

Public Relations Policy

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| Policy Type: Council Policy Policy Owner: Marketing & Communication Co-ordinator | Policy No. CP- 003 Last Review Date: 17 May 2016 |
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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 communication by the Mayor, Deputy Mayor, Elected Members, Chief Executive Officer and 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 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. Elected Members and authorised representatives of the City, when invited to contribute to an organisational publication or event understand that any such contribution will be in the best interest of the organisation and homogenous 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 Code of Conduct.
 - d. 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.
 - e. For an officer to be deemed Authorised to speak on behalf of the City, that is not the Mayor, Deputy Mayor or Chief Executive Officer, Delegated Authority must be supported by the appropriate Director and Authorisation granted by the Chief Executive Officer and Mayor.

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 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))
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

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| Legislative Requirements: | Local Government Act (1995), 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 Code of Conduct – 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