

## MEDIA STATEMENTS (16/12/2009)

---

### 1. STATEMENT OF POLICY INTENT

The intent of this policy is to ensure that a coherent and united approach is displayed by Council at all times, while maintaining the rights of elected members to both express their personal opinions and to represent the ratepayers of the Shire.

### 2. DEFINITIONS AND ABBREVIATIONS

Act	Local Government Act 1993 (NSW)
GM	General Manager
Regulations	Local Government (General) Regulations 2005 (NSW)

### 3. POLICY

The media is a conduit to the public and a means by which Wentworth Shire Council can promote itself, its views and its various projects and initiatives to the community.

#### General

- (a) That the Mayor and/or the General Manager, or in their absence, the Deputy Mayor or Acting General Manager, be authorised to make statements to the media on behalf of Council.
- (b) Where appropriate, and subsequent to previous authorisation by the General Manager, or in their absence, the Acting General Manager, the Director of a department, or an appropriate Manager, is authorised to make statements to the media on behalf of Council relating to issues concerning their specific department.
- (c) Individual councillors may make a statement to the media, which may include a comment on or express their disassociation from a Council decision. The councillor in question should advise the Mayor of their action. The councillor should also make it quite clear to the media that the comment or opinion expressed is a personal one and may not be the opinion of Council.
- (d) Any councillor or staff member making a statement to the media should always do so with the best interests of the organisation in mind and must not undermine councillors or staff members or past Council, councillors or staff in a negative light. To this end, councillors and staff should be mindful of Clause 6.1 of the Code which stipulates that council officials must not conduct themselves in carrying out their functions in a manner that is likely to bring Council or holders of civic office into disrepute nor act in a way that is improper or unethical.

Maintained by:	GM	Date Adopted by Council:	16/12/2009
File Number:	C9/7	Version No:	3
Previous Effective Date	19/11/2008	Date for Review	16/12/2010
Other Reference:	Nil		
Application:	All Staff		
Attachments:	Nil		

- (e) Any media releases promoting Council projects and initiatives should be for the benefit or information of the community and not the aggrandisement of any individual.

#### **During activation of the council's Business Continuity Plan**

- (a) The general rule that council has in place is that there is a single point of contact for enquiries from journalists.
- (b) During activation of council's Business Continuity Plan, the single point of contact will be customer service.
- (c) The designated spokesperson will be the General Manager or Acting General Manager or his/her delegate.

#### **4. RESPONSIBILITY/ACCOUNTABILITY**

The General Manager and the Councillors are responsible for managing this policy.

#### **5. RELATED DOCUMENTS**

##### **5.1. ASSOCIATED LEGISLATION**

Nil

##### **5.2. ASSOCIATED GOVERNMENT POLICY PROVISIONS**

Nil

##### **5.3. ASSOCIATED COUNCIL DOCUMENTS**

WPP3 – Media Releases (includes template for general media releases and crisis related media releases)

#### **6. POLICY STATUS**

This policy was formally adopted by Council on 16 December 2009 and commenced operation on 16 December. This policy replaces the previous version adopted on 19 November 2009 and includes changes to include reference to procedures and responsibilities during activation of council's Business Continuity Plan and changes to clarify the authorising officer for staff comments to the media, and the types of officers who may speak to the media after authorisation has been granted.

#### **7. POLICY REVIEW**

This policy may be amended or revoked at any time and must be reviewed at least twelve (12) months since its adoption (or latest amendment).

Maintained by:	GM	Date Adopted by Council:	16/12/2009
File Number:	C9/7	Version No:	3
Previous Effective Date	19/11/2008	Date for Review	16/12/2010
Other Reference:	Nil		
Application:	All Staff		
Attachments:	Nil		

**8. AUTHORISATION**

.....  
Position:      General Manager

Date:            ...../...../.....

Maintained by:	GM	Date Adopted by Council:	16/12/2009
File Number:	C9/7	Version No:	3
Previous Effective Date	19/11/2008	Date for Review	16/12/2010
Other Reference:	Nil		
Application:	All Staff		
Attachments:	Nil		