

MEDIA POLICY

GOV38

Policy Title:	Media Policy		
Policy Type:	Governance		
Policy Owner:	Council		
Policy Custodian:	Chief Executive Officer		
Records Number:	26809	Version:	1.0
Approval Date:	09/01/2025	Next Review Date:	09/01/2028

Purpose

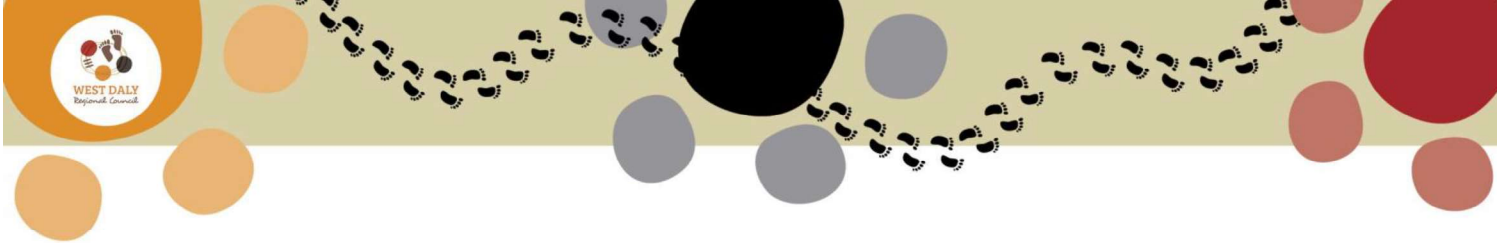
This policy outlines the protocols for communications and media engagement, the roles and responsibilities of Council members, Local Authority members, Council Committee members, staff and contractors, and the procedures for disseminating information.

Scope

This policy applies to all Councillors, Local Authority members, Council committee members (herein referred to as 'members'), West Daly Regional Council employees and contractors (herein referred to as 'staff') regarding public relations and engagement through all forms of media.

Objectives

- To ensure that all communication with the media is transparent and accurate, providing the public with a clear understanding of Council activities, decisions, and policies.
- To provide clear protocols for timely and effective responses to media enquiries, ensuring that the Council's perspective is accurately represented.
- To safeguard sensitive and confidential information by setting clear guidelines for who can and cannot address the media.
- To safeguard the council's reputation by ensuring that all media interactions are conducted professionally and responsibly.



Policy Statement

1. Media Authorisation

- 1.1. The principal member of the Council ('the Mayor') and the Chief Executive Officer are the only people authorised to speak on behalf of the Council.
- 1.2. At the discretion of the Mayor and the CEO another elected member may be authorised to speak on behalf of Council for a specific matter. Any authorisation of this nature must be documented and specify the context of the specific media interaction being authorised.
- 1.3. Approved spokesperson must adhere to the Council's key messages and media protocols during interview and statements.
- 1.4. No West Daly Regional Council staff is authorised to speak to the media on any Council issue.

2. Media Requests

- 2.1. All media requests and enquiries must be promptly forwarded to the Office of the CEO.
- 2.2. All members and staff must notify the Office of the CEO of any media enquiries they receive and provide details of the query.
- 2.3. The CEO will coordinate a timely response to all media requests, ensuring transparency and accuracy.
- 2.4. The CEO will liaise with the Mayor and Elected Members on media requests received and prepare Council's response.

3. Media Releases

- 3.1. All media releases will be coordinated by the Office of the CEO and must be approved by the CEO before dissemination.
- 3.2. All media releases should be clear, concise and aligned with the Council's messaging and objectives.

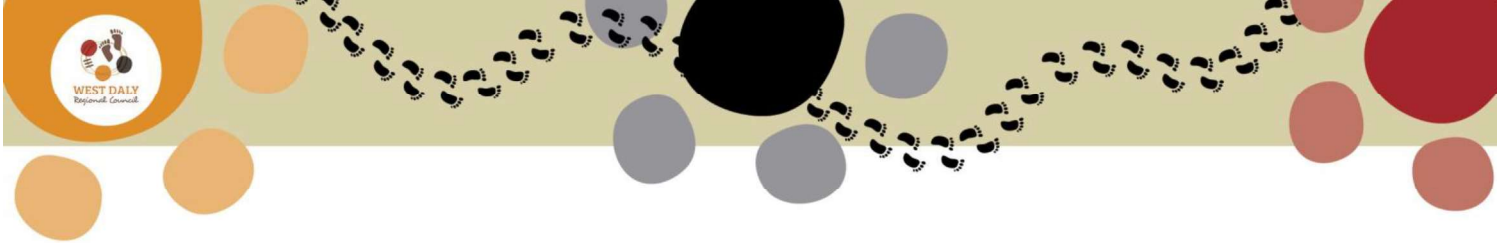
4. Confidentiality and breach of policy

- 4.1. Members and staff must not disclose confidential or sensitive information to the media.
- 4.2. Any breach of confidentiality will be subject to disciplinary action.
- 4.3. Any members or staff making public comment regarding West Daly Regional Council without authorisation is in breach of this policy.

Definitions

In the context of this policy, the following definitions apply:

Term	Definition
Media	Refers to media or news organisation including print, broadcast or online.



Members	Elected Members, Local Authority members and Council Committee members
Staff	Employees, contractors, interns, consultants, and labour hire staff of West Daly Regional Council

Related Documents and Legislation

Local Government Act 2019

Information Act 2002

GOV02 Breach of Code of Conduct (Elected Member, Local Authority and Council Committee)


GOV09 Code of Conduct (CEO)

PC01 Code of Conduct Employee

Review History

Version Number	Approval Date	Policy Number	Policy Name	Minutes reference / resolution no.	Doc ID
V1.0	23/01/2025	GOV38	Media Policy	OCM-2025/5	26809

Endorsement

Signature:	
Date:	Apr 30, 2025
Name and Position:	John Thomas, Chief Executive Officer