

 <b>Kingborough</b>	<b>COMMUNICATIONS POLICY</b>	<b>(Policy No 1.3)</b>		
		<small>LAST REVIEW</small> Jan 2017	<small>NEXT REVIEW</small> Jan 2019	<small>MINUTE REF</small> GF6/1-15
<b>POLICY STATEMENT:</b>	<p>1.1 Council acknowledges that effective communication is the key to building informed audiences, knowledgeable consumers and encouraging them to become active members of the community.</p> <p>1.2 Council also recognises that good communication underpins our democratic system of government. It improves service delivery, manages expectations, informs Council's policy development and enhances community participation in government.</p> <p>1.3 The community expects that Council will listen to its view, priorities, needs and expectations and to be provided with opportunities for participation. Local government authorities are accountable to their communities and that accountability depends on people's understanding of Council's role and decision making processes.</p>			
<b>OBJECTIVE:</b>	<p>2.1 In committing to this policy, Council aims to ensure that its communication strategies and processes will:</p> <ul style="list-style-type: none"> <li>▪ Keep people informed about Council's work and services;</li> <li>▪ Encourage active local democracy by informing people about Council's decisions, services and activities;</li> <li>▪ Manage Council's reputation by promoting the Council's role and maintaining good relationships with the media;</li> <li>▪ Build a sense of place through the positive promotion of Kingborough and life in the municipality;</li> <li>▪ Engage and listen to Kingborough's residents and consumers through effective consultation and local engagement; and</li> <li>▪ Use a variety of methods to communicate and to provide information in formats that accommodate the needs of all residents and consumers.</li> </ul> <p>2.2 Council's communication strategies will also assist Councillors and employees to work more effectively through positive two-way communications with the community.</p>			
<b>SCOPE:</b>	<p>3.1 This policy covers all Councillors and Council employees.</p>			
<b>PROCEDURE: (POLICY DETAIL)</b>	<p>4.1 Council will develop and endorse a Corporate Communications Strategy.</p> <p>4.2 The Strategy will incorporate projects which will actively support communications activities with Council's target audiences through a combination of methods incorporating both media and marketing activities.</p> <p>4.3 The Strategy will align with the key corporate objectives as outlined Council's Strategic Plan.</p> <p>4.4 The Strategy will also be underpinned by a core set of communication values and messages that establish the standard and tone of Council's communications.</p> <p>4.5 In determining performance measures for communication activities, the Strategy will focus on both internal and external target</p>			

	<p>audiences.</p> <p>4.6 For Council's internal audiences, the Strategy will ensure that employees are well informed, that they are aware of Council's values, strategies and priorities and that employees have access to appropriate information to support their work.</p> <p>4.7 For Council's external audiences, the Strategy will ensure that all communications are published to Council's corporate standards in a clear, professional and accessible manner whilst offering value for money.</p> <p>4.8 The Strategy should also ensure that Kingborough's residents and consumers are well informed about Council's services and have the opportunity to fully participate in the democratic process.</p>
<b>GUIDELINES:</b>	<p>5.1 The Corporate Communications Strategy follows a five-step framework (Section 3) to ensure effective communication. The communications methodology is outlined in points 5.2 to 5.6.</p> <p>5.2 Who (Section 3.1) – The creation and maintenance of a stakeholder analysis and assessment to identify affected stakeholders and target audiences, which will inform appropriate communication and engagement strategies.</p> <p>5.3 What (Section 3.2) – Key messages for external communication will be developed in alignment with the six key priority areas within the Strategic Plan 2015 – 2025. Internal communication will keep councillors and staff informed of council decisions, policies and achievements.</p> <p>5.4 When (Section 3.3) – A Communications Schedule will detail communication activities throughout the year.</p> <p>5.5 How (Section 3.4) – Communications will be delivered through a variety of channels such as media releases, advertising, social media, and Council publications.</p> <p>5.6 Improve (Section 3.5) – Feedback mechanisms will be incorporated into the Communications Schedule to track and measure effectiveness for each activity and to review overall communications every quarter.</p> <p>5.7 The Communications Strategy includes protocols for Media Management, Council Spokepersons and delegations, and Crisis Management.</p>
<b>COMMUNICATION:</b>	<p>6.0 All employees and Councillors will be briefed on this policy as required.</p>

<b>LEGISLATION:</b>	<p>7.0 The following legislation should be considered in conjunction with this policy:</p> <ul style="list-style-type: none"> <li>▪ <i>Local Government Act 1993 (Tasmania)</i></li> </ul>
<b>DEFINITIONS:</b>	<p>8.0 The target audiences for Council's Communication Policy and Corporate Communications Strategy include:</p> <ul style="list-style-type: none"> <li>▪ Councillors and Council employees.</li> <li>▪ Consumers of Council's services and facilities including ratepayers, residents, local organisations, community groups, and visitors to the region.</li> <li>▪ Key influencers or stakeholders who have the capacity to influence the views and perspectives of other Council audiences such as politicians, media, business leaders, interest and lobby groups, Council advisory committees and industry organisations.</li> <li>▪ Providers including State and Federal government agencies and non-government organisations which provide funding or other forms of support.</li> </ul>
<b>RELATED DOCUMENTS:</b>	<p>9.0 The related documents are:</p> <ul style="list-style-type: none"> <li>▪ Kingborough Council Corporate Communications Strategy</li> <li>▪ Kingborough Council Strategic Plan 2010 – 2020 or its successor document.</li> </ul>
<b>AUDIENCE:</b>	<p>10.0 The Communications Policy applies to all Councillors and employees. The policy is publicly accessible via Council's website.</p>