

1. RATIONALE

Council uses digital and non-digital publications to keep its community and stakeholders informed of policies, initiatives, activities, and news impacting the City of Marion. The community and stakeholders rely upon information in Council publications. It is vital that Council publications are of a consistently high quality and standard.

2. POLICY STATEMENT

Publications to the community and stakeholders contain information and statements that are accurate and appropriate; comply with applicable law; and reflect contemporary community standards and attitudes. Publications are of a consistently high quality and standard.

3. OBJECTIVES

The primary objective of the policy is to ensure the accuracy, quality, and consistency of all publications to the community and stakeholders.

4. POLICY SCOPE AND IMPLEMENTATION

Scope

This policy applies to all publications to the community and stakeholders, including electoral material. All Council Staff and Council Members must comply with this Policy.

Implementation

4.1. Council publications

General principles

Council Publications **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.

Council Publications **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.

Use of the City of Marion logo and Council letterhead

The City of Marion logo and Council letterhead are used for official Council business only. Council Staff and Council Members are not permitted to use the logo or Council letterhead for personal communications (e.g. emails or correspondence containing personal views or opinions).

Council branding and styling

Council Publications comply with City of Marion branding and style guidelines. Approved document templates are used (where available) to ensure a consistent brand, overall look, and quality to Council publications.

Copyright

The City of Marion retains the intellectual property rights to any original material contained in Council Publications (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 uses its best endeavours to obtain a person's written consent prior to using any photographs or video footage containing their personal image in Council publications. A person may revoke their consent in writing by requesting that Council cease using photographs or video footage containing their personal image. Council will comply with the request.

4.2. Council Member publications

Council Members may produce publications containing information about Council services, facilities, and initiatives, as well as the work of individual Council Members in representing their Wards.

Council Member publications must comply with the requirements of the General Principles in Section 4.1 of this Policy as well as the *Elected Members Code of Conduct*. Council Members are not permitted to use the City of Marion logo in their publications.

Content submitted to City of Marion Council publications may be edited if, in the opinion of the Chief Executive Officer, it does not comply with the requirements of this Policy. Council will consult with the Council Member about any proposed edits and/or provide the Council Member with an opportunity to resubmit content prior to publication.

Council Members must clearly state any personal views in any Council and member publications.

4.3. Electoral material

The publication of electoral material occurs in accordance with the *Local Government (Elections) Act 1999* and associated regulations.

Caretaker period

Council and Council Members comply with the requirements of the *Caretaker Policy* when producing publications.

Election comments

The Chief Executive Officer is responsible for any comments about local, state, and federal government elections that are made in Council Publications. An authorisation statement to this effect must be included in the relevant Council Publication.

5. DEFINITIONS

<i>Term</i>	<i>Definition</i>
<i>Council image</i>	Any photograph, video, audio file, graphic design, plan, sign, or chart produced or commissioned by the Council and used digitally or non-digitally.
<i>Council Member publication</i>	Any publication that displays the name of a Member and is used for Council business is deemed to be a Council Member publication.
<i>Council publication</i>	Any publication (in digital or non-digital form) that exhibits the Council logo in any form is deemed to be a Council publication. Examples include but are not limited to: policies and procedures; manuals; letters; emails; magazines; flyers and newsletters; marketing and promotional material; website content; social media.
<i>Electoral material</i>	An advertisement, notice, statement, or representation calculated to affect the results of an election or poll.

6. ROLES AND RESPONSIBILITIES

<i>Role</i>	<i>Responsibility</i>
<i>Chief Executive Officer</i>	<ul style="list-style-type: none"> Review and accept ultimate responsibility for election comments in Council Publications. Approve edits to Council Member Publications to ensure they comply with this Policy. Provide approval for a person or group to use or reproduce City of Marion copyright material.
<i>Council Members</i>	<ul style="list-style-type: none"> Ensure all Council Member publications comply with the requirements of this Policy and are submitted to the Chief Executive Officer for review prior to publication. Not use the City of Marion logo on their publications.

<i>Role</i>	<i>Responsibility</i>
	<ul style="list-style-type: none">• Use Council letterhead for official business only.• Obtain permission from the Chief Executive Officer prior to using any City of Marion copyright material.
<i>Council Staff</i>	<ul style="list-style-type: none">• Ensure all Council publications comply with the requirements of this Policy.• Obtain a person's written consent prior to using any photographs or video footage containing their personal image.• Use Council letterhead for official business only.

7. REFERENCES

City of Marion

- *Caretaker Policy*
- *City Limits Publications 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.