

## HEAD OF POWER

- *Local Government Act*, section 9

## INTENT

The purpose of this policy is to ensure effective communications that protect and enhance the reputation of Council, inform the community, promote a positive image of the Bundaberg Region and raise awareness about Council services and activities.

## SCOPE

This policy applies to all aspects of Council's operations and is relevant to all employees, Councillors and Councillor Advisor (Mayor's Chief of Staff).

Social media is recognised as media for the purpose of this policy.

## DEFINITIONS

**Employee** means a local government employee as defined pursuant to the *Local Government Act 2009*.

## POLICY STATEMENT

1. Council will ensure all communications with media are consistent, accurate, timely and appropriate.
2. The Mayor, Chief Executive Officer and Communications Manager are authorised to act as spokespeople for Council.
3. The Councillor Advisor is authorised to act as spokesperson for the Mayor.
4. The Mayor may nominate a Councillor to act as media spokesperson on matters related to their portfolio or division.
5. The Chief Executive Officer and Communications Manager may nominate an employee to act as media spokesperson on matters related to their responsibilities and expertise.
6. Authorisation is not required for Councillor communication through non-Council social and digital media platforms, individual newsletters, media interviews, media releases or personal communications where the Councillor is not seeking to represent the official position of Council.
7. Individual employees may express personal views to the media on issues that are unrelated to Council but will not identify as a Council employee or Council spokesperson without authorisation by the Chief Executive Officer or the Communications Manager

8. Council employees may assist the Mayor with maintaining official social media accounts and Councillors with research and fact checking.
9. Council's Caretaker Period Protocol supersedes this policy during the election caretaker period.

## **ASSOCIATED DOCUMENTS**

- Caretaker Period Protocol
- Communications Plan
- Corporate Plan
- Code of Conduct for Councillors in Queensland
- Employee Code of Conduct Policy

## **DOCUMENTS CONTROLS**

Council will review this policy biennially or in response to changes in law or best practice.

## **POLICY OWNER**

Communications Manager, Communications.