

 Central Highlands Regional Council	CENTRAL HIGHLANDS REGIONAL COUNCIL POLICY	
	Media Relations Policy	POLICY REF NO CHRCP: 0021

1.0 Policy Purpose

- 1.1 This policy aims to ensure all media releases, statements and enquiries relating to or on behalf of the Central Highlands Regional Council are managed professionally and appropriately.
- 1.2 This policy applies to all councillors, employees and contractors working for council regardless of whether they are permanent, temporary, full-time, or casual. For the purpose of this policy, the term ‘contractor’ includes on-hired temporary labour services (agency staff) and sub-contractors.

2.0 Policy Statement

- 2.1 Central Highlands Regional Council will provide timely and accurate information to the media that is professional, consistent, fair, enhances council’s reputation, limits the possibility of misinformation and maintains positive relations with the media.

3.0 Roles and Responsibilities

- 3.1 The Mayor and Chief Executive Officer (CEO) are council’s official spokespeople on all matters.
- 3.2 The Mayor may delegate councillors to act as a spokesperson for council when appropriate.
- 3.3 The CEO may delegate members of the Executive Leadership Team (ELT) or staff to act as a spokesperson when appropriate.
- 3.4 The public relations and events team is responsible for coordinating media liaison, and issuing approved media releases and responses to media enquiries on behalf of council.
- 3.5 ELT members and the CEO should make themselves available to answer enquiries from media where such enquiries affect their immediate area of operations.
- 3.6 Councillors may speak to media to express their personal views only, except if they have been delegated to act as a spokesperson by the Mayor.
- 3.7 No employee, contractor or councillor can speak to the media about an item to be considered at a council meeting prior to the meeting, except if approved by the Mayor or CEO.
- 3.8 No employee or contractor is authorised to respond to media representatives on behalf of council, except if approved by the CEO or a member of the ELT.
- 3.9 Employees may speak to the media as private individuals if they:
 - o do not comment on council business or policy

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- do not identify themselves as a council employee
- ensure their comments are not likely to be perceived as representing official council position or policy.

3.10 The public relations and events team will not engage in or assist with any media activity which is deemed by the CEO to be specifically for the personal benefit of any elected member or staff member.

4.0 Dealing with the media

4.1 All staff and contractor must direct any media enquiry to the public relations and events team.

4.2 All media activity at any council worksite is to be coordinated through the public relations and events team.

4.3 Media releases, public notices and statements must be approved by the Mayor, CEO, member of ELT or the delegated spokesperson before posting to council’s website or sending to the media.

4.4 Employees may appear in images or video footage taken by the media at council events if they provide consent, are wearing appropriate uniform/PPE and are there in their capacity as a council representative.

4.5 Councillors may appear in images or video footage taken by the media at council events if they provide consent.

4.6 All new employees, councillors and contractors are to be made aware of this policy as part of the induction process.

4.7 The public relations and events team may provide approved images and footage to the media.

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Strategic Link	Central Highlands Regional Council Corporate Plan 2017-2022 <i>Local Government Act 2009</i> (Qld)
Category	Organisational Elected Members
Lead Business Unit	Public Relations and Events
Public Consultation	No
Adoption Date	14 December 2022
Next Review Due	
Document Number	946990
Record Keeping	ECM, Vine and Council Website
Related Documents	Media Relations Guidelines (ECM1509576)

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