

Date adopted
Last review
Next review
Responsible Officer

July 2001
February 2023
February 2026

Communications and Community Engagement Coordinator

Fully compliant with Victorian
Charter of Human Rights and
Responsibilities Act 2006



POLICY TITLE MEDIA POLICY

POLICY NUMBER CPOL/GOV003

1. PURPOSE

To establish protocols for managing communication between Swan Hill Rural City Council (Council) and the media.

2. SCOPE

This policy applies at all times to all employees and Councillors. During the election caretaker period, employees and Councillors should also refer to the Swan Hill Rural City Council Governance Rules in conjunction with this policy.

3. POLICY

All Councillors and employees will comply with Council's media procedures to ensure communication between Council and media is managed appropriately.

The Mayor and the Chief Executive Officer are the official spokespersons for Council.

Councillors speaking to the media will clearly indicate whether comments that they are expressing are the official position of Council or represent their own personal views.

Directors can act as authorised spokespersons on issues from their areas of responsibility. Officers may provide comment only if the relevant Director or the Chief Executive Officer authorises them to do so.

4. RELATED POLICIES/DOCUMENTS

POL/CORP225 Website Policy
Communication Strategy
POL/GOV 017 Social Media Policy
POL/GOV016 Swan Hill Rural City Council Caretaker Policy
Councillor Code of Conduct
Swan Hill Rural City Council Staff Code of Conduct
Swan Hill Rural City Council Business Continuity and Disaster Recovery Plan
Communications and Engagement Strategy
Community Engagement Policy

5. RELATED LEGISLATION

Privacy and Data Protection Act 2014
Local Government Act 2020 (VIC)

6. DOCUMENT HISTORY

Version Number	Issue Date	Description of change
1.0	July 2001	Initial Adoption
1.1	September 2013	Review
2.1	March 2016	Review
2.2	May 2018	Review
2.3	February 2023	Review

Signed: Les McPhee

Mayor

Date: 24/02/2023