

MEDIA POLICY

ADMINISTRATIVE POLICY



1 Scope

This policy applies to all Rockhampton Regional Council Councillors, employees, suppliers and volunteers and encompasses all media related activities undertaken by Council.

2 Purpose

The purpose of this policy to ensure consistency when using media to engage, inform and promote Council.

3 Related Documents

3.1 Primary

Nil

3.2 Secondary

Councillor Portfolio Policy

Media Procedure

4 Definitions

To assist in interpretation, the following definitions apply:

CEO	Chief Executive Officer A person who holds an appointment under section 194 of the <i>Local Government Act 2009</i> . This includes a person acting in this position.
Contractor	A person, organisation or entity that performs a specific act or acts including the provision of services and/or materials to another person, organisation or entity under an agreement enforceable by law.
Council	Rockhampton Regional Council
Councillor/s	The Mayor and Councillors of Council, within the meaning of the <i>Local Government Act 2009</i> .
Employee	Local government employee: (a) The CEO; or (b) A person holding an appointment under section 196 of the <i>Local Government Act 2009</i> .
Mayor	The Mayor is an elected member of Council, also referred to as a Councillor, with additional responsibilities as outlined in section 12(4) of the <i>Local Government Act 2009</i> .
Media	All forms of published content including radio, newspapers, magazines, television, websites that provide news coverage and social media.

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Supplier	Any supplier/contractor/consultant supplying goods and/or services to Council.
Volunteer	Any person, who of their own free will, offers to undertake un-paid work for Council and is accepted as a volunteer by the CEO and/or their authorised delegates.

5 Policy Statement

Media is a key communication tool that allows Council to:

- (a) Engage with and inform the community about Council activities, programs, events, services and initiatives;
- (b) Provide clear and accurate information about Council's processes and decisions; and
- (c) Promote positive, consistent and accurate media coverage of Council.

5.1 Spokespersons

5.1.1 Mayor and Councillors

The Mayor and Councillors are spokespersons for those matters as prescribed in the Councillor Portfolio Policy.

Councillors may make personal comment in the media on any other topic, however if they are not acting as the authorised spokesperson, the resources of the Media and Communications Unit is not made available and Councillors must:

- (a) Make it clear that they are expressing their personal opinion; and
- (b) Respect the democratic process in relation to Council decisions.

5.1.2 Employees

The CEO is the spokesperson for organisational and employee related matters, however does not provide comment on policy matters.

Communication officers in the Media and Communications Unit have delegated authority, by the CEO, to provide responses and briefing notes on behalf of Council as spokesperson to media organisations.

No employee (with the exception of the above spokespersons) are authorised to participate in media interviews or provide information to the media unless otherwise authorised to do so by the CEO.

Employees must refer all media enquiries relating to Council to the Media and Communications Unit.

5.1.3 Suppliers and Volunteers

Suppliers and volunteers must refer all media enquiries relating to Council to the Media and Communications Unit.

6 Review Timelines

This policy is reviewed when any of the following occur:

- (a) The related information is amended or replaced; or
- (b) Other circumstances as determined from time to time by the Council.

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7 Document Management

Sponsor	Chief Executive Officer
Business Owner	Chief Executive Officer
Policy Owner	Deputy Chief Executive Officer
Policy Quality Control	Legal and Governance



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