

POLICY NAME

Organisational Communication Policy

POLICY NUMBER

CM 004

DATE ADOPTED

13 March 2017

COUNCIL MINUTE NUMBER

PRC 17

ECM NUMBER

3853836

POLICY TYPE

Council

REVIEW DATE

Under Review

RESPONSIBLE DEPARTMENT

Corporate Communications and Marketing

RELATED DOCUMENTS

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Purpose

Effective, clear and consistent communication right across our large organisation is vital if Council is to effectively engage with, serve and inform the community.

This policy provides information to Council staff on the requirements of external and internal communication. This includes branding, style, accessibility and other standards required to be met by any communication that has the potential to impact on Council's reputation or image. It also sets out who is authorised to make comments to the media, on social media or any other channel/s on behalf of Council.

Policy Statement

Any Penrith City Council-related external or internal communication that has the potential to impact on Council's reputation or image must be reviewed and approved by a member of the Corporate Communications, Marketing and Events Team before being published.

'Communication' includes but is not limited to signage, marketing or publicity collateral, brochures, posters, newsletters, standard letters, application forms, fact sheets, surveys, social media posts and web content.

All written and visual communications, regardless of their purpose, intended audience or the channel/s they will be distributed through, must comply with Council's *Writing Style Guide* and the *Penrith City Council Brand Policy* and guidelines.

Any materials that use either the Penrith / Penrith is Here community brand mark, New West brand, and/or Council's word mark must be created using an approved template if available, and must be approved by a member of the Corporate Communications, Marketing and Events Team before being published.

Council staff must consult with a Corporate Communications, Marketing and Events Team as early as possible in the planning and design stages of any project. This will improve the success of the campaign or communication. Early assistance will also save time and resources while reducing potential problems.

Online accessibility

All online government information and services are required by federal law to meet minimum standards of accessibility - Council needs to comply with WCAG 2.0 (AA rated) – [see the Australian Government's webguide](#).

Any material that is designed to be seen online, or which is likely to be distributed at least in part electronically, must meet these accessibility standards.

Comments to the media

Only the General Manager, Mayor, a Communications Officer, or another officer after consultation with a Communications Officer, can make comments on behalf of Council to the media, including posts on social media.

Communications Officers will liaise with the relevant subject matter officers before providing a final response to the media or making a statement on social media.

Scope

This policy applies to all Penrith City Council staff.