

MEDIA AND COMMUNICATIONS POLICY

Policy Number:	1.3
Approved by:	Council
Date Approved:	December 2023
Date of Next Review:	December 2024
Applicable to Unit(s):	Whole Organisation
Responsible Officer:	Coordinator Communications and Media
Related Policies:	Social Media Policy
Related Documents:	Council Plan 2021 – 2025 Wellington 2031 Community Vision
Statutory Reference:	Nil

OVERVIEW

To manage the flow of information within the organisation and to the wider Wellington community.

THE POLICY

The Council will maintain a regular two-way flow of information between itself and staff and the community through effective use of the media, adopting an open policy for Council meetings and implementing other effective internal and external communication activities.

Wellington Shire Council will promote and communicate the strengths and positive features of Wellington Shire Council's services, facilities and lifestyle. In all communications Wellington Shire Council will reaffirm its commitment to the community vision and their aspirations as detailed in Wellington 2031 through its Council Plan.

In their personal and professional conduct, all members of staff have an opportunity to play an important role in Council's communication and community presentation. Staff members are not permitted to make official comments on behalf of Council with representatives from the media or online.

The Council's spokesperson on policy matters is the Mayor and on executive matters, the Chief Executive Officer by delegation. No interviews, photographs, discussion or liaison with the press (including social media), radio or television should be undertaken by any other officer without prior approval of the Chief Executive Officer or delegate, this can be via the Coordinator Communications and Media.

HUMAN RIGHTS

Wellington Shire Council is committed to upholding the Human Rights principles as outlined in the *Charter of Human Rights and Responsibilities Act 2006 (Vic)* and referred to in Council's Human Rights Policy. The Human Rights Checklist has been completed and this policy accords with Council's policy commitment to uphold human rights principles.

REVISION HISTORY

VERSION	DATE	MAJOR / MINOR UPDATE	SUMMARY OF CHANGES
1.0	December 2022	Minor update	Social media as type of key media under Policy
1.1	December 2023	Minor Update	Minor formatting and terminology updates Date of Next Review updated to: December 2024