

## 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*.

## 2. POLICY STATEMENT

This policy provides guidance of the content, including articles, that will be published in *City Limits*.

## 3. OBJECTIVES

The primary objective of the policy is to ensure the community is provided with accurate and timely information in *City Limits*, that it is consistent with the strategies of the *Community Vision Towards 2040*, and adheres to the Publications Policy.

## 4. POLICY SCOPE AND IMPLEMENTATION

### Scope

This policy applies to the *City Limits* publication. All staff and Council Members must comply with this policy.

### Implementation

#### 4.1. City Limits

##### General principles

City Limits **MUST**:

- Adhere to the Publications Policy

City Limits **MUST** contain information and statements that:

- comply with all applicable laws and Council policy and procedure
- are factually correct and accurate
- are free from copyright infringement
- are consistent with contemporary community standards and attitudes.

City Limits **MUST NOT** contain:

- an official announcement on behalf of the City or Marion unless authorised to do so
- confidential information or information subject to legal or professional privilege

- information or statements that may defame any person or group or expose the City of Marion to any potential legal action, including breach of privacy or copyright infringement.

City Limits **MUST NOT** contain:

- Articles that promote:
  - Alcoholic drinks
  - Betting or gambling
  - Tobacco products or manufactures of tobacco products
  - Products of services of an intimate nature including adult stores, or sexual websites
  - Financial products or services that promote loans and investments
  - Illegal activities or anti-social behaviour including use of illicit drugs or reckless driving
  - Violence

City Limits **MUST 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

### *Branding and styling*

City Limits complies with City of Marion branding and style guidelines to ensure a consistent brand.

### *Copyright*

The City of Marion retains the intellectual property rights to any original material contained in City Limits (including but not limited to text, images, videos, graphics, drawings, plans, manuals). Written permission must be obtained from the Chief Executive Officer (or delegate) to use or reproduce any copyright material.

### *Permission to use personal images*

Council will obtain a person's written consent prior to using any photographs or video footage containing their personal image. Images of people aged under 18 will require the consent of a parent or guardian. A person may revoke their consent in writing by requesting that Council cease using the images. Council will comply with the request.

### *Development of articles and content*

<i>Criteria</i>	<ul style="list-style-type: none"><li>• Supports the <i>Community Vision – Towards 2040</i></li><li>• Newsworthiness of decisions arising from Council, new initiatives, events, consultations, announcements and educational stories</li></ul>
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	<ul style="list-style-type: none"> <li>• Community news, including business, sport, local residents, schools and community groups (groups are welcome to submit stories for potential publication)</li> <li>• Topicality</li> <li>• Photographic opportunity</li> <li>• Balance of subject matter</li> <li>• Content of previous editions</li> <li>• Adheres to the Publications Policy</li> <li>• Articles do not promote:             <ul style="list-style-type: none"> <li>- Alcoholic drinks</li> <li>- Betting or gambling</li> <li>- Tobacco products or manufactures of tobacco products</li> <li>- Products of services of an intimate nature including adult stores, or sexual websites</li> <li>- Financial products or services that promote loans</li> <li>- Illegal activities or anti-social behaviour including use of illicit drugs or reckless driving</li> <li>- Violence</li> </ul> </li> </ul> <p>Articles must not:</p> <ul style="list-style-type: none"> <li>• 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</li> </ul>
<p><i>Council Member contributions</i></p>	<ul style="list-style-type: none"> <li>- Space will be reserved for a 200-word column from the Mayor in each edition</li> <li>- The Mayor’s column must adhere to the Publications Policy</li> <li>- Space will be reserved for a 200-word column from Council Members (or 400 words per Ward) in the February, August and December editions</li> <li>- Comments from Council Members will be incorporated into stories where possible</li> <li>- Council Member comments must adhere to the Publications Policy</li> </ul>

	<ul style="list-style-type: none"> <li>- Comments from Council Members will not be published during a caretaker period for Local Government elections</li> <li>- Contact details of all Council Members will be published in each edition except during a caretaker period for Local Government elections</li> </ul>
<i>Advertising</i>	<ul style="list-style-type: none"> <li>- Does not contain paid advertising</li> <li>- May include adverts promoting Council events, services or initiatives at the discretion of the City of Marion where it is considered this will be a more effective approach than articles</li> </ul>

## *Format*

<i>Frequency and Pages</i>	<ul style="list-style-type: none"> <li>- City Limits will be published six times a year</li> <li>- 12 pages for the April, June and October editions</li> <li>- 16 pages for the February, August and December editions to allow for Council Member columns</li> </ul>
<i>Size</i>	<ul style="list-style-type: none"> <li>- A4 size</li> </ul>
<i>Appearance</i>	<ul style="list-style-type: none"> <li>- Full- colour publication</li> </ul>

## *Distribution*

<i>Delivery and availability</i>	<ul style="list-style-type: none"> <li>- Distributed free via letterbox drop six times per year</li> <li>- Available on the City of Marion website</li> <li>- Available at City of Marion venues, including the Administration Building, neighbourhood centres and libraries</li> <li>- Mailed to stakeholders outside the Council area</li> </ul>
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## 5. DEFINITIONS

<i>Term</i>	<i>Definition</i>
<i>Adult store</i>	Premises that sells products or services of a sexual nature.
<i>Alcoholic drink</i>	<i>Any beer, wine, sprits or cider or other drinks of an intoxicating nature.</i>
<i>Article</i>	<i>Non-fictional journalistic account of events.</i>
<i>Community Vision – Towards 2040</i>	<i>City of Marion Strategic document that espouses six themes that represents the shared values and aspirations that will guide how our city develops.</i>
<i>Copyright</i>	<i>Material including any photograph, graphic design, plan, chart, video or audio file commissioned by Council and used digitally or non-digitally (including in print)</i>
<i>Illicit drugs</i>	<i>Unlawful drugs and substances</i>
<i>Paid advertising</i>	<i>Attracting public attention to a product, service or business by purchasing paid space in the magazine.</i>

## 6. ROLES AND RESPONSIBILITIES

<i>Team/person</i>	<i>Responsibility</i>
<i>Communications Team</i>	<ul style="list-style-type: none"> <li>- <i>Sourcing, writing, editing articles</i></li> <li>- <i>Managing photography, production and distribution</i></li> </ul>
<i>Council Members</i>	<ul style="list-style-type: none"> <li>- <i>Providing comment for articles they nominate of interest that adhere to the Publications Policy.</i></li> </ul>
<i>Mayor</i>	<ul style="list-style-type: none"> <li>- <i>Providing 200-word column for each edition that adheres to the Publications Policy.</i></li> </ul>

## 7. REFERENCES

### City of Marion

- *Publications Policy*
- *Caretaker Policy*
- *Elected Member Code of Conduct*
- *Privacy Policy*
- *Social Media Policy*

### Other

- *Copyright Act 1968*
- *Defamation Act 2005*
- *Local Government Act 1999*
- *Local Government (Elections) Act 1999*

## 8. REVIEW AND EVALUATION

The Unit Manager Communications reviews this Policy once during a term of Council (or earlier if required) in accordance with the City of Marion Policy Framework. Council approves this Policy.