

Policy 6.10 Communications

Directorate	Community, Relations and Leisure
Responsible Officer	Director

Scope

This policy ensures all appropriate processes implemented to facilitate and encourage communication and engagement between Council and its stakeholders; both internal and external.

Purpose

- To provide the community with accurate information about BVSC activities by using a range of approved mediums
- To deliver timely and consistent messaging that is appropriate to the chosen medium.
- To ensure professionalism and consistency is applied when liaising with the media.
- To facilitate community engagement through provision of accurate and timely information to the community via traditional, digital and emerging media.

Definitions

Term	Definition
Communications	The delivery of external and internal information to generate discussion and engagement.
Community engagement	The act of seeking feedback and information based on delivered information.

Legislative requirements

NSW State Records Act

Policy Statement

Bega Valley Shire Council will address the matter of 'Communication' in a systematic manner by:

- Delivering information for the benefit of the whole community using a medium appropriate to the message.
- If a media release is to be issued, this will be distributed to all relevant media outlets, published on Council's website and shared on social media.
- Responding to all media enquiries in a timely manner. All enquiries should be directed to Council's Communication Coordinator who will then liaise with the relevant manager, executive manager, director or the General Manager.
- Providing thoughtful and informative comments to the media from a central point of contact through the Communications Coordinator.

- Ensuring staff do not provide comment or information to the media, or on social media, with the intention of contesting or undermining Council policy or casting Council, Councillors, or Council staff in a negative light.
- Promoting specific Council projects and initiatives and assisting the delivery of accurate information to the community.
- Providing information using the appropriate means to correct wrong information being circulated by traditional or on social media.

Policy Version Control

Policy title	Communications
Policy No.:	6.10
Directorate	Community, Relations and Leisure
Outcome Area	Strong Consultative Leadership
Goal(s)	<ol style="list-style-type: none"> 1. We are an informed and engaged community with a transparent, consultative and responsive Council. 2. Our Council is financially sustainable and services and facilities meet community need.
Responsible Officer	Director
Version	3
Adopted	29 November 2017
Next revision	March 2021

Related BVSC policies

Policy No.:	Title
6.02	Behaviour of Councillor and Staff
6.11	Records Management
6.12	Access to Information
6.13	Customer Service
6.17	Community engagement

Note: Policy details may change prior to review date due to legislative changes. For the most up-to-date version please refer to Council's website www.begavalley.nsw.gov.au