

Policy 6.10 Communication

Directorate	Community Environment and Planning
Responsible Officer	Director Community Environment and Planning.

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1.1 Introduction

1.1.1 Scope

As a local government organisation, Bega Valley Shire Council is committed to open and transparent communication with the community to ensure the community is informed about, and knows how to provide feedback on, the decisions, projects and programs that impact them.

This policy ensures all appropriate processes are implemented to facilitate and encourage communication and engagement between Council and its stakeholders.

1.1.2 Purpose

- To provide a strategic framework and the guiding principles for all Council communication with the public, including through media, social media, the Council website and other communication and media channels.
- To facilitate community engagement through provision of accurate and timely information to the community via traditional, digital and emerging communication channels and media.
- To facilitate two-way communication and ensure the community has opportunities to provide feedback and input on the decisions, projects and programs that impact them.

1.2 Definitions

Word or terminology	Description
Communication	The delivery of external and internal information to generate discussion and engagement.
Community engagement	The act of seeking feedback and information based on delivered information.

1.3 Legislation

NSW State Records Act 1998

1.4 Implementation

1.4.1 Policy statement

Bega Valley Shire Council will communicate with the community, stakeholders and general public in an open and transparent way, through a variety of traditional and digital communication channels. We will:

- provide accurate information on Council projects and initiatives for the benefit of the whole community using a range of communication channels, in a timely and consistent manner
- provide multiple ways for the community to provide feedback and comment on Council projects and initiatives
- ensure information and communication channels are culturally appropriate and support access to information for First Nations people, people from Culturally and Linguistically Diverse backgrounds (CALD) and people with disability
- develop and distribute media releases on relevant topics to all relevant media outlets, and publish them on Council's website and social media channels

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- respond to media enquiries in a timely manner (note: all media enquiries should be submitted through the media@begavalley.nsw.gov.au inbox)
 - correct inaccurate media reporting through official channels.

1.4.2 Responsibilities

1.4.2.1 Elected Council

Support open and transparent communication with the community. The Mayor or Deputy Mayor will act as the official spokesperson in Council-led communication and media activities.

1.4.2.2 Chief Executive Officer (CEO), Leadership Executive Group (LEG)

Act as the official spokesperson for high-level organisational topics.

1.4.2.3 Communication and Events Manager

Oversee and guide the development of communication materials to ensure a consistent and holistic approach to communication across the organisation.

1.4.2.4 All staff

All staff have a role in communication, including liaising with the public over the phone, face to face and in written letters, and contributing to broad communication such as media releases. Staff are required to ensure their communication aligns with this policy and the related policies and procedures identified below.

Under Review

1.5 Supporting documents

1.5.1 BVSC procedures that relate to this policy

Procedure No.:	Procedure Name	External or Internal Procedure
6.10.01	Media guidelines and procedures	Internal
6.10.02	Website and other online tools	Internal
6.10.03	Social media communication	Internal

1.5.2 BVSC policies that relate to this policy

Policy No.:	Policy Name
6.02	Behaviour of Councillors and Staff
6.11	Records Management
6.12	Access to Information
6.13	Organisational Service Standards
6.17	Community engagement
1.06	Cultural Diversity

1.5.3 Other related documents

Bega Valley Shire Council Community Engagement Strategy 2019

Bega Valley Shire Council Disability and Inclusion Action Plan

Note: Policy details may change from time to time. To ensure you are viewing the most recent version please view Council's adopted Policies and Procedures on Council's website: www.begavalley.nsw.gov.au