

Agenda – Late Items

Ordinary Meeting

Wednesday, 26 February 2025

Time: 9:00 am
Location: Council Chambers
82 Brisbane Street
BEAUDESERT QLD 4285

**Scenic Rim Regional Council
Ordinary Meeting
Wednesday, 26 February 2025
Agenda – Late Items**

11	Consideration of Business of Meeting	3
	Additional Items	3
11.10	Media Policy Review	3

11 Consideration of Business of Meeting




Additional Items

11.10 Media Policy Review

Executive Officer: Acting General Manager Council Sustainability

Item Author: Principal Specialist Communication and Marketing

Attachments:

1. Media Policy (current) [↓](#) 
2. Media Policy (with tracked changes) [↓](#) 
3. Media Policy (revised) [↓](#) 

Councillor Portfolio / Representation

Not applicable.

Local Government Area Division

This report relates to the whole Scenic Rim region.

Executive Summary

The purpose of this report is to propose adopting the updated Media Policy.

This Policy aims to establish a clear and unified communication approach among Councillors, management and staff, ensuring consistency in media messaging.

Recommendation

That Council adopt the Scenic Rim Regional Council Media Policy.

Previous Council Considerations / Resolutions

Council adopted the Media Policy on 6 May 2008 and last amended the Policy on 24 November 2009.

Report / Background

Council frequently engages with the media on matters affecting residents and key stakeholders. Maintaining a clear, consistent message is essential to Council's long-term success.

To ensure a unified public image and prevent unintentional contradictions, this Policy will govern all media communications on behalf of Council.

Budget / Financial Implications

Not applicable.

Strategic Implications

Operational Plan

Theme: 3. Open and Responsive Government

Key Area of Focus: To be a high-quality customer-focused organisation that provides high-quality customer-focused services

Legal / Statutory Implications

Not applicable.

Risks

Strategic Risks

The following Level 1 and Level 2 (strategic) risks are relevant to the matters considered in this report:

- SR51 Ineffective, inaccurate and/or inappropriate communication and relationship/stakeholder management impacting Council's ability to fulfil its strategic objectives.
- SR46 Inadequate or lack of Governance (including procurement) Framework (systems, policies, procedures, delegations and controls) in place to ensure compliance by Council's Councillors and Officers with all relevant State and Federal legislation and regulations.

Risk Summary

Category	Explanation
Reputation, Community & Civic Leadership Open and Transparent Government	That a Council Media policy is put in place to guide Council on the best course of action regarding communication to the wider community and provides an open and transparent framework.

Human Rights Implications

No human rights have been impacted by any actions recommended in this report.

Consultation

Mayor and Councillors
Executive Team

Conclusion

The Media Policy aims to establish a clear and unified communication approach among Councillors, management and staff, ensuring consistency in media messaging.

Options

Option 1

That Council adopt the Scenic Rim Regional Council Media Policy.

Option 2

That Council not adopt the Scenic Rim Regional Council Media Policy.

Option 3

That Council not adopt the Scenic Rim Regional Council Media Policy and request further information to be brought back to a future Ordinary Meeting.

**CORPORATE MANAGEMENT
COMMUNICATIONS**
Policy Number: CM01.01CP



**COUNCIL POLICY:
COUNCIL MEDIA POLICY**

Date Adopted: *6 May 2008*
 Committee Reference: *Ordinary Meeting; 6 May 2008; Item Number 6.1*
 Amended Date: *24 November 2009; 25 February 2014*
 Contact officer: *Coordinator Communications and Engagement*
 Next review date: *30 November 2016*
 File Reference: *04/15/004; 02/16/001*
 Related Policies/Local Laws/Legislation:
 Confidentiality Policy for Councillors
 Social Media Policy
 Local Government Act 2009
 Related Documents: *Scenic Rim Regional Council Media Protocol*
 Code of Conduct for Councillors
 Code of Conduct for Council Employees

OBJECTIVES

The objectives of this policy are:

- Demonstrate Council’s commitment to interact with the media and make public comment that is accurate and is provided in a timely manner;
- Provide an agreed protocol for informing the public through the media about matters that may impact on them.

Corporate Plan:	
Priority Area	<i>Open and responsive government Council will provide leadership that supports the diverse needs of our community. We value this diversity and will actively engage to deliver a range of affordable services in an efficient and fair manner. We will acknowledge the aspirations of our community when making decisions in an ethical and transparent way.</i>
Strategy	<i>Continue to develop initiatives and processes to communicate and engage with our diverse community</i>

POLICY STATEMENT

Scenic Rim Regional Council recognises the important role local and regional media play in communicating key council policy and strategy messages to the community.

Scenic Rim Regional Council Policy Register

It is the policy of Council to provide relevant, timely and accurate comment and background information to all media outlets when requested.

To ensure we project a consistent voice and image and avoid unintentional contradiction in the public arena, the following protocol will apply to all media comment on behalf of Council.

Any media comment by councillors other than in compliance with this policy must be clearly expressed to represent the personal views of those councillors and not the official view of Council.

SCOPE

This policy applies to:

- circumstances when the media requests Council to make comment or provide background information on matters under its jurisdiction;
- circumstances when Council wishes to engage with the media seeking coverage on Council activities (eg press releases, media events, press conferences);
- all Councillors, Council employees and contractors; and
- all comment to the media on Council business and policy.

DEFINITIONS

Not applicable

RESPONSIBILITIES

Policy Author	Coordinator Communications and Engagement
Policy Owner	Coordinator Communications and Engagement
Guidelines and procedures - <i>Attachment A - Scenic Rim Regional Council Media Protocol</i>	Coordinator Communications and Engagement

Approved By:

SCENIC RIM REGIONAL COUNCIL
 25 February 2014

ATTACHMENT A: SCENIC RIM REGIONAL COUNCIL MEDIA PROTOCOL

1.0 Purpose

Council is regularly called upon to make comment to the media on community and council matters. Further, there are circumstances when council wishes to proactively engage with the media to convey policy and strategy decisions and to highlight key achievements or matters facing the public.

The purpose of this protocol is to provide guidance to councillors and staff wishing to engage with the media.

2.0 Authorisations

Ensuring elected members and staff are authorised to engage with the media will assist with the media being provided with timely, accurate and relevant information, while also avoiding potential for mixed messages to be conveyed in the public realm.

Only authorised people shall speak or provide comment on behalf of council, as outlined in this protocol.

The following people are authorised to comment to media, within their delegated roles:

- a. Mayor - the Mayor is authorised as principal spokesperson on all issues relating to council or the region. Where the Mayor is unavailable, the Deputy Mayor will generally fulfil the spokesperson role. Alternatively, the Mayor (or the Chief Executive Officer) may authorise a spokesperson for particular topics.
- b. Deputy Mayor - In the absence of the Mayor or as authorised by the Mayor.
- c. Committee Chairpersons - shall generally be the spokesperson for media releases and issues discussed at committee meetings and subsequently adopted at Council ordinary meetings.
- d. Divisional Councillors - Where issues are specifically related to an electoral division of council, comment will generally be sought from the divisional councillor.
- e. Chief Executive Officer - All corporate and operational issues in relation to Council, or as delegated by Council. As a rule, the Chief Executive Officer will not generally comment on policy issues, other than by authorisation of the Mayor or Council.
- f. Communications Officers - Communications Officers shall facilitate and coordinate all media contact with the appropriate council spokesperson under the policy, as well as provide background commentary and information to media sources. By approval of the Mayor, Council or Chief Executive Officer, a Communications Officer may provide general comment on Council issues.

3.0 Press Releases

The Communications Section will ensure approval is sought from the elected member quoted in the press release prior to its release. If the relevant councillor cannot be contacted for approval, and an alternative spokesperson is not available, the Chief

Executive Officer is authorised to approve the release. In these circumstances the councillor who has been quoted shall be contacted as soon as practicable and provided with a copy of the press release issued.

4.0 Personal Views of Elected Members

Any media comment conflicting with this policy must be clearly expressed to represent a personal viewpoint and not the official view of Council.

When engaging the media Councillors must provide high quality leadership to the Council and community and must serve the overall public interest of the region. Councillors are reminded of their obligations under the *Local Government Act 2009* and the relevant provisions of the Councillor Code of Conduct.

5.0 Media Co-ordination

To ensure interaction with the media is co-ordinated effectively, all media releases, advertisements, flyers and publications shall be produced by, or forwarded to Council's Communications Section to be edited for compliance on content and style, prior to release.

6.0 Radio, Television and Councillor Columns

Councillors may present news segments on community radio stations on a rotational basis. Council's Communications Section will, upon request from the relevant councillor, provide 'talking points' and background material to assist the elected member prepare for their community radio commitment.

The Mayor will be the 'face' of Scenic Rim Regional Council on all television interviews. Where the Mayor is unavailable, the Deputy Mayor will generally fulfil the spokesperson role. Alternatively, the Mayor (or the Chief Executive Officer) may authorise a spokesperson for particular topics.

A number of local newspapers provide councillors with the opportunity to submit a 'Councillor Comment'. Where appropriate this will be undertaken on a rotational basis, with the Communications Section providing assistance in the drafting and submission of the columns upon request from the elected member.

7.0 Staff Comment

Council staff shall not make comment to the media on Council business and policy, except with the prior authorisation of the Chief Executive Officer, or through appropriate delegation. All enquiries by the media to staff must be referred to the Communications Section.

8.0 Conclusion

Council's relationship with the media is critical to our continued success. It is therefore important that all contact with the media is dealt with in a professional manner, and in consultation with the Communications Section.

Approved By:

SCENIC RIM REGIONAL COUNCIL
25 February 2014



Council Policy

Media

Policy Reference Number	CP00028	Choose an item Date	Click or tap to enter a date.
Portfolio	Customer and Regional Prosperity	Next Review Date	
Business Unit	Regional Prosperity and Communications	Document ID	TBA

1. Purpose/Objective

The objectives of this Policy are to:

1. Demonstrate Council's commitment to interact with the media and make public comment that is accurate and is provided in a timely manner; and
2. Provide an agreed protocol for informing the community through the media about matters that may impact on them.

2. Scope

This Policy applies to:

- Circumstances when the media requests Council to make comment or provide background information on matters under its jurisdiction;
- Circumstances when Council wishes to engage with the media seeking coverage on Council activities (eg press releases, media events, press conferences);
- All Councillors, Council employees and contractors; and
- All comment to the media on Council business and policy.

3. Responsibility

The Manager Regional Prosperity and Communications is responsible for ensuring the delivery of the Policy:

- Aligns with all relevant legislation and government Policy;
- Aligns with the Council Policy - Councillor Portfolios and Council Policy - Advisory Committee
- Aligns with requirements, strategies and values;
- Council's Governance team will be responsible for ensuring the Policy is implemented and monitored; and

Electronic version current uncontrolled copy valid only at time of printing.
 Document Name: Media Council Policy
 Document Maintained by: Customer and Regional Prosperity
 Page 1 of 5

Current Version Reviewed – xxx.xxx
 Next Review Date – xxx.xxx

CP00032 - Media Council Policy

- Is reviewed to evaluate its continuing effectiveness.

4. Policy

Scenic Rim Regional Council recognises the important role local and regional media play in communicating key council policy and strategy messages to the community.

It is the policy of Council to provide relevant, timely and accurate comment and background information to all media outlets when requested.

To ensure we project a consistent voice and image and avoid unintentional contradiction in the public arena, the following protocol will apply to all media comment on behalf of Council.

Any media comment by councillors other than in compliance with this policy must be clearly expressed to represent the personal views of those councillors and not the official view of Council.

Council is regularly called upon to make comment to the media on community and Council matters. Further, there are circumstances when council wishes to proactively engage with the media to convey policy and strategic decisions and to highlight key achievements or matters facing the community. The purpose of this protocol is to provide guidance to Councillors and employees wishing to or are requested to engage with the media.

4.1. AUTHORISATIONS

Ensuring elected members and employees are authorised to engage with the media will assist with the media being provided with timely, accurate and relevant information, while also avoiding potential for mixed messages to be conveyed in the public realm.

Only authorised people shall speak or provide comment on behalf of Council, as outlined in this protocol.

The following people are authorised to comment to media, within their delegated roles:

..1. Mayor

The Mayor is authorised as principal spokesperson on all regional issues, which include but are not necessarily limited to:

- Matters of emergency management, for example floods, fires, cyclones;
- Major reputation management;
- Queensland and/or Australian Government matters, policies, plans, initiatives and relationships;
- Civic events in accordance with Council's Civic Events Policy;
- Initiatives and projects of major regional significance;
- Region-wide planning matters;
- Major regional events and promotions;
- General commentary on the performance of the regional economy and Council finances which impact on or are relevant to the Region generally; and
- Matters of regional environmental significance.

..2. Deputy Mayor

If the Mayor is not available to comment on a regional issue and/or project as detailed above, the Deputy Mayor will be the Council spokesperson for the media.

Electronic version current uncontrolled copy valid only at time of printing.
 Document Name: Media Council Policy
 Document Maintained by: Customer and Regional Prosperity
 Page 2 of 5

Current Version Reviewed – xxxxxx
 Next Review Date – xxxxxx

Commented [BJ1]: This section is in the currently adopted policy but is missing from the edits. I have put it back in for completeness. If you don't want it just deleted ensuring the Tracked Changes is still turned on.

CP00032 - Media Council Policy

If neither the Mayor nor Deputy Mayor is available to comment on a regional issue and/or project, a relevant Portfolio Councillor or the CEO may act as the spokesperson in that instance for the media.

..3. Advisory Committee Chairpersons

This position shall generally be the spokesperson for media releases and issues discussed at Advisory Committee Meetings and subsequently adopted at Council Ordinary Meetings. If an Advisory Committee Chairperson is not available to comment on issues discussed at an Advisory Committee Meeting or subsequent Council Ordinary Meeting, then the Mayor or Deputy Mayor may act as the spokesperson in that instance for the media.

..4. Portfolio Councillor

The Portfolio Councillor should be the key Council spokesperson on a Portfolio related matter. The Mayor can also make comment on any Portfolio matters and be quoted in Council releases along with the Portfolio Councillor (including for media releases and statements arising from decisions of Council).

..5. Divisional Councillors

Where issues are specifically related to an electoral division of council, comment will generally be sought from the Divisional Councillor.

..6. Chief Executive Officer

All corporate and operational issues in relation to Council, or as delegated by Council. As a rule, the Chief Executive Officer will not generally comment on policy issues, other than by authorisation of the Mayor or Council.

..7. Communications Officers

Communications Officers shall facilitate and coordinate all media contact with the appropriate council spokesperson under the policy, as well as provide background commentary and information to media sources. By approval of the Mayor, Council or Chief Executive Officer, a Communications Officer may provide general comment on Council issues.

4.2. MEDIA RELEASES

The Communications team will ensure approval is sought from the spokesperson quoted in the media release prior to its release. If the relevant Councillor/spokesperson cannot be contacted for approval, and an alternative spokesperson is not available, the Chief Executive Officer is authorised to approve the release. In these circumstances the Councillor who has been quoted shall be contacted as soon as practicable and provided with a copy of the media release issued.

4.3. PERSONAL VIEWS OF ELECTED MEMBERS

Any media comment conflicting with this policy must be clearly expressed to represent a personal viewpoint and not the official view of Council.

When engaging the media Councillors must provide high quality leadership to the Council and community and must serve the overall public interest of the region. Councillors are reminded of their obligations under the *Local Government Act 2009* and the relevant provisions of the Councillor Code of Conduct.

4.4. MEDIA CO-ORDINATION

To ensure interaction with the media is co-ordinated effectively, all media releases, advertisements, flyers and publications shall be produced by, or forwarded to, Council's Communications team to be edited for compliance on content and with Council's Style Guide, prior to release.

Electronic version current uncontrolled copy valid only at time of printing.
Document Name: Media Council Policy
Document Maintained by: Customer and Regional Prosperity
Page 3 of 5

Current Version Reviewed – xxx.xxx
Next Review Date – xxx.xxx

CP00032 - Media Council Policy

4.5. RADIO, TELEVISION AND COUNCILLOR COLUMNS

Councillors may present news segments on community radio stations on a rotational basis. Council's Communications team will, upon request from the relevant Councillor, provide 'talking points' and background material to assist the Councillor to prepare for their community radio commitment.

If the Councillors do not seek input from the Communications team in preparation, then any comment conflicting with Council or this Policy must be clearly expressed to represent a personal viewpoint and not the official view of Council.

The Mayor will be the 'face' of Scenic Rim Regional Council on all television interviews. Where the Mayor is unavailable, the Deputy Mayor will generally fulfil the spokesperson role. Alternatively, the Mayor (or the Chief Executive Officer) may authorise a spokesperson for particular topics.

A number of local newspapers provide Councillors with the opportunity to submit a 'Councillor Column'. Where appropriate this will be undertaken on a rotational basis, with the Communications team providing assistance in the drafting and submission of the columns upon request from the Councillor.

If the Councillors do not seek input from the Communications team in relation to the drafting and submission of content, then any comment conflicting with Council or this Policy must be clearly expressed to represent a personal viewpoint and not the official view of Council.

4.6. EMPLOYEE COMMENT

Council employees shall not make comment to the media on Council business and policy, except with the prior authorisation of the Chief Executive Officer, or through appropriate delegation. All enquiries by the media to employees must be referred to the Communications team.

4.7. ENGAGEMENT

Council's relationship with the media is critical to its continued success. It is therefore important that all contact with the media is dealt with in a professional manner, and in consultation with the Communications team.

5. Definitions

Nil

6. Related Legislations/Documents

Local Government Act 2009

Code of Conduct for Councillors in Queensland

Code of Conduct for Council Employees

Social Media Council Policy

This Policy supports the Scenic Rim Regional Council Corporate Plan 2026, in particular theme - Choose an item

7. Version Information

Version No	Adoption Date	Key Changes	Approved by
1	06/05/2008	Ordinary Meeting Item No 6.1; New Policy;	Council

Electronic version current uncontrolled copy valid only at time of printing.
 Document Name: Media Council Policy
 Document Maintained by: Customer and Regional Prosperity
 Page 4 of 5

Current Version Reviewed – xxx.xxx
 Next Review Date – xxx.xxx

CP00032 - Media Council Policy

2	24/11/2009	Corporate and Community Services Committee Meeting 17/11/20104 Item No. 1.1; New framework including Attachment A; Protocols; Ordinary Meeting Item No. 5.	Council
3	25/02/2014	Corporate and Community Services Committee Meeting 18/02/2014 Item No. 1.3; Legislation reference updates; Nil major updates; Ordinary Meeting Item No. 6.	Council
4			

Electronic version current uncontrolled copy valid only at time of printing.
 Document Name: Media Council Policy
 Document Maintained by: Customer and Regional Prosperity
 Page 5 of 5

Current Version Reviewed – xxx.xxx
 Next Review Date – xxx.xxx



Council Policy

Media

Policy Reference Number	CP00028	Choose an item Date	Click or tap to enter a date.
Portfolio	Customer and Regional Prosperity	Next Review Date	
Business Unit	Regional Prosperity and Communications	Document ID	TBA

1. Purpose/Objective

The objectives of this Policy are to:

1. Demonstrate Council's commitment to interact with the media and make public comment that is accurate and is provided in a timely manner; and
2. Provide an agreed protocol for informing the community through the media about matters that may impact on them.

2. Scope

This Policy applies to:

- Circumstances when the media requests Council to make comment or provide background information on matters under its jurisdiction;
- Circumstances when Council wishes to engage with the media seeking coverage on Council activities (e.g. press releases, media events, press conferences);
- All Councillors, Council employees and contractors; and
- All comment to the media on Council business and policy.

3. Responsibility

The Communications and Marketing team are responsible for ensuring the delivery of the Policy:

- Aligns with all relevant legislation and government Policy;
- Aligns with the Council Policy - Councillor Portfolios and Council Policy - Advisory Committee
- Aligns with requirements, strategies and values;
- Council's Governance team will be responsible for ensuring the Policy is implemented and monitored; and
- Is reviewed to evaluate its continuing effectiveness.

Electronic version current uncontrolled copy valid only at time of printing.
 Document Name: Media Council Policy
 Document Maintained by: Customer and Regional Prosperity
 Page 1 of 5

Current Version Reviewed – xx.xx.xxxx
 Next Review Date – xx.xx.xxxx

4. Policy

Scenic Rim Regional Council recognises the important role local and regional media play in communicating key council policy and strategy messages to the community.

It is the policy of Council to provide relevant, timely and accurate comment and background information to all media outlets when requested.

To ensure we project a consistent voice and image and avoid unintentional contradiction in the public arena, the following protocol will apply to all media comment on behalf of Council.

Any media comment by councillors other than in compliance with this policy must be clearly expressed to represent the personal views of those councillors and not the official view of Council.

Council is regularly called upon to make comment to the media on community and Council matters. Further, there are circumstances when council wishes to proactively engage with the media to convey policy and strategic decisions and to highlight key achievements or matters facing the community.

The purpose of this protocol is to provide guidance to Councillors and employees wishing to or are requested to engage with the media.

4.1. AUTHORISATIONS

Ensuring elected members and employees are authorised to engage with the media will assist with the media being provided with timely, accurate and relevant information, while also avoiding potential for mixed messages to be conveyed in the public realm.

Only authorised people shall speak or provide comment on behalf of Council, as outlined in this protocol.

The following people are authorised to comment to media, within their delegated roles:

..1. Mayor

The Mayor is authorised as principal spokesperson on all regional issues, which include but are not necessarily limited to:

- Matters of emergency management, for example floods, fires, cyclones;
- Major reputation management;
- Queensland and/or Australian Government matters, policies, plans, initiatives and relationships;
- Civic events in accordance with Council's Civic Events Policy;
- Initiatives and projects of major regional significance;
- Region-wide planning matters;
- Major regional events and promotions;
- General commentary on the performance of the regional economy and Council finances which impact on or are relevant to the Region generally; and
- Matters of regional environmental significance.

..2. Deputy Mayor

If the Mayor is not available to comment on a regional issue and/or project as detailed above, the Deputy Mayor will be the Council spokesperson for the media.

If neither the Mayor nor Deputy Mayor is available to comment on a regional issue and/or project, a relevant Portfolio Councillor or the CEO may act as the spokesperson in that instance for the media.

..3. Advisory Committee Chairpersons

This position shall generally be the spokesperson for media releases and issues discussed at Advisory Committee Meetings and subsequently adopted at Council Ordinary Meetings. If an Advisory Committee Chairperson is not available to comment on issues discussed at an Advisory Committee Meeting or subsequent Council Ordinary Meeting, then the Mayor or Deputy Mayor may act as the spokesperson in that instance for the media.

..4. Portfolio Councillor

The Portfolio Councillor should be the key Council spokesperson on a Portfolio related matter. The Mayor can also make comment on any Portfolio matters and be quoted in Council releases along with the Portfolio Councillor (including for media releases and statements arising from decisions of Council).

..5. Divisional Councillors

Where issues are specifically related to an electoral division of council, comment will generally be sought from the Divisional Councillor.

..6. Chief Executive Officer

All corporate and operational issues in relation to Council, or as delegated by Council. As a rule, the Chief Executive Officer will not generally comment on policy issues, other than by authorisation of the Mayor or Council.

..7. Communications Officers

Communications Officers shall facilitate and coordinate all media contact with the appropriate Council spokesperson under the policy, as well as provide background commentary and information to media sources. By approval of the Mayor, Council or Chief Executive Officer, a Communications Officer may provide general comment on Council issues.

4.2. MEDIA RELEASES

The Communications team will ensure approval is sought from the spokesperson quoted in the media release prior to its release. If the relevant Councillor/spokesperson cannot be contacted for approval, and an alternative spokesperson is not available, the Chief Executive Officer is authorised to approve the release. In these circumstances the Councillor who has been quoted shall be contacted as soon as practicable and provided with a copy of the media release issued.

4.3. PERSONAL VIEWS OF ELECTED MEMBERS

Any media comment conflicting with this policy must be clearly expressed to represent a personal viewpoint and not the official view of Council.

When engaging the media Councillors must provide high quality leadership to the Council and community and must serve the overall public interest of the region. Councillors are reminded of their obligations under the *Local Government Act 2009* and the relevant provisions of the Councillor Code of Conduct.

4.4. MEDIA CO-ORDINATION

To ensure interaction with the media is co-ordinated effectively, all media releases, advertisements, flyers and publications shall be produced by, or forwarded to, Council's Communications team to be edited for compliance on content and with Council's Style Guide, prior to release.

4.5. RADIO, TELEVISION AND COUNCILLOR COLUMNS

Councillors may present news segments on community radio stations on a rotational basis. Council's Communications team will, upon request from the relevant Councillor, provide 'talking points' and background material to assist the Councillor to prepare for their community radio commitment.

Electronic version current uncontrolled copy valid only at time of printing.

Document Name: Media Council Policy

Document Maintained by: Customer and Regional Prosperity

Page 3 of 5

Current Version Reviewed – xx.xx.xxxx

Next Review Date – xx.xx.xxxx

If the Councillors do not seek input from the Communications team in preparation, then any comment conflicting with Council or this Policy must be clearly expressed to represent a personal viewpoint and not the official view of Council.

The Mayor will be the 'face' of Scenic Rim Regional Council on all television interviews. Where the Mayor is unavailable, the Deputy Mayor will generally fulfil the spokesperson role. Alternatively, the Mayor (or the Chief Executive Officer) may authorise a spokesperson for particular topics.

A number of local newspapers provide Councillors with the opportunity to submit a 'Councillor Column'. Where appropriate this will be undertaken on a rotational basis, with the Communications team providing assistance in the drafting and submission of the columns upon request from the Councillor.

If the Councillors do not seek input from the Communications team in relation to the drafting and submission of content, then any comment conflicting with Council or this Policy must be clearly expressed to represent a personal viewpoint and not the official view of Council.

4.6.EMPLOYEE COMMENT

Council employees shall not make comment to the media on Council business and policy, except with the prior authorisation of the Chief Executive Officer, or through appropriate delegation. All enquiries by the media to employees must be referred to the Communications team.

4.7.ENGAGEMENT

Council's relationship with the media is critical to its continued success. It is therefore important that all contact with the media is dealt with in a professional manner, and in consultation with the Communications team.

5. Definitions

Nil

6. Related Legislations/Documents

Local Government Act 2009

Code of Conduct for Councillors in Queensland

Code of Conduct for Council Employees

Social Media Council Policy

This Policy supports the Scenic Rim Regional Council Corporate Plan 2026, in particular theme - Choose an item

7. Version Information

Version No	Adoption Date	Key Changes	Approved by
1	06/05/2008	Ordinary Meeting Item No 6.1; New Policy;	Council
2	24/11/2009	Corporate and Community Services Committee Meeting 17/11/20104 Item No. 1.1; New framework including Attachment A; Protocols; Ordinary Meeting Item No. 5.	Council
3	25/02/2014	Corporate and Community Services Committee Meeting 18/02/2014 Item No. 1.3; Legislation reference updates; Nil major updates;	Council

Electronic version current uncontrolled copy valid only at time of printing.

Document Name: Media Council Policy

Document Maintained by: Customer and Regional Prosperity

Page 4 of 5

Current Version Reviewed – xx.xx.xxxx

Next Review Date – xx.xx.xxxx

CP00032 - Media Council Policy

		Ordinary Meeting Item No. 6.	

Electronic version current uncontrolled copy valid only at time of printing.
Document Name: Media Council Policy
Document Maintained by: Customer and Regional Prosperity
Page 5 of 5

Current Version Reviewed – xx.xx.xxxx
Next Review Date – xx.xx.xxxx