



ADOPTED BY EXECUTIVE MANAGEMENT COMMITTEE: 28 SEPTEMBER 2023

PURPOSE

To provide a process to utilise the capacity available within Council's bulk mailing of rate notices for marketing and communications, in an effective and cost-efficient manner.

POLICY INTENT

This policy outlines the procedures for the management of insertions into Council's quarterly mailing of rate notices as part of its communication and marketing actions.

WOLLONGONG 2032 OBJECTIVES

Goal 4 - We are a connected and engaged community. Specifically Goal 4.1 - Provide our community with equitable access to information and opportunities to inform decision making.

POLICY

- Priority in the use of this facility will be given to:
 - Council's corporate communication material.
 - Important community information on behalf of other levels of government or agencies.
 - Council divisions promoting services, programs and events as identified in Council's Community Strategic Plan.
- Where no Council promotional or survey tasks are scheduled, an affiliate or a community organisation may be selected and must meet the following criteria:
 - The organisation must be based in the Wollongong LGA, servicing LGA residents.
 - The organisation must derive the majority of its income from public subscriptions/donations.
 - The organisation must provide a needed service which would otherwise be non-existent.
- An affiliate may request an inclusion where that offer includes a specific benefit to ratepayers.
- Each organisation wishing to use the capacity in the rates bulk mailout shall provide Events and Visual Strategy branch the information required to assess proposals.
- The Events and Visual Strategy Manager shall determine who will use the facility.
- All parties other than Council shall pay any additional costs incurred by Council for their enclosures (eg design, print, couriers, destruction or return costs).
- In the instance that the capacity is used by a group or organisation other than Council, the inserts/enclosures are to be supplied in hard copy and electronically by the affiliate/community organisation with the material having prior approval by Council's Events and Visual Strategy Manager.
- Inserts are to be limited to no more than three per mailout and must comply with mailing house specifications.

REVIEW

This management policy will be reviewed every three years from the date of each adoption of the policy, or more frequently as required.

ROLES AND RESPONSIBILITIES

Approval for insertions is the responsibility of the Events and Visual Strategy Manager.

APPROVAL AND REVIEW	
Responsible Division	Community Cultural and Economic Development
Date authorised by Executive Management Committee	28 September 2023
Date of previous adoptions	9 May 2017, 22 April 2014, 28 November 2005, 25 July 1994
Date of next review	28 September 2026