

POLICY STATEMENT

The City of Marion aims to communicate with residents and stakeholders through City Limits while also promoting the themes of the Community Vision - Community Wellbeing, Cultural Vitality, Dynamic Economy and Healthy Environment. Articles and advertising will strive to reinforce the directions and strategies of these themes and not include information that contradicts them.

Community Vision Themes and Directions:

Community Wellbeing

- Strong and engaged communities
- A liveable city
- Connecting people and places
- Healthy lifestyles and healthy communities

Cultural Vitality

- A learning community
- Embracing diverse cultures and communities
- Expressions of identity and belonging
- Preservation of our heritage, valuing the past and planning for the future
- Dynamic cultural and artistic creativity

Dynamic Economy

- A supportive business environment
- A strong adaptable and diversified economy
- Leadership in environmental best practice and addressing climate change
- Active business networks, alliances and a culture of collaboration

Healthy Environment

- Active response to climate change
- Responsible management of water resources
- Enhanced landscapes, habitats and local biodiversity
- Waste and contamination avoided
- An environmentally aware and engaged community

DEFINITIONS

Adult store

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

Advertising

Attracting public attention to a product, service or business by a paid announcement.

Alcoholic drinks

Any beer, wine, spirits, cider or other drinks of an intoxicating nature.

Article

Non-fictional journalistic account of events.

Illicit drugs

Unlawful drugs and substances.

Local catchment area

Marion Council and surrounding council areas from where visitors or customers travel, including Holdfast Bay, West Torrens, Unley, Mitcham and Onkaparinga.

PRINCIPLES

This policy provides guidance as to the content of advertising and the types of articles that are included in City Limits.

2. OVERRIDING PRINCIPLES

City Limits:

- 2.1 Promotes the objectives in the Strategic Plan and provides information to the community.
- 2.2 Aims to be free of discriminatory or defamatory content.
- 2.3 Articles should not expose council to legal action.
- 2.4 Reporting should adhere to the highest standards of accuracy.
- 2.5 Is produced in accordance with the City of Marion Style Guide
- 2.6 Adheres to the Publications Policy (Elected Members).
- 2.7 Is produced and distributed three times a year.

3. DEVELOPMENT OF ARTICLES

- 3.1 Content is developed, written and edited by the City of Marion. Qualified sub-contractors or special contributors may also be required to write articles.
- 3.2 Senior management will be consulted on the overall direction and on feature articles of strategic importance.
- 3.3 Ideas for articles are provided by City of Marion staff, members of the community, management and Elected Members.
- 3.4 City of Marion will obtain a person's consent to take their photograph and feature them in an article. If the person is a minor, consent will be obtained from their parent or legal guardian.
- 3.5 The selection criteria for articles includes:
 - a) Supports the Strategic Plan
 - b) Newsworthiness
 - c) Topicality
 - d) Photographic opportunity
 - e) Balance of subject matter
 - f) Content of previous editions

4. FORMAT

- 4.1 City Limits is a 32 page, tabloid size full colour publication.
- 4.2 Technical standards including font and layout will adhere to the City of Marion Style Guide.

5. ADVERTISING

- 5.1 City Limits includes a maximum of six pages of advertising.
- 5.2 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 or where advertising space is unsold.
- 5.3 Advertising is sold by an external agency and a commission on sales paid to the City of Marion.
- 5.4 Advertising is restricted to businesses and organisations operating within the Marion Council and local catchment area. Community adverts containing generic information will be exempt from this policy.
- 5.5 The style and content of advertising must not:
 - (a) directly promote alcoholic drinks or manufacturers of alcoholic products. This does not include an advert for a licensed restaurant, club or event providing the content of the advert does not directly promote alcohol.
 - (b) directly promote betting or gambling including online gambling, lotteries or competitions. This does not include premises or events where gambling is permitted providing the content of the advert does not directly promote gambling.

- (c) include products or services of a particularly intimate nature including adult stores or telephone sex lines and websites.
- (d) promote tobacco products or manufacturers of tobacco products.
- (e) portray people or depict material in a way which discriminates against or vilifies a person or community group based on race, ethnicity, sex, age, sexual preference, religion, disability or political belief.
- (f) promote or portray violence.
- (g) promote illegal activities or anti-social behaviour including the use of illicit drugs or reckless driving.
- (h) include financial products or services that promote loans including home loans and car loans. Adverts promoting savings packages are permitted.

6. ELECTED MEMBER CONTRIBUTIONS

- 6.1 Space will be reserved in line with the Style Guide for Elected Member contributions in each issue.
- 6.2 Contributions will appear in alphabetical order by Wards (Coastal, Mullawirra, Southern Hills, Warracowie, Warriparinga, Woodlands).
- 6.3 Elected Member contributions will appear with their photograph and contact details in alphabetical order by surname on the relevant Ward page.
- 6.4 There is a maximum limit of 250 words.
- 6.5 Space will be reserved for 250 words for the Mayor's contribution.
- 6.6 Contributions must be emailed to the City of Marion by a deadline which will be specified during the lead up to publication.
- 6.7 Elected Member contributions will not be published during a caretaker period for Local Government Elections.
- 6.7 Contributions must adhere to the Publications Policy (Elected Members).

7. DISTRIBUTION

- 7.1 The publication is free.
- 7.2 It is distributed via letterbox drop and made available at City of Marion facilities including the Administration Building, libraries and neighbourhood centres and on council's website.
- 7.3 Copies are mailed to stakeholders outside the council area.

REFERENCES

CORPORATE PLAN:

Nil

EXCELLENCE IN GOVERNANCE:

Nil

PROCEDURE REFERENCE:

Nil

COUNCIL AGENDA REFERENCE:

Adopted by Council: 14 September 2010 (TBC)

OTHER RELATED REFERENCES:

City of Marion Strategic Plan 2010/2010

Publications Policy (Elected Members) GP30

AUTHOR

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