MEDIA COMMUNICATIONS POLICY

Policy Reference No. POL/180
File No. HCC15/190
Strategic Objective 5.3 Provide responsible and transparent governance, services and infrastructure which responds to and supports community needs

Adopted by Council 07 April 1997
Re-Adopted 19 September 2017
Date for Review September 2022
Responsible Officer Manager Communications & Events
Department Communications & Events
1 INTRODUCTION

This policy has been established to ensure the Council presents a coordinated approach to communicating Council policies and decisions to both the community and wider audiences.

2 POLICY STATEMENT

2.1 The Mayor is the official spokesperson for the Council and is responsible for making media statements on matters of Council policy. It is understood the Mayor’s comments will represent the official Council position.

2.2 Councillors may express their own personal views, and should clearly express that the view may not represent the whole of Council.

2.3 The Chief Executive Officer is responsible for media comment on administrative matters. Where appropriate, Directors of divisions are able to comment within their areas of responsibility to clarify factual information and may arrange for a relevant Manager to provide publicly available information within their area of expertise.

3 POLICY IMPLEMENTATION

3.1 Hume City Council is proactive in informing its community and stakeholders on the achievements, services and facilities of Hume City and its residents.

3.2 As part of the program of forward initiatives where stories are being considered in particular wards, Ward Councillors can be involved and quoted. Councillors are also encouraged to put forward stories ideas about activities in their Wards to the Communications and Events Department.

3.3 All media statements being issued from the Council are approved through the Communications and Events Department before release.

4 RELATED DOCUMENTS

4.1 Code of Conduct for Councillors