

Public Relations Policy

Policy Type: Council Policy

Policy Owner: Chief Executive Officer

Policy No. CP- 003

Last Review Date: 19 June 2018

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 Scope

The scope of this policy relates to external communications by the Mayor, Deputy Mayor, Elected Members, Chief Executive Officer and other authorised representatives 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, Elected Members or other authorised persons shall express views and information fairly and, accurately consistent with the Code of Conduct, resolutions and policy positions of the Council;
 - b. Elected Members when, in their personal capacity as an elected representative, speaking to or commenting in any form of media, including social media, must make clear that their statements and comments are their own opinion and not those of the Council. When doing so Elected Members must take care not to express a fixed view of how they will vote on a matter that is before Council. Elected Members should show that they will take an objective and balanced view, based on all the facts, when making their decisions in the Council meetings.
 - c. Elected Members and authorised representatives of the City, when invited to contribute to an organisational publication or event, understand that any such contribution should be in line with the Council's policies and resolutions and be in the interest of enhancing the City's public image and be aligned with the stated intention and purpose of the publication or event (including within Council produced publications such as the City's community newsletter *Mosaic*). They are to ensure adherence to the principles outlined in the City's Codes of Conduct.

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* Section 5.34); or
 - b. The issue involves operational, 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* Section 5.41(f)). Should an officer be so authorised they must be supported by the appropriate Director.
3. Publications and Information:
- a. The provision and authorisation of publications and community information, is within the day to day management role of the Chief Executive Officer.

Procedures

The City of Melville has prepared a set of documents featuring guidelines for authorisation of publications, broadcasts and other published materials – see below “Other References Applicable to this Policy”.

Other References Applicable to this Policy

Legislative Requirements:	<i>Local Government Act (1995)</i> , Sections 2.8(d), 2.9, 5.34, 5.35, 5.41(f) and 5.44
Procedures: Process Map, Work Instructions:	System Procedure: Communications Procedure Work Instructions: Preparing Media Releases Work Instructions: Responding to a Media Enquiry
Other Plans, Frameworks, Documents Applicable to Policy:	Code of Conduct – Elected Members Social Media Policy – Elected Members Code of Conduct – Employees Social Media Policy - Employees Marketing and Communications Framework Style Guide Supporting Document: Communications Guidelines
Delegated Authority No:	



ORIGIN/AUTHORITY

Ordinary Meeting of Council

19/10/1999

ITEM NO.

12.3.1

REVIEWS

House Committee

14/03/2002

2.3

Management Procedures

Section 11

Community & Technical Services Committee

06/07/2004

C04/5011

Community & Technical Services Committee

01/11/2005

C05/5010

Ordinary Meeting of Council

18/07/2006

C06/5020

Ordinary Meeting of Council

15/12/2009

C09/5097

Ordinary Meeting of Council

21/02/2012

C12/5214

Ordinary Meeting of Council

18/02/2014

M14/5341

Ordinary Meeting of Council

17/06/2014

M14/5370

Ordinary Meeting of Council

17/05/2016

C16/5484

Ordinary Meeting of Council

19/06/2018

C18/5617