Ordinary Council Resolution No 352	
3	19 December 2017	Ordinary Council Resolution No 3053	
4	17 December 2019	Ordinary Council Resolution No 3876	Review of existing policy
5	27 April 2021	Ordinary Council Resolution No 4543	Procedural elements have been removed from the Policy and placed into a new procedure. Intent has been strengthened to recognise the role of media in communicating in the public interest.

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