

Council's Corporate Publications Policy



Record number	D20/42175
Responsible Manager	Manager Customer & Communications
Other key internal stakeholders	Director Organisational Services & Excellence
Last reviewed	23 June 2020
Adoption reference	Council
Resolution number	469
Previous review dates	19/6/19, 20/2/19, 28/03/18, 9/05/17, 11/06/13, 18/01/11
Legal requirement	N/A
Due date next review	2022

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PURPOSE

The purpose of this policy is to provide guidelines for the production of corporate (cross-organisational) publications which are used to communicate with the community in an open and transparent manner.

POLICY

The City of Tea Tree Gully produces a variety of contemporary print and electronic publications to inform residents of relevant Council decisions, projects, services and events. Advertisements are also regularly published in the local newspaper for a similar purpose.

Particulars for each communication method are –

Corporate newsletter (currently Gully Grapevine)

Council's corporate newsletter is distributed to residents on a quarterly basis and is to include:

- A message from Council's principal spokesperson.
- Photographs (see Council Photographs Policy) of each Elected Member and their contact details.
- Elected Members may provide a column (maximum 80 words). A nominated officer of Council is to advise Elected Members of any requirements and to proof/edit each contribution. The CEO and Council's principal spokesperson reserve the right to edit Elected Member content, in consultation with the individual Elected Member, to ensure compliance with Council policy and position.
- A community noticeboard for community, sporting and school groups to promote their events and activities. Inclusion is subject to timing, budgetary constraints and space availability, and Council reserves the right to refuse to promote any activity it considers inappropriate. Requests for inclusion in Council produced materials must be submitted in writing by either:
 - Online: www.cttg.sa.gov.au/publicity
 - Regular mail – City of Tea Tree Gully, PO Box 571, Modbury SA 5092
 - In person – at the Civic Centre, 571 Montague Road, Modbury SA 5092

Where applicable and practical, Council's principal spokesperson is to be given the opportunity to make a brief comment on articles related to major projects, developments, services and events. As per Council's Media Policy, Council's principal spokesperson may choose to delegate this opportunity to an Elected Member.

Operational matters, including content, production, promotion and the sale of advertising are the responsibility of the relevant officer of Council.

Paid advertisement

Operational matters, content, production, frequency and promotion are the responsibility of the relevant officer of Council.

Electronic Newsletters

Operational matters, content, production, frequency and promotion are the responsibility of the relevant officer of Council.

LEGISLATIVE FRAMEWORK AND OTHER REFERENCES

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

Other references

Council's documents including:

- Fees and Charges Register
- Council Photographs Policy
- Advertising Guidelines
- Media Policy
- Promote your community event or group section on Council's website

STRATEGIC PLAN/POLICY

Strategic Plan

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

Objective	Comments
Community	
<i>People feel a sense of belonging, inclusion and connection with the City and the community</i>	
<i>Diversity is welcome and celebrated</i>	
<i>Our services are accessible to all and respond to changing community needs</i>	
<i>People can have a say in decisions that affect them and the key decisions of the Council</i>	
Environment	
<i>Our consumption of natural resources is minimised by reducing, reusing and recycling products and materials, and using renewable resources</i>	
Economy	
<i>Modbury Precinct is revitalised as the city's key activity</i>	
<i>A local economy that is resilient and thrives, where businesses are supported to grow and prosper, provide local jobs and sustain our community and visitors and utilize technology to improve the livability of our city</i>	

Places	
<i>Streets, paths, open spaces and parks are appealing, safe and accessible</i>	
<i>Opportunities exist to express and experience art and culture</i>	
Leadership	
<i>Customer service provides a positive experience for people and is based on honesty and transparency</i>	
<i>Planning considers current and future community needs</i>	
<i>Delivery of services is sustainable and adaptable</i>	

Organisation Plan

Theme: People and leadership

Indicator: Our staff, at all levels, are engaged and make meaningful contributions.

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.

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.

ACCESSIBILITY

This Policy and Council's Fees and Charges Register are available to be downloaded free of charge from Council's website: www.cttg.sa.gov.au

Hard copies, for a fee, can be provided in accordance with Council's Fees and Charges Register at Council's Civic Centre at 571 Montague Road, Modbury SA 5092.