

ITEM 5 POLICY REVIEW: MEDIA COUNCIL POLICY

The Media Council Policy was last adopted by Council in August 2015 and is to be reviewed within 12 months of the election of a new Council. The policy has now been reviewed and is submitted for consideration.

RECOMMENDATION

The revised Media Council Policy be adopted by Council.

REPORT AUTHORISATIONS

Report of: Sue Savage, Manager Community Cultural and Economic Development
Authorised by: Kerry Hunt, Director Community Services - Creative and Innovative City

ATTACHMENTS

- 1 Draft Media Council Policy

BACKGROUND

Council's Media Policy is to be reviewed within the first 12 months of the term of a new Council. The policy has now been reviewed to reflect current media practice.

PROPOSAL

The modifications proposed are focused on simplifying the language to make the policy more accessible and acknowledging the inclusion of digital media as a valued platform within the media landscape. The policy also references use of social media.

The policy replaces references to the "Public Relations Office" with "Media Office", in keeping with common phrasing.

CONSULTATION AND COMMUNICATION

Communications and Engagement Manager
Office of the Lord Mayor
Council's Media Office

PLANNING AND POLICY IMPACT

This report contributes to the delivery of Our Wollongong 2028 goal "We are a Connected and Engaged Community".

It specifically delivers on core business activities as detailed in the Communications, Engagement, Events and Signage Service Plan 2018-19.

RISK ASSESSMENT

Ineffective media liaison is an organisational risk as it prevents information about Council related activities, news and announcements being effectively shared with our community. Further, it can have a negative impact on relationships with external stakeholders such as local, state and federal government departments and elected representatives.

Internal stakeholders also need clear direction on how Council manages and who in Council is responsible for media releases, announcements and co-ordinating opportunities.

FINANCIAL IMPLICATIONS

The policy can be managed within the current operational budget.

CONCLUSION

Council adopt the Media Council Policy.



ADOPTED BY COUNCIL: [TO BE COMPLETED BY CORP SUPPORT]

BACKGROUND

At Wollongong City Council we value the role print, broadcast and digital media play in sharing news of Council events, activities and milestones. This Policy confirms Council's our ongoing commitment to providing timely and accurate information to the community through positive working relationships with media outlets organisations and via Council's digital media channels.-

OBJECTIVE

The main objectives of this Policy are:

- 1 To ensure that comment made to the public through the media is consistent, well informed, timely and appropriate.
- 2 To provide a coordinated, professional and consistent approach to media liaison.
- 3 To clearly indicate Council's authorised spokespersons.

POLICY STATEMENT

This Policy applies to all Council officers, committee members and elected officials.

Its purpose is to provide clear direction. This Policy aims to provide guidance on Councillor and staff rights and responsibilities in relation to media comment.

This Policy does not limit or attempt to restrict relationships between Councillors and the media. shall not be construed to inhibit the right of any individual Councillors are free to express their own views to the media at any time.

This Policy applies to all Council officers, committee members and elected officials. —The Policy It also acknowledges the rights and responsibilities of Councillors as elected representatives as outlined in the Local Government Act 1993.

This Policy shall not be construed to inhibit the right of any individual Councillors to express their own views to the media at any time.

POLICY REVIEW AND VARIATION

- 1 Council is to have opportunity to review and adopt, at least once during its Term, each Council policy.
- 2 A resolution of Council is required to adopt any variations to this policy, with the exception of minor administrative changes, such as updates to legislative references, which may be endorsed by the Executive Management Committee (EMC). Any Endorsement of administrative changes made to this policy by EMC does not alter the requirement for it to be reviewed and adopted by each Term of Council.

MEDIA

COUNCIL POLICY

STATEMENT OF PROCEDURES

Council's communication team will share Council news and information using a combination of media releases, organisational website, newsletters and official social media platforms.

- 1 The Lord Mayor and the General Manager are the official spokespersons on Council business.
- 2 The Lord Mayor may delegate Councillors to act as spokespersons for on Council business.
- 3 Councillors can provide comment to the media at any time. may choose to make comment to the media independently, ie not as a delegated spokesperson. In this instance These statements should be identified as Councillor opinion and not the position of Council.
- 4 The General Manager may nominate Council Officers to act as spokespersons in line with the Media Protocol Management Policy.
- 5 Any Council Officers contacted by the media must not provide any comment and refer the enquiry to the Media Office contact to the Public Relations Office and not provide comment to the media.
- 6 Council staff and Councillors must not discuss staff, confidential legal advice or matters of commercial in-confidence with the media.
- 7 Breaches of this Policy will be dealt with in accordance with Wollongong City Council's Codes of Conduct.

RELATED DOCUMENTS

Media Protocol Management Policy

Use of Confidential Information Policy

Council's Codes of Conduct

MEDIA

COUNCIL POLICY

SUMMARY SHEET	
Responsible Division	Community Cultural and Economic Development
Date adopted by Council	[To be inserted by Corporate Governance]
Date of previous adoptions	24 August 2015
Date of next review	[List date - Not more than 4 years from adoption]
Legislative or other requirement for review DELETE THIS WHOLE ROW IF NOT APPLICABLE	[List review timeframe and Act, policy or review requirement]
Responsible Manager	[Position title only - Line Manager or above]
Authorised by	[Manager/Director's title only]

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