



Shire of Wyndham East Kimberley
Council Policy Number: CPMC13
Public Relations

OBJECTIVE:

To establish procedures and protocols for various types of communications by Councillors and staff.

POLICY:

Advertising :

All advertisements and public notices must be signed off by the CEO or Executive Manager.

Public Relations:

All Press Releases must be signed off by the CEO or the Shire President.

Councillors shall not make contact with the media regarding Council matters without prior written consent from the Shire President.

Television or Radio Interviews:

All Television or Radio Interviews by Staff must have prior written approval from the CEO.

All Television or Radio Interviews by Councillors must have prior written approval from the Shire President.

Outgoing Correspondence:

All correspondence to State or Federal Parliamentarians by Councillors must be signed by the Shire President.

Correspondence to be personally signed by the Chief Executive Officer:

(1) Letters which either:

- (a) Offer an opinion on Council Policy;
- (b) Give political comment;
- (c) Seek a meeting or deputation, or
- (d) Make a major commitment, financial or otherwise in terms of Council's resources;

and which are addressed to the following:

- (i) State or Federal Member of Parliament
- (ii) Permanent Secretaries or Directors of the like of State and Federal

Departments

- (iii) Mayors/Presidents of other Councils
- (iv) Chief Executive Officers of other Councils
- (v) The Ombudsman
- (vi) Western Australian Municipal Association
- (vii) The Department of Local Government

(2) Letters: -

- (a) of appointment for Council staff
- (b) letters of dismissal in relation to Council staff or contractors working for Council

Correspondence that can be signed by Executive Managers:

- (1) Letters other than those referred to above
- (2) Letters that are of normal operations
- (3) Letters that are the result of a Council decision
- (4) Letters that are permitted by another delegation or Council policy

Staff may sign operational letters with approval of their Executive Manger.

All other correspondence written by staff must be signed by the Manager or Executive Manager of the Department.

Council's standard response time to incoming correspondence is seven (7) days.

Public Meeting:

All Shire based presentations made at a public/ community meetings must be approved by the Executive Manager prior to the meeting.

GOVERNANCE REFERENCES

Statutory Compliance	Local Government Act 1995 Section 2.8 & 5.41
Industry Compliance	Nil.
Organisational Compliance	Delegations Manual
Process Links	Nil.

POLICY ADMINISTRATION

Directorate		Officer Title		Contact:	
Governance		Chief Executive Officer		Ext: 109	
Date Effective	16/03/2010				
Date Adopted	16/03/2010	Last Reviewed	16/03/2010		
Risk Rating	Low	Review Cycle	Tri-Annual	Next Due	03/2013