

## MEDIA AND COMMUNICATIONS POLICY

<b>Policy Number:</b>	1.3
<b>Approved by:</b>	Council
<b>Date Approved:</b>	December 2025
<b>Date of Next Review:</b>	December 2026
<b>Applicable to:</b>	Councillors, Council employees and temporary staff, volunteers, contractors and consultants engaged by Council
<b>Responsible Officer:</b>	Manager Customer and Communications
<b>Related Policies:</b>	Social Media Policy Code of Conduct
<b>Related Documents:</b>	Council Plan 2025 – 2029 Community Vision 2041 Communications and Media Service Agreement
<b>Statutory Reference:</b>	Nil

### OVERVIEW

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

### THE POLICY

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 through its Council Plan.

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

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 Manager Customer and Communications or Communications Advisors by delegation.

This Policy should always be read in conjunction with Council's Code of Conduct.

## REVISION HISTORY

VERSION	DATE	SUMMARY OF CHANGES
1.0	December 2022	Social media as type of key media under Policy.
1.1	December 2023	Minor formatting and terminology updates. Date of Next Review updated to: December 2024.
1.2	December 2024	Date of Next Review updated to: December 2025. Coordinator role updated to Manager Communications and Media. Update to align media process with current workflow Minor language update.
1.3	December 2025	Date of Next Review updated to: December 2026. Update to Council Plan and Community Vision. Manager Communications and Media changed to Manager Customer and Communications. Stronger alignment to Code of Conduct.