Media Policy

This policy is set by Council for use by the community and council administration

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<th>ECM Document Set No.:</th>
<th>2934277</th>
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<tbody>
<tr>
<td>Version No.:</td>
<td>4.0</td>
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<tr>
<td>Date of Current Version</td>
<td>17 December 2019</td>
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<td>Responsible Team</td>
<td>Marketing and Communications</td>
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<tr>
<td>Other Key Internal Stakeholders</td>
<td>Council Members, Employees, Volunteers, Contractors and Independent Members</td>
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<tr>
<td>Initial Date of Adoption</td>
<td>25 May 2010</td>
</tr>
<tr>
<td>Last Reviewed</td>
<td>17 December 2019</td>
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<td>Authorised By</td>
<td>Council</td>
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<tr>
<td>Resolution No.:</td>
<td>3876</td>
</tr>
<tr>
<td>Legal Requirement</td>
<td>No</td>
</tr>
<tr>
<td>Date of Next Review</td>
<td>December 2023</td>
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1. Purpose

The Media Policy provides a framework to ensure factual, clear and timely comments and responses are provided to the media on behalf of City of Playford.

2. Scope

The Media Policy establishes the rules for media comment to traditional media such as television, radio, and print/online. It does not apply to social media.

It identifies the Principal spokesperson, provides provisions for authorising other spokespeople, defines responsibilities regarding private comment and establishes the media coordination contact point.

This Policy applies to all Council Members, Employees, Volunteers, Contractors and Independent Members of the City of Playford.

3. Legislation and References

While there is no legislative requirement under the Local Government Act (1999) to have a Media Policy:

- Section 58 of The Act states “the role of the principal member is (c) to act as the Principal Spokesperson of the Council”.
- Section 99 (1)(f) of The Act 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”.

- Independent Commissioner Against Corruption Act 2012
- Local Government Act 1999
- Local Government (Elections) Act 1999
- Public Interest Disclosure Act 2018
- Code of Conduct for Elected Members
- City of Playford Social Media Policy
- City of Playford Caretaker Policy

4. Definitions

Chief Executive Officer (CEO) means the Chief Executive Officer of the council and includes a Deputy or other person acting in the office of Chief Executive Officer.

Contractor is a person or company that undertakes a contract with Council to provide materials or labour to perform a service or do a job.

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**Council Member** as stated in the *Local Government Act 1999*, means the principal member or a councillor of the Council. Elected Member is commonly utilised to refer to Council Member.

**Councillor** is a person appointed or elected by the electors of a particular ward, as a representative of the ward in the City of Playford.

**Deputy Mayor** is a Councillor chosen by members of the council that may, in the absence of the Mayor, act in the office of the Mayor.

**Employee** is a person employed by the Organisation on an ongoing or fixed term full-time or part-time basis, or employed on a casual basis.

**Independent Members** are members of a Section 41 Committee or Panel who are not elected but have been appointed by the Council as members of that Committee or Panel.

**Mayor** is the person elected as the Principal Member of Council to represent the local government area as a whole.

**Organisation** is the body corporate known as the City of Playford, which includes the Employing Authority.

**Public interest information** is any information that raises a potential issue of corruption, misconduct or maladministration in public administration.

**Volunteer** is a person who provides their services of their own free will; does not receive any monetary reward and is assigned a designated position only.

5. **Policy**

5.1 **Spokesperson/s**

5.1.1 The Mayor is the Principal Spokesperson.

5.1.2 The Principal Spokesperson speaks on behalf of the Council on strategic direction and initiatives, Council policy and decisions, significant matters of public interest and matters of a civic nature, including civic events.

5.1.3 If the Mayor is unavailable, the Deputy Mayor will assume the responsibilities as described for the Mayor for the purpose of acting as Spokesperson for the Council.

5.1.4 If neither the Mayor nor Deputy Mayor is available, the Chief Executive Officer (CEO) will determine who the nominated spokesperson will be.

5.1.5 The CEO may provide comment or respond to media enquiries on matters regarding Council’s services and programs.
5.2 Private Statements

5.2.1 Council Members may speak to the media and must be clear they are expressing their personal views on a matter as an elected/community member and not speaking on behalf of the Council unless authorised to do so in accordance with section 5.1.

5.2.2 Employees, Volunteers, Contractors and Independent Members must ensure that private statements to the media are restricted to comments on matters not directly related to Council’s decisions, policies or operations.

5.2.3 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.

5.3 Media Coordination

5.3.1 Media opportunities and enquiries related to City of Playford are coordinated via the Marketing and Communications Team.

5.3.2 Employees must refer any media opportunities and enquiries to the Marketing and Communications Team for action, support and advice.

6. Responsibilities

Marketing and Communications will ensure that all stakeholders are informed of the application of the policy.

Marketing and Communications are responsible for supporting the Principal spokesperson/s and employees in the application of this policy.

7. Relevance to Strategic Plan

1: Smart Service Delivery Program
Outcome 1.2 Improved service delivery.

8. Accessibility

The Media Policy is available on Council’s website www.playford.sa.gov.au and internally on Council’s Corporate Policy Library on Click.

9. Feedback

We invite your feedback on this policy which can be directed to: Senior Manager Marketing, Communications & the Arts at playford@playford.sa.gov.au.

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10. Approval and Change History

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<tr>
<th>Version</th>
<th>Approval Date</th>
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<tbody>
<tr>
<td>1.0</td>
<td>25 May 2010</td>
<td>Council – Resolution No. 1628</td>
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<td>2.0</td>
<td>26 July 2011</td>
<td>Council – Resolution No. 352</td>
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<tr>
<td>3.0</td>
<td>19 December 2017</td>
<td>Council – Resolution No. 3053</td>
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<tr>
<td>4.0</td>
<td>17 December 2019</td>
<td>Council – Resolution No. 3876</td>
<td>Review of existing policy</td>
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