1. RATIONALE
To communicate with residents and stakeholders to reinforce and promote the directions and strategies of the six themes within the Community Vision – Towards 2040 and not include information that is contradictory.

2. POLICY STATEMENT
This policy provides guidance of the content of advertising and the types of articles published in City Limits.

3. PRINCIPLES
In producing and publishing City Limits, the following principles are considered and applied:

City Limits:

3.1 Promotes the directions and themes of the Community Vision – Towards 2040 and provides information to the community.
3.2 Aims to be free of discriminatory or defamatory content.
3.3 Articles should not expose Council to legal action.
3.4 Reporting and commentary should adhere to the highest standard of accuracy.
3.5 Is produced in accordance with the City of Marion Style Guide.
3.6 Adheres to the Publications Policy (Elected Members).
3.7 Is produced and distributed three times a year.
3.8 Articles should not portray people or depict material that discriminates against or vilifies a person or community group based on race, ethnicity, sex, age, sexual-orientation, religion, disability or political belief.
3.9 Articles will not promote:
   3.9.1 Alcoholic drinks
   3.9.2 Betting or gambling
   3.9.3 Tobacco products or manufacturers of tobacco products
   3.9.4 Products or services of an intimate nature including adult stores, or sexual websites
   3.9.5 Financial products or services that promote loans
   3.9.6 Illegal activities or anti-social behaviour including use of illicit drugs or reckless driving
   3.9.7 Violence

Development of Articles:
3.10 The selection criteria for articles includes:
   3.10.1 Supports the Community Vision – Towards 2040
   3.10.2 Newsworthiness
City Limits Publications Policy

3.10.3 Topicality
3.10.4 Photographic opportunity
3.10.5 Balance of subject matter
3.10.6 Content of previous editions

Format:
3.11 City Limits is a 24 page, A4 size full colour publication distributed three times a year.
3.12 Technical standards including font and layout will adhere to the City of Marion Style Guide.

Elected Member Contributions:
3.13 Space will be reserved for one column from the Mayor in each edition.
3.14 Space will be reserved for a column from every Ward Councillor in each edition.
3.15 Contributions will appear in ward alphabetical order (Coastal, Mullawirra, Southern Hills, Warracowie, Warriparinga, Woodlands).
3.16 Ward Councillor contributions will appear with their photograph and contact details.
3.17 Space will be reserved for 200 words for each Ward Councillor column.
3.18 A photograph relevant to content may be inserted in each Ward Councillor’s column.
3.19 Ward Councillor contributions will not be published during a caretaker period for Local Government Elections.
3.20 Contributions must adhere to the Publications Policy (Elected Members).

Advertising:
3.21 City Limits does not include paid advertising.
3.22 Adverts promoting Council events, services or initiatives may be included at the discretion of the City of Marion where it is considered that this will be a more effective approach than articles.

Distribution:
3.23 City Limits is free.
3.24 Distribution of City Limits is via:

3.24.1 Letterbox drop
3.24.2 Made available at City of Marion facilities including the Administration Building, Libraries and neighbourhood centres
3.24.3 Council’s website.
3.24.4 Mailed to stakeholders outside the Council area
4. POLICY SCOPE AND IMPLEMENTATION
This policy applies to the City of Marion.

5. DEFINITIONS
The following terms apply to this policy;

**Adult store**  
A shop that provides services or products of a sexual nature.

**Advertising**  
Attracting public attention to a product, service or business by purchasing paid space in the magazine.

**Alcoholic drinks**  
Any beer, wine, sprits or cider or other drinks of an intoxicating nature.

**Article**  
Non-fictional journalistic account of events.

**Community Vision – Towards 2040**  
City of Marion Strategic document that espouses six themes that represents the shared values and aspirations that will guide how our city develops.

**Illicit drugs**  
Unlawful drugs and substances.

6. ROLES AND RESPONSIBILITIES
The Communications Team is responsible for the implementation and management of this policy.

7. REFERENCES
• Publications Policy (Elected Members)
• City of Marion Community Vision – Towards 2040

8. REVIEW AND EVALUATION
This policy will be reviewed once during a term of Council. Its review will be initiated by the Governance Department.