

## PUBLIC RELATIONS

**Policy Type: Council Policy**

**Policy Owner: Marketing & Communication  
Co-ordinator**

**Policy No. CP- 003**

**Last Review Date: 15 December 2009**

**Version 1**

### POLICY OBJECTIVE

To ensure that information received by the Community accurately reflects the position of the Council and enhances the public image of the City of Melville.

### POLICY STATEMENT

1. Speaking on Behalf of the City of Melville:

- a) When speaking on behalf of the City of Melville under Section 2.8(D) of the Local Government Act 1995, the Mayor, Deputy Mayor or other authorised person shall express the will of the Council and shall not in any way present views which are, or could be interpreted as being, inconsistent with the formal decisions or will of the Council;
- b) Elected members, when speaking to the media, must make clear to the journalist that their statements and comments are their own and not those of the Council except when authorised to speak on behalf of Council.
- c) Anyone authorised to speak on behalf of the City of Melville must seek to protect and enhance the City's public image and present information accurately, fairly and consistent with Council policy, position and decisions

2. The Mayor speaks for the City of Melville except where:

- a) The Mayor is not available, unwilling, or unable to act, in which case the Deputy Mayor may perform this function (Local Government Act 1995 S5.34); or
- b) The issue involves legal, commercial, technical or staff matters, in which case the Chief Executive Officer may speak on behalf of the City of Melville; or
- c) The Mayor agrees that the Chief Executive Officer or another authorised officer may speak or be quoted on behalf of the City of Melville, on specific occasions (Local Government Act 1995 S5.41(f))

3. Publications and Information:

- a) The provision and authorisation of publications, community information, is within the day to day management role of the Chief Executive Officer.

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## PROCEDURES

The City of Melville has prepared a set of procedures featuring guidelines for authorisation of publications, broadcasts and other published materials.

### Supporting Documents

1. Style Guide
2. Publications Guidelines
3. Advertising Guidelines

### Other References Applicable to this Policy

Delegated Authority No:

Procedure No:

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### ORIGIN/AUTHORITY

Ordinary Meeting of Council

19/10/99

### ITEM NO.

12.3.1

### REVIEWS

House Committee

14/03/02

2.3

Management Procedures

Section 11

Community & Technical Services Committee

06/07/04

C04/5011

Community & Technical Services Committee

01/11/05

C05/5010

Ordinary Meeting of Council

18/07/06

C06/5020

Ordinary Meeting of Council

15/12/09

C09/5097

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