

POLICY 10.10

Community Facilities & Services

Community News Publications

Version: 3 | Next Review: Following Next Council Election



AIMS AND OBJECTIVES

This policy is to give clear and concise direction in the publication and distribution of the Tumby Bay Community News (*the Community News*) which is edited and published by Council.

1. To establish a means for Council, community non-profit groups and other governmental bodies to utilise *the Community News* for communicating with the community.
2. Ensure the widest possible distribution of *the Community News*.
3. Ensure *the Community News* is published in a manner consistent with all relevant State and Federal Acts including the *Local Government Act 1999* (SA), the *Copyright Act 1968* (Cth), the *Privacy Act 1988* (Cth) the *Defamation Act 2005* (SA) and the *Civil Liability Act 1936* (SA).
4. To provide guidelines for the Chief Executive Officer or delegated staff when editing and publishing the Community News.
5. To have consistent editorial rules for the Community News so those submitting articles are in no doubt of the rules.
6. To provide a framework for Council and the community to promote the services and activities of Council, community non-profit groups and other governmental bodies for the benefit of the community.

INTRODUCTION

Editorial coverage in the local commercial news media plays an important role in meeting the objectives outlined above. However, such reporting will always be limited due to limits on space and distribution. Therefore, the Community News will ensure that the community remains informed of the services and activities available in the District Council of Tumby Bay area.

The Community News is an A4 size free newsletter which is published and distributed monthly as directed by Council. Printed copies are also available for pickup at local businesses (e.g. IGA Tumby Bay), Council office and other smaller communities.

In addition to print publication, the Community News is posted on the Tumby Bay Council website to provide wider distribution and better access to information of benefit to the community (www.tumbybay.sa.gov.au). The Council website has a number of cross links which provide numerous other opportunities for wider distribution.

This distribution is designed to make the Community News readily available to every resident as well as to those who live outside the District Council of Tumby Bay area.

Council may from time to time publish other one-off newsletters such as those inserted in rates notices. All relevant provisions of this policy also apply to these newsletters.

POLICY DETAIL

1. Scope

The Community News will inform the community about services, activities, events and other matters in an attractive, balanced, objective and accessible format.

Specific editorial goals are:

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1. To raise the profile of, and seek feedback on, key issues of the community; promote Council's services; and encourage greater involvement by residents in local community and Council activities.
2. To better inform the community about community services, activities and events in an attractive, balanced and accessible format.
3. To provide a vehicle through which other non-profit community service agencies and government bodies can distribute information to the community.

2. Content of the Community News

The Community News may include any of the following material:

- Articles written by Council staff.
- Historical articles written and submitted by members of the community. Such articles must be no more than one A4 page (single sided) which will be printed as submitted.
- Articles written and submitted by members of the community about a topic of relevance to the community. Such articles must be 250 words or less.
- Advertisements can be placed in the newsletter free of charge where the content is beneficial to the community or general public, at the discretion of the CEO/authorised staff.
- Other advertisements can be placed in the newsletter if paid for at the rates set out in the current year's Fees & Charges listing – the newsletter advertising rates include a business/for profit rate and a community/not for profit rate.

2.1 *The Community News* must include of the following material:

- Complete minutes of any Council meeting which has taken place since the publication of the last issue of the Community News.

2.2 Criteria which all material appearing in the Community News and other newsletters must meet:

- All articles, advertisements and other materials must relate to an issue relevant to the community.
- All articles, advertisements and other materials must:
 - promote a service, activity, event or non-profit group available to the community; or
 - inform the community about Council matters, decisions or notices; or
 - inform the community about other relevant matters, such as bushfire risks.

2.3 All content must abide by the Australian Press Council's General Statement of Principles 1-8 and Privacy Standards 1-7 and amended to suit the needs of this policy.

2.4 All content must not defame, denigrate or contain accusations against any person.

2.5 All content must not breach any applicable law, including the *Privacy Act 1988 (Cth)* and the *Copyright Act 1968 (Cth)*.

2.6 All articles, advertisements and other materials must not contain any content which, in the opinion of the Chief Executive Officer or delegated staff, is inaccurate, inappropriate or offensive.

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2.7 All articles must be balanced and objective.

2.8 All advertisements must be identifiable as being advertisements.

Editorial direction for the Community News will be determined by the Chief Executive Officer.

If an article, advertisement or other material submitted for publication does not meet the above content requirement and criteria standards, it must not be published. In all other circumstances, the Chief Executive Officer or delegated staff has complete discretion as to whether an article submitted for publication (other than Council minutes) will be published in the Community News.

As a matter of course, the elected Councillors will exercise oversight of the content of the Community News as part of the Chief Executive Officer's performance review meeting or at more regular meetings if Council becomes concerned that the direction of the Community News is not neutral and is not meeting the requirements of this policy.

While the Community News is encouraged to publish articles concerning services and events delivered or arranged by Council, such articles must not be used to promote the achievements or plans of a councillor or group of councillors or as a political platform by any councillor or member of staff.

By keeping the community well informed, the Community News will help to build pride in the Tumby Bay Council area, celebrate and reinforce community cohesion and help boost perceptions of the Council and the community and the work they do.

3. Production

The Community News will be laid out in-house by Council staff or by a third party depending on available resources at the time.

Production of *the Community News* will be overseen by the Chief Executive Officer. Where the Chief Executive Officer is unable to oversee production, he or she may nominate another person to perform this role. The following people are eligible for nomination:

1. Deputy Chief Executive Officer
2. Manager Works and Infrastructure
3. Manager Environment Services.

The Chief Executive Officer shall have complete control over the production of *the Community News*. Any part of a proposed publication which, in the opinion of the Chief Executive Officer or delegated staff, could lead to a possible prosecution or litigation involving the Council, its officers or agents or which may conflict with Council policy shall not be published.

Due to last minute editorial decisions, no guarantee can be given that any article, advertisement or other material will appear in a particular issue of *the Community News*. The Chief Executive Officer or delegated staff has final say on the content of all issues.

The design of *the Community News* should be maintained to a high standard, taking cognisance of the need to use colour schemes and typefaces that are easy to read and are suitable for internet as well as print reproduction.

Printing will be carried out in-house but may be carried out by an appropriate specialist external agency selected for its ability to supply at a competitive price.

All publication expenditure must adhere to the Annual Budget.

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4. Archival Distribution

An archival copy of each issue of *the Community News* will be placed on file in the Council's electronic filing system.

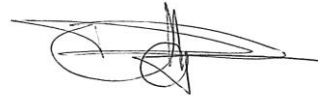
POLICY REVIEW

This policy will be reviewed following Council Election (4 yearly).

Strategic Link: Connected, Vibrant and Empowered Communities

Delegation: Chief Executive Officer in liaison with the Deputy Chief Executive Officer

Authority:	Adopted by Council:	13/12/2011	{Motion 10c/122011}
	Reviewed by Council:	10/11/2015	{Motion 7c/112015}
	Reviewed by Council:	10/03/2020	{Motion 5c/32020}
	Amended by Council:	12/10/2021	{Motion 10c/102021}



SIGNED:

Chief Executive Officer

Date: 12/10/2021

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