

# Council Photographs Policy



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Responsible Manager	Manager Customer and Communications
Other key internal stakeholders	Director Organisational Services & Excellence
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## 1. PURPOSE

The purpose of this policy is to establish guidelines for the provision and use of official photographs of the Elected Members and the Chief Executive Officer (CEO).

## 2. POLICY

### 2.1 Formal Council Photographs

Group and individual photographs of the Elected Members and the CEO will be taken as soon as possible after the general election of each new Council. In the event of Council membership changing partway through a term of office, then an updated photograph shall be taken as soon as possible after any new appointments have been made. A new photograph will not be required where any retiring member is not replaced partway through a term of office.

Group photographs will be displayed (in chronological order) for the term of office, in the Council Chambers. Individual photographs of each Elected Member will be displayed in the Civic Centre foyer.

A copy of each of these types of photographs in which each Elected Member is present will be supplied in an electronic format to each Elected Member at no charge.

### 2.2 Mayoral Photograph

The Mayoral photographs will be displayed (in chronological order) for their term of office, in the Council Chambers. Where a Mayor is elected for a second or subsequent term, the addition of appropriate wording to recognise the new term(s) shall be included onto the photograph frame. The Mayor is to select from the proof sheet his or her preferred photograph to be used for the official record.

### 2.3 Photograph Selection and Approval

Staff will select the preferred Ward and Elected Member images from the proof sheet and provide the preferred image(s) to the Elected Members for their approval. If the images provided are unsatisfactory, the Elected Member will be provided with an additional option. Once all Elected Member images have been approved, they will be used in accordance with this Policy.

If approval is not provided for any of the supplied images, Elected Members can nominate to either use their image from the previous term of Council (if such an image exists) or elect to have their image retaken in their own time within 6-weeks of being elected.

### 2.4 Use of Official Photographs

Photographs of the Elected Members and the CEO will be used in accordance with the following conditions:

1. Official photographs provided by the City of Tea Tree Gully shall not be used for private purposes or election campaign purposes (see Caretaker Policy)
2. Official photographs will be the photos used in Council documents (e.g. Annual Business Plan, Annual Reports, Gully Grapevine and on Council's website, etc)
3. Official photographs may (upon request) be provided to the media

4. Official photographs may only be used for Council related purposes (i.e. such as to promote Council and its members) and will not be provided to a third party other than for these purposes
5. Elected Members will be notified if an official portrait photograph is provided for use by the media or a third party
6. Official photographs may be used by Elected Members in the course of their functions and duties (e.g. communicating with residents and/or ratepayers)
7. Official photographs cannot be reproduced without the written permission of the Council (as copyright owners).

### 3. DEFINITIONS

For the purposes of this policy the following definitions apply:

**CEO**

Refers to the Chief Executive Officer (including their delegate) of the City of Tea Tree Gully.

**Elected Members**

Includes the Councillors and the Mayor.

### 4. LEGISLATIVE FRAMEWORK

There is no legislative requirement for Council to have a policy relating to this area.

#### 4.1 Other References

Council’s document including:

- a. Council’s Caretaker Policy
- b. Council’s Fees and Charges Register.

### 5. STRATEGIC PLAN/POLICY

#### 5.1 Strategic Plan

The following strategic objectives in Council’s Strategic Plan 2025 are the most relevant to this report:

Objective	Comments
<b>Leadership</b>	
<i>Leadership and advocacy is focused on the long term interests of the community</i>	This Policy supports the promotion of Elected Members in their role and allows them to be identified as the elected representatives of Council.

## 5.2 Organisation Plan

Our Strategic Plan is supported by an Organisation Plan which focuses on four key themes of organisational excellence. The themes most relevant to this report are: Customer Care; Learning & Growth; Future Capability; Sustainable Operations.

## 6. POLICY IMPLEMENTATION

This Policy will be implemented by the Chief Executive Officer or relevant portfolio director and managed in accordance with Council's scheme of delegations.