



South Gippsland Shire Council

USE OF COUNCIL TERM 'MAYORAL' POLICY

Policy Number	C49	Directorate	Executive Office
Council Item No.	E.4	Department	Media & Communications
Council Adoption Date	24 February 2016	Primary Author	Media & Communications Coordinator
Revision Date	February 2019	Secondary Author	Communications Officer

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POLICY OBJECTIVE

The objective of this policy is to establish guidelines for the use of the term 'Mayoral' by Council, external groups or organisations. The existence of this policy will assist to ensure that Council, and specifically the role and image of the Mayor in the community, is clearly recognised and that the reputation is protected and used in a consistent way.

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LEGISLATIVE PROVISIONS

There is no legislative requirement for Council to have a policy relating to this area. Council's public liability insurers, legal advisors and the State Ombudsman have all in recent years provided comment that it is appropriate and good management to establish some formal arrangements for the use of Council's logo. Council is encouraged to apply the same methodology to the use of the term 'Mayoral'.

Other references

- Council's Communication and Consultation Policy
- Council's Corporate Style Guide
- Council's Community Grants Policy

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DEFINITIONS

Logo – refers to Council's logo as a component of Council's branding, including references to Council's website www.southgippsland.vic.gov.au, document templates, corporate colours, corporate designs and any other insignia or signs that would make it recognisable to the community as potentially created, promoted or supported by the South Gippsland Shire Council.

Mayoral – refers to the office and/or title of the Mayor of South Gippsland Shire Council, including all associated roles, responsibilities associated with this position of Council and community leadership.

Media and Communications – refers to the Council Department responsible for overseeing the approval of Council's marketing and promotional material and managing risks associated with protection of Council's image for all Council or community requested events.

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Innovation and Council Business – refers to the Council Department responsible for coordinating Council's good governance and decision making activities, risk management and recommendations pertaining to Council's discretionary grants and community grants.



POLICY STATEMENT

Council recognises that it is important to establish a framework for the use of the term 'Mayoral' to ensure a consistent and professional image of Council and the role of the Mayor is promoted appropriately in public. This also minimises Council's exposure to poor publicity through inappropriate use of the term 'Mayoral'.

The Council term 'Mayoral' may be used by Council or external groups as a means to raise the profile and prestige of events. Often this gives an event a sense of credibility and endorsement by Council.

This may be predominantly associated with fundraising and promotion of events. In these regards, they assist in enabling greater community engagement, promote goodwill and present a positive image and branding of Council. These activities should increase awareness of and pride in our Shire.

The policy will ensure that there are clear guidelines around the use of the term 'Mayoral' and to maximise opportunities to promote the Council's image through appropriate use of the term 'Mayoral'.

Use of 'Mayoral' Title by Council

The use of the term 'Mayoral' by Council will require approval, delegated through the Chief Executive Officer, signing off on:

- The reasons given for the request will result in valuable, positive outcomes for the Council and/or the Shire and will not have a detrimental impact on the Council and/or the Mayor;
- That the Mayor be advised of whom the recipients of any fundraising activity will be prior to any agreement being confirmed;
- Events utilising the 'Mayoral' title will require that the Mayor be invited to and 'featured' in the event, including the opportunity to make a speech; and
- Council's Media and Communications Department approve all marketing material and press releases associated with events organised by community groups.

Use of 'Mayoral' Title by External (Non-Council) Groups

With no funding provided by Council

The use of the term 'Mayoral' without funding will be subject to Council approval, delegated through the Chief Executive Officer, signing off on:

- The reasons given for the request will result in valuable, positive outcomes for the Council and/or the Shire and will not have a detrimental impact on the Council and/or the Mayor;



- That the Mayor be advised of whom the recipients of any fundraising activity will be prior to any agreement being confirmed;
- Events utilising the 'Mayoral' title will require that the Mayor be invited to and 'featured' in the event, including the opportunity to make a speech; and
- Council's Media and Communications Department approve all marketing material and press releases associated with events organised by community groups.

With funding provided by Council

The use of the term 'Mayoral' and associated funding will be subject to Council approval, delegated through the Chief Executive Officer, signing off on:

- A 'partnership agreement' completed and signed off by both/all parties;
- All marketing material and press releases;
- A full event plan (detailing roles and responsibilities of Council and of partner organisations);
- A full event program;
- Detailed timeframe and schedule of the event or program; and
- A full event/activity budget detailing all anticipated income and expenses, which is to be provided prior to signing of the agreement and commitment of funds being reached.

Other Requirements

- A community event or activity/promotion must be auspiced by a local non-profit organisation and funding would be provided through a community grant (in accordance with the Council Discretionary Fund or Community Grant Fund requirements);
- A post event reconciliation of all expenditure and income and amounts donated to charity/local non-profit groups to be provided to Council within four weeks of the event taking place;
- Clear details be provided on expectations of the Mayor's involvement;
- That the Mayor and/or Council be featured in all associated marketing and promotional material, as part of a pre-approved media plan;
- That, where deemed relevant, a small internal (Council) working party be set up to assist or oversee each event or activity; and
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- A post media event be organised for the announcement and handover of funds raised, where the purpose of the event was to raise funds for a charity organisation.

RISK ASSESSMENT

Inappropriate or unapproved use of the Council term 'Mayoral' may result in damaging publicity to the image of Council. Protecting Council's image is one of Council's highest rated risks. Misuse leads to confusion and may damage the integrity of Council's brand and the role of the Mayor.

The image and perception of Council within the community and to its stakeholders could also face risk of being compromised. Appropriate, approved and well-considered use of the Council term 'Mayoral' is likely to result in positive outcomes for Council.

IMPLEMENTATION STATEMENT

The policy will predominantly be implemented through Council's Innovation and Council Business Department and its Media and Communications Department.

Council's Corporate Style Guide will be updated to include the information from the Policy Statement.

Councillors and Council staff will be informed of the policy through Council's induction process, all staff communications including email and intranet postings. It will be encouraged for Directorates to inform their staff members through team meetings. The Communications Officer will also update staff through newsletters and as they utilise the Communications team's services for proofing and approving media releases, publications and advertising.

The broader community will be notified by a media release and placement of the policy on Council's website.

The relevant Department will notify the Chief Executive Office of events or activities deemed suitable, or requested by an external group or organisation, with a brief outline of the proposal. The Chief Executive Officer will liaise with the Mayor regarding any event or activity seeking use of the 'Mayoral' title.

The Chief Executive Officer will provide notification, or a report where funding is requested, to Council indicating the level of support for the event or activity. The relevant Department will work with the group/organisation to formulate a full proposal for Council's approval.