

THE BAROSSA COUNCIL

MEDIA AND COMMUNICATIONS POLICY



1. Purpose

- 1.1 The purpose of this Policy is to ensure interactions between The Barossa Council and the Media portray a consistent, accurate and positive image of Council and position Council as partner to the community.

2. Scope

- 2.1 This policy sets out the responsibilities of Employees in relation to interactions with the Media. It also references the role of the Mayor as the principal Spokesperson for The Barossa Council.

3. Policy Statement

The Barossa Council uses various digital and traditional channels to communicate and engage with our community and stakeholders, making Council more accessible, building transparency and positively guiding the community dialogue. It is important to manage our communications to ensure Council's messaging is consistent, accurate and appropriate to the target audience, and that our corporate brand principles are upheld in line with Council's Communications Strategy 2021-25.

3.1 Spokespersons

- 3.1.1 The Principal Member (the Mayor), as per the Act, is the principal Spokesperson, authorised to speak publicly on behalf of Council.
- 3.1.2 Where the Mayor is absent the Deputy Mayor is authorised to be the principal Spokesperson, authorised to speak publicly on behalf of Council, or, the Mayor may authorise on a case by case basis another member of Council to be the principal spokesperson on that matter.
- 3.1.3 The Chief Executive Officer (CEO) is authorised as a Spokesperson of Council and shall consult with the Mayor where deemed necessary.
- 3.1.4 The Directors are authorised as Spokespersons of Council on matters related to their technical expertise and directorate services, and shall consult with the Mayor or CEO where deemed necessary.
- 3.1.5 If the Mayor, CEO or Directors are contacted directly by the Media they have the authority to respond. It is recommended that the Spokesperson partners with the Communications and Engagement business unit as the subject matter expert to inform appropriate action/response in line with Council's corporate brand principles to ensure consistent messaging.

3.2 Responsibilities

- 3.2.1 The Communications and Engagement Team is responsible for managing and initiating Council's media relations. All media contact should be coordinated via

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the Communications and Engagement Team. This does not mean media cannot make contact directly with CEO/Directors who shall inform, or as necessary, consult with the Communications and Engagement Team.

- 3.2.2 CEO/Directors, via the Communications and Engagement Team, may provide and approve responses to the media as well as authorise media statements or other information releases. CEO/Directors, via the Communications and Engagement Team, may delegate authority to comment to Employees who have specific technical or subject matter expertise where appropriate. The Communications and Engagement team will provide necessary training and/or briefings for Employees to ensure responses are aligned with key messaging of Council.
- 3.2.3 An Employee authorised to speak on behalf of The Barossa Council in accordance with 3.2.2 will do so in a constructive and professional manner in line with our corporate brand principles in order to represent Council appropriately at all times.
- 3.2.4 An Employee authorised to speak on behalf of Council will not disclose information that is confidential, nor make personal comment on any issue. Where Council has reached a decision, official comments must advocate for Council's endorsed position.

3.3 Personal Comments

Elected Members and Employees, as members of the community, have the right to state their personal views publicly. Any such comments must be acknowledged as their personal views and should not disrespect Council, its decisions, decision-making process, Elected Members or other Employees, and not use Council resources.

3.4 Emergency Management

In the event of emergency, the CEO or any Director is authorised to circumvent the Media and Communications Policy in the interest of community safety, in line with The Barossa Council Community Incident Response Arrangements.

3.5 Records Management

Authorised Council commentary appearing in print or online should be managed in accordance with Council's Knowledge Management Policy.

3.6 Policy Breaches

Breaches to this Policy will be managed in accordance with Council's Human Resource Management Policy or Elected Members Code of Conduct and related supporting processes.

4. Supporting Processes and Documents

Social Media Process
Communications Strategy 2021-25
Communications Strategy Framework Action Plan

5. Related Policies and Codes

Social Media Policy
Human Resource Management Policy

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6. Legislation and References

Section 58 of the Local Government Act 1999

7. Review

This policy will be reviewed by Team Leader, Communications and Engagement in consultation with the relevant stakeholders within two years or more frequently if Council's need changes.

8. Further Information

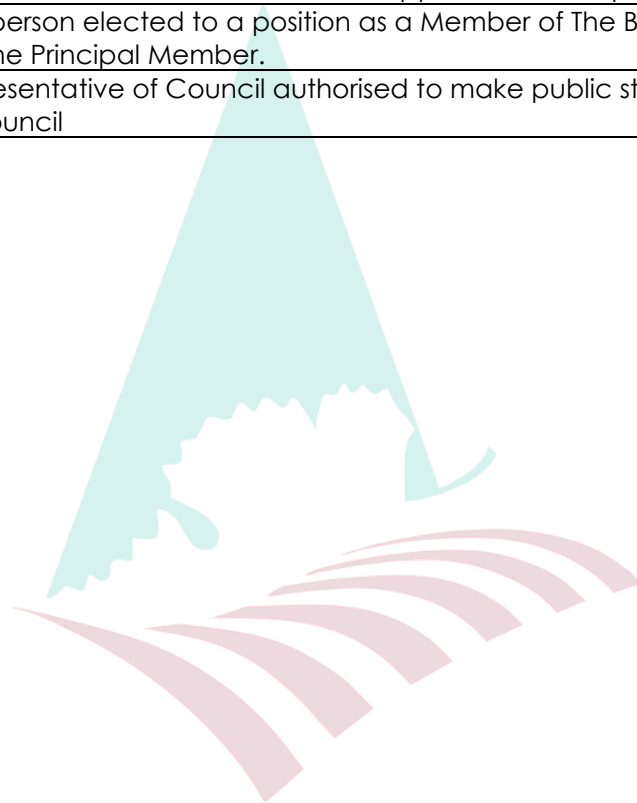
- 8.1 This Policy is available on Council's website at www.barossa.sa.gov.au. It can also be viewed electronically at Council's principal office at 43-51 Tanunda Road, Nuriootpa and all Council branches, during ordinary business hours. A copy of this Policy can be obtained at those venues upon payment of a fixed fee.
- 8.2 Complaints regarding this Policy or its application can be made to the Customer Service team on 8563 8444 or barossa@barossa.sa.gov.au at first instance, who will refer you to the most appropriate officer according to Council's *Customer Service Policy and Complaints Handling Process* (see clause 8.1 above for availability).

9. Document Control

Corporate Plan Link:		BS3 – Communications and Engagement Management of media, social media, digital communications, branding and strategy, special projects, grants and research, corporate publications, community engagement and events. Providing advice and direction in the areas of marketing, creative and media relations to achieve an integrated approach to all internal and external communications in alignment with the strategic objectives of Council.			
Document Owner:	Chief Executive Officer			Document Control Officer:	Team Leader, Communications and Engagement
Consultation Rating:	[A]	Audience:	Internal	Next Review Date:	19/07/2024
Version history					
Version No.	Date			Description of Change	
3.0	16/8/22			Alignment with Communications Strategy and Community Incident Response Arrangements	
2.0	20/07/21			Rolled over by Council	
1.0	21/8/18			New Policy	

10.	Definitions
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Employee	All full-time, part-time and casual employees of The Barossa Council including trainees, apprentices, and on-hire employees.
CEO	Chief Executive Officer of The Barossa Council or someone Acting in the position of CEO.
Director	Any Employee appointed to the position of Director or Acting in the position of Director.
Media	Organisations utilising traditional and/or digital platforms for media communication.
Act	The Local Government Act 1999.
Principal Member	Mayor of The Barossa Council or in their absence the Deputy Mayor or in their absence an Elected Member appointed to the position.
Elected Member	Any person elected to a position as a Member of The Barossa Council but not the Principal Member.
Spokesperson	Representative of Council authorised to make public statements on behalf of Council



The Barossa Council