

Date Adopted July 2001
Date Reviewed-current as at May 2018
To be Reviewed May 2021

Fully compliant with Victorian
Charter of Human Rights and
Responsibilities Act 2006



POLICY TITLE MEDIA POLICY

POLICY NUMBER CPOL/GOV003

1. PURPOSE

To establish protocols for managing communication between Swan Hill Rural City Council (Council) and the media.

2. SCOPE

This policy applies at all times to all employees and Councillors. During the election caretaker period, employees and Councillors should also refer to the Swan Hill Rural City Council Caretaker Policy and Procedure in conjunction with this policy.

3. POLICY

All Councillors and employees will comply with Council's media procedures to ensure communication between Council and media is managed appropriately.

The Mayor and the Chief Executive Officer are the official spokespersons for Council.

Councillors speaking to the media will clearly indicate whether comments that they are expressing are the official position of Council or represent their own personal views.

Directors can act as authorised spokespersons on issues from their areas of responsibility. Officers may provide comment only if the relevant Director or the Chief Executive Officer authorises them to do so.

4. RELATED POLICIES/DOCUMENTS

Website Directive - POL/CORP225
Communication Strategy
Social Media Policy – POL/GOV 017
Swan Hill Rural City Council Caretaker Directive – POL/GOV016
Councillor Code of Conduct
Swan Hill Rural City Council Staff Code of Conduct
Swan Hill Rural City Council Business Continuity and Disaster Recovery Plan

5. RELATED LEGISLATION

Privacy and Data Protection Act 2014
Local Government Act 1989 (VIC)

Signed: Les McPhee

Mayor

Date: 22/05/2018