



Burwood
Inc.1874

COMMUNICATIONS POLICY

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Team Responsible: Communications

Purpose

This Policy outlines Council's established frameworks and procedures for managing communication between Council and the public to ensure that Councillors and Council Officers utilise best practice when engaging with internal and external stakeholders.

In addition, the Policy formalises Council's commitment to providing communication in a transparent, professional and accurate manner in line with Council's community and corporate strategies.

Scope

The Policy applies to all Council Officers and Councillors.

Policy

- Communication should be clear and simple – avoid jargon and technical information, keep to the facts and ensure the information is clear, concise and in plain English
- Use a diverse range of communication tools in a variety of ways to engage with the community
- Where appropriate, ensure that information is accessible and easy to understand for all members of the community including seniors, people with a disability and Cultural and Linguistically Diverse (CALD) residents
- Advice should be sought from the Media and Communications Team on any communication undertaken which impacts on the Community framework provided in the Community Engagement Strategy
- All forms of communication must adhere to Council's Internal Communication Corporate Practice
- The Media Policy outlines the scope for communication with the media
- The Social Media Policy outlines the scope for communication made online and on social media
- The Internal Communication Corporate Practice provides clear guidelines to ensure Council's Corporate Identity is used with consistency and is always applied correctly

Related Information/Glossary

Legislation:

- *Defamation Act 2005*
- *Local Government Act 1993*
- *Protected Disclosures Act 1994*

Burwood Council Documents:

- *Public Interest Disclosure Act 1994* – Internal Reporting Policy 2015
- Code of Conduct
- Customer Service Charter
- Councillors' Manual
- Employee's Handbook
- Community Engagement Policy
- Community Engagement Strategy
- Internal Communication Corporate Practice
- Media Policy
- Social Media Policy

Review

This Policy will be reviewed every four years

Contact

Media and Communications Officer on 9911 9819