



Media Policy

Policy Identification:	
Policy type:	Council
Summary:	The policy provides guidelines for the provision of information to the media.
Record number:	2.63.1
Date of adoption or approval:	19 May 2006
Last review date:	17 November 2017
Next review date:	Once in each term of council
Authorised by:	Council
Responsible department:	Executive
Responsible officer (s):	Chief Executive Officer
Review officer:	Governance Officer
Consultation required:	
Relevant references:	
Delegations:	Chief Executive Officer
Legislation:	Local Government Act 1999
Related policies:	Social Media Policy
Related procedures:	

1. Purpose

Council recognises the importance of keeping the community informed on the decisions that have been made by Council and important topical matters that are affecting the Loxton Waikerie district. This recognition forms part of Councils core values

It is recognised that the media plays a strong and active role in the dissemination of information to the community. The Council wishes to maximise the relationship with the media to allow accurate information to be disseminated as efficiently as possible.

2. Principles

“Media” is defined as print, social media, radio and television outlets.

The Mayor and the Chief Executive Officer are the principle spokespersons for the council and media comment will be directed to the Mayor in the first instance, in particular for strategic and policy related matters. The Mayor and / or the Chief Executive Officer may chose to delegate to another elected member or an officer on a case by case basis.

The Chief Executive Officer and Directors are more appropriately informed to speak to the media regarding operational matters. The Chief Executive Officer and Directors are also recognised as principle spokespersons for this purpose and may delegate this responsibility to other staff, on a once off basis or an ongoing or topical basis, depending upon the circumstances

Any media comment made by elected members, other than in compliance with this policy, must be clearly expressed to represent the personal views of those elected members and not the official view of council.

An authorised spokesperson will be made available at the request of the media.

Media releases and other communications will be initiated where there is perceived that a high level of interest exists in a decision of council.

It is not the general practice of council to respond to letters to the editor unless directed to do otherwise by the Mayor or Chief Executive Officer. If correspondence is received by council seeking information a response will be provided. Members of the community are also able to present questions to a meeting of council during Community Question Time and council staff will make every effort to be available to speak with people who have concerns.

Comment will not be provided to the media on matters listed on a current council agenda to the degree that it could be perceived to influence the decision of council until after the council meeting at which the matter has been listed.

3. Delegation

The Chief Executive Officer and Directors are delegated to action this policy to the degrees mentioned.

4. Availability of the policy

This policy will be available for inspection at the council offices at Loxton or Waikerie during ordinary business hours at no charge.

Copies of this policy will also be available from council's website www.loxtonwaikerie.sa.gov.au or postal copies may be obtained from the Council Officer. free of charge.

5. Document history and version control

Date	Version	Authorisation: Council/ Committee/Senior Management Team	Amendment details:
19/05/2006	1.0	Council: meeting of 19 May 2006	First version
16/10/2009	1.1	Council; meeting of 16 October 2009	Amended to note the review period is extended to that of every 2 years
17/02/2012	1.1	Council: meeting of 17 February 2012	No changes noted
17/04/2015	1.1	Council; meeting of 17 April 2015	No changes noted
17/11/2017	1.2	Council meeting of 17 November 2017	Extension to the review date to that of every 3 years, addition of document history and version control protocols to reflect the direction within the policy framework and clarification of the delegation to the Chief Executive Officer to speak to the media regarding operational matters of Council.