

### Objective

- To establish protocols for managing communication between the City of Mandurah and the media, including social media, to ensure coordinated, professional and reliable representation that accurately reflects Council's position on certain issues and to ensure consistency with corporate plans, strategies, policies and minutes;
- To maximise the opportunity to present a positive public image of the City of Mandurah.

### Statement

The City of Mandurah (the 'City') encourages open communication with the media and the community, with an emphasis on promoting a positive, progressive and professional image of Council and staff.

#### 1) Media liaison

- 1.1) The Council will openly discuss matters of interest with the media unless disclosure of information contravenes the City's duty of care, contractual obligations, a legal issue or could infringe laws or regulations that govern its operations, or the privacy of any individual.
- 1.2) Media organisations and their representatives will be treated equally and without bias.
- 1.3) Media enquiries are to be dealt with promptly, honestly and within the media representative's deadline wherever possible.
- 1.4) Wherever appropriate, invitations to relevant functions, including program launches and civic events, will be extended to the media.

#### 2) Speaking on behalf of the City of Mandurah

- 2.1) The Mayor is the official spokesperson for the City with regard to Council business, political matters or matters before Council. If the Mayor is unavailable or unable to speak on behalf of the City, the Deputy Mayor may act as spokesperson.
- 2.2) The Chief Executive Officer (CEO) is also authorised to speak on behalf of the City if comment is required on legal, commercial, policy, technical or administrative matters, including other matters as agreed by the Mayor. The CEO may nominate other staff to act as spokespeople if he is unavailable or unable to speak on behalf of the City.

#### 3) Public and media statements and responses

- 3.1) All media enquiries should be directed to the Marketing and Communications team in the first instance, who will then liaise with relevant staff, Managers, the CEO and/or Mayor to prepare a response to the enquiry prior to the approval for release by the CEO.
- 3.2) The Mayor or the CEO, or delegated officer in the Marketing and Communications team, may communicate with the media to clarify or correct any statement, article or other news item published or reported incorrectly, inaccurately or inconsistent with the facts according to the City's records.

# Media and Public Statements Policy

## POL-CMR 03



- 3.3) An Elected Member who wishes to make a 'personal statement' on a matter must clearly inform the media that their comment is being made as an individual and the statement is their opinion only and as such do not necessarily represent the position of the Council.
- 3.4) Members of staff are not permitted to speak with the media without prior permission from the CEO. Staff may express their views in a public debate in their capacity as a local citizen but not as a City representative. Staff should avoid any perception of a conflict of interest and take care not to give the impression that the comments are made on behalf of the City.
- 3.5) All media enquiries, requests for interviews or statements are to be referred to the Marketing and Communications team and the relevant Director, who will advise of the most appropriate response and/or action.

## Legislative Context

*Local Government Act 1995* s.2.8(1)(d), s.5.34 and s.5.41(f)

## Related Documents

City of Mandurah Style Guide  
Publications Guidelines  
Marketing & Advertising Guidelines

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**Responsible Directorate:** Strategy and Economic Development

**Responsible Department:** Corporate Communications

**Reviewer:** Manager Corporate Communications

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Amendments			
Version #	Council Approval Date, Reference	Date Document In force	Date Document Ceased
2	Minute G.57/2/12	28/02/2012	24/02/2015
3	Minute G.35/2/15	24/02/2015	11/06/2019
4	Minute G.19/6/19	11/06/2019	-