



**ORANGE CITY COUNCIL
ORDINARY COUNCIL MEETING**

ATTACHMENTS

**ITEM 5.2
STRATEGIC POLICY ADOPTION
POST EXHIBITION**

ENCLOSED ITEMS

4 APRIL 2023

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Strategic Policy ST19

Media

FOR ADOPTION

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All policies can be reviewed or revoked by a resolution of Council, at any time.

1 OVERVIEW

- 1.1 The Model Media Policy has been developed to provide a framework to assist councils when dealing with the media and to ensure that media engagement by councillors and staff is consistent, accurate and professional and enhances the council's reputation.
- 1.2 Effective media engagement can assist councils to keep their community informed, explain decisions and to promote community confidence in the council and its decisions.
- 1.3 The term "media" used in this policy means print, broadcast and online media used for communicating information to the public, including, but not limited to, newspapers, magazines, internet publishers, radio, and television broadcasters.

2 PRINCIPLES

- 2.1 We, the Councillors, staff, and other officials of Orange City Council, are committed to upholding and promoting the following principles of media engagement:

Openness We will ensure that we promote an open exchange of information between our council and the media.

Consistency We will ensure consistency by all councillors and staff when communicating with the media.

Accuracy The information we share with the media will be a source of truth for our council and community and we will prioritise the need to correct inaccuracies when they occur.

Timeliness We will ensure that we respond to media enquiries in a timely manner.

3 ADMINISTRATIVE FRAMEWORK FOR ENGAGEMENT WITH MEDIA

Appointment and role of the Media Coordinator

- 3.1 The Chief Executive Officer will appoint a member of Council staff to be the Council's Media Coordinator. The Media Coordinator should be a suitably qualified member of staff being the Manager Communications & Engagement.
- 3.2 The Chief Executive Officer may appoint more than one Media Coordinator.
- 3.3 The Media Coordinator's role is to:
- a) be the lead point of contact for all media enquiries, requests for interviews, requests to film or photograph Council staff, facilities or events for news and current affairs purposes
 - b) be responsible for preparing all media statements prior to their release
 - c) liaise with relevant staff members within the organisation where appropriate.
 - d) ensure that media statements are approved by the Mayor and/or Chief Executive Officer prior to their release



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- e) develop and/or approve media training and/or induction to be provided to relevant staff and/or Councillors
- f) maintain a record of all media enquiries and responses
- g) ensure that media organisations and their representatives are treated professionally, equally and without bias
- h) ensure that media enquiries are dealt with promptly
- i) provide guidance to Councillors approached by the media for comment to avoid communication of misinformation, and
- j) ensure that all media releases are published on the Council's website.

4 WHO CAN ENGAGE WITH THE MEDIA

The Chief Executive Officer

- 4.1 The Chief Executive Officer is the official spokesperson for the Council on operational and administrative matters.
- 4.2 The Chief Executive Officer may delegate to other Council staff to speak on their behalf where appropriate, (for example, where the delegated staff member has professional expertise regarding the subject matter, or the Chief Executive Officer is unavailable).

The Mayor

- 4.3 The Mayor is the principal member and spokesperson of the governing body of the Council, including representing the views of the Council as to its local priorities (section 226(c) of the Local Government Act 1993).
- 4.4 If the Mayor is unavailable, the Deputy Mayor may act as the Council's spokesperson.

- 4.5 The Mayor may delegate their role as spokesperson to other Councillors where appropriate, (for example, where another Councillor is best placed to comment, because the issue is of particular interest to them, or it is within their particular area of expertise).

Councillors

- 4.6 As a member of the governing body and as a representative of the community, councillors are free to express their personal views to the media.
- 4.7 When engaging with the media Councillors:
 - a) must not purport to speak for the Council unless authorised to do so
 - b) must clarify when speaking to the media that they are expressing their personal views as an individual Councillor and that they are not speaking for the Council (unless authorised to do so)
 - c) must uphold and accurately represent the policies and decisions of the Council
 - d) must not disclose Council information unless authorised to do so, and
 - e) must seek information and guidance from the Chief Executive Officer/Manager Communications & Engagement where appropriate before providing comment to the media to ensure they have the most up-to-date and relevant information and have considered reputational or other risks.



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- 4.8 In the interests of promoting a positive, safe and harmonious organisational culture, Councillors should endeavour to resolve personal differences privately and must not prosecute them publicly through the media
- 4.9 Where Councillors (including the Mayor) become aware of potential issues that could result in media interest, they should provide this information to the Chief Executive Officer or Manager Communications & Engagement.
- Council Staff
- 4.10 Council staff must not speak to the media about matters relating to the Council unless authorised by the Chief Executive Officer or Manager Communications & Engagement to do so.
- 4.11 If Council staff receive a media enquiry or they are invited to comment to the media on a matter relating to the Council, they must refer the enquiry to the Chief Executive Officer or Manager Communications & Engagement.
- 4.12 Council staff are free to express their personal views to the media on matters that do not relate to the Council, but in doing so, must not make comments that reflect badly on the Council or that bring it into disrepute.
- 4.13 If authorised to speak to the media, Council staff:
- a) must uphold and accurately represent the policies and decisions of the Council
 - b) must not disclose Council information unless authorised to do so by the Chief Executive Officer or Manager Communications & Engagement, and
 - c) must seek information and guidance from the Chief Executive Officer or Manager Communications & Engagement where appropriate before providing comment to the media to ensure they have the most up-to-date and relevant information and have considered reputational or other risks
- 4.14 Where Council staff become aware of potential issues that could result in media interest, they should provide this information to the Chief Executive Officer or Manager Communications & Engagement.
- Tone
- 4.15 All media engagement by Council officials must be conducted in a professional, timely and respectful manner.
- Induction & Training
- 4.16 The Council must provide training to Council officials who engage or are authorised to engage with the media.
- 4.17 Media engagement training will be provided to Councillors as part of their induction or refresher training or as part of their ongoing professional development program.
- Councillors' questions about media engagement
- 4.18 Councillors must direct any questions about their obligations under this policy to the Chief Executive Officer or Manager Communications & Engagement.



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5 STANDARDS OF CONDUCT WHEN ENGAGING WITH THE MEDIA

- 5.1 Council officials must comply with the Council's Code of Conduct when engaging with the media in an official capacity or in connection with their role as a Council official.
- 5.2 Council officials must not share information or make comments to the media through either direct or indirect mechanisms that:
- are defamatory, offensive, humiliating, threatening, or intimidating to other Council officials or members of the public
 - contains profane language or is sexual in nature
 - constitutes harassment and/or bullying within the meaning of the *Model Code of Conduct for Local Councils in NSW*, or is unlawfully discriminatory
 - is contrary to their duties under the Work Health and Safety Act 2011 and their responsibilities under any policies or procedures adopted by the Council to ensure workplace health and safety
 - contains content about the Council, Council officials or members of the public that is misleading or deceptive
 - divulges confidential Council information
 - breaches the privacy of other Council officials or members of the public
 - contains allegations of suspected breaches of the Council's Code of Conduct or information about the consideration of a matter under the *Procedures for the Administration of the Model*

Code of Conduct for Local Councils in NSW

- could be perceived to be an official comment on behalf of the Council where they have not been authorised to make such comment
- commits the Council to any action
- violates an order made by a court
- breaches copyright
- advertises, endorses, or solicits commercial products or business.

6 USE OF MEDIA DURING EMERGENCIES

- 6.1 During emergencies, such as natural disasters or public health incidents, The Manager Communications & Engagement will be responsible for coordinating media releases and statements on behalf of the Council.
- 6.2 Councillors, Council staff and other Council officials must not provide comment or information to the media that is inconsistent with official advice issued by the Council and any other agency coordinating the emergency response.

7 MEDIA ENGAGEMENT IN THE LEAD UP TO ELECTIONS

- 7.1 This policy does not prevent the Mayor or Councillors who are candidates at a Council or any other election from providing comment to the media in their capacity as candidates at the election.



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- 7.2 Any media comment provided by the Mayor or Councillors who are candidates at a Council or another election must not be provided in an advertisement, newspaper column, or a radio or television broadcast paid for by the Council or produced by the Council or with Council resources.

8 RECORDS MANAGEMENT REQUIREMENTS

- 8.1 Media content created and received by Council officials (including Councillors) acting in their official capacity is a Council record and may be subject to information access applications made under the Government Information (Public Access) Act 2009. These records must also be managed in accordance with the requirements of the State Records Act 1998 and the Council's approved records management policies and practices.

9 DEFINITIONS

In this Media Policy, the following terms have the following meanings:

Council official	Councillors, members of staff and delegates of the council (including members of committees that are delegates of the council)
Media Coordinator	means a person appointed under clause 1.3 of this policy
Media	means print, broadcast and online media used for communicating information to the public, including, but not limited to, newspapers, magazines, internet publishers, radio, and television broadcasters
Personal information	means information or an opinion (including information or an opinion forming part of a database and whether or not recorded in a material form) about an individual whose identity is apparent or can reasonably be ascertained from the information or opinion
Social media	means online platforms and applications, such as but not limited to social networking sites, wikis, blogs, microblogs, video and audio sharing sites, and message boards, that allow people to easily publish, share and discuss content. Examples of social media platforms include, but are not limited to Facebook, Twitter, Snapchat, LinkedIn, Yammer, YouTube, Instagram, Flickr and Wikipedia

ST19 – Strategic Policy – Media		
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Strategic Policy ST20

Community Engagement

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1 PURPOSE

- 1.1 This Community Engagement Policy guides a consistent approach to engaging with the community.
- 1.2 The policy provides for Council's compliance with relevant legislation and the Integrated Planning & Reporting guidelines for Local Government in NSW requiring Council's to have a strategy that sets out how they will engage with the community.
- 1.3 This Policy is based on the internationally recognised levels of community participation –Inform, Consult, Involve, Collaborate and Empower (see below).
- 1.4 The Policy operates in conjunction with the Operational Community Engagement procedures.

2 APPLICABILITY

This policy applies to all areas of Orange City Council including Staff, Councillors, Contractors, Volunteers and Council Delegates.

3 OBJECTIVES

- 3.1 Engagement assists Council to:
 - a) better meet the needs of the community
 - b) tap into local knowledge and expertise
 - c) have a more informed community
 - d) encourage and enable the community to participate in decision making
 - e) ensure Council works on behalf of the people in the community
 - f) meet the requirements of legislation, policies and procedures
 - g) to provide corporate direction and ensure the community, Councillors and staff are informed of decisions, policies, issues, events and programs of Council
 - h) to ensure that this information is provided consistently and accurately.

4 ENGAGEMENT

When to engage

- 4.1 Council must consult when:
 - a) It is required by legislation
 - b) It wants to identify community issues, needs and priorities
- 4.2 Council should consult when:
 - a) Any proposed changes will impact on current users or customers of a Council service or facility
 - b) Any proposed changes which will affect the rights or entitlements of community members, including minority groups
 - c) There is potential impact on surrounding neighbours
 - d) It wants to monitor customer satisfaction with Council's services facilities
 - e) There is a level of controversy or sensitivity about a particular issue
 - f) There is conflict among community members about an issue.

When will community engagement occur

- 4.3 Council will engage the community in the following areas:
 - a) **Strategic Planning** – This refers to the development of strategic plans and projects that inform the Delivery/Operational Plan.
 - b) **Policy Development and Implementation** - This includes any policy development that has a direct impact on the community.
 - c) **Site Specific** - This refers to any changes to a site that may have impact on the community.
 - d) **Service Planning** - This includes the development and/or improvement/changes to a service.
 - e) **Areas of Improvement** - This refers to any improvement required to increase the quality of lifestyle for the community.



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- f) **Legislative Requirements (including planning issues)** - This refers to all prescribed plans and
- g) projects under the Local Government Act (1993) and other relevant Acts.
- c) Media Releases
- d) E-News
- e) Media Briefings
- f) Report It
- g) Your Say
- h) Memos, Briefings and Meeting Notifications to Councillors
- i) Advertising
- j) Letters or Mailbox drops to residents or stakeholders
- k) Community Committees
- l) Community Interaction at Council Meetings
- m) Community Meetings and Medication outside the regular meeting structure.
- What Level of engagement will occur**
- 4.4 Council will call for different levels of engagement depending on the issue and the immediate or long term impact on the community.
- 4.5 Council's Operational Community Engagement Procedures are followed by staff to develop, deliver, monitor and evaluate community engagement campaigns for their projects and programs using the following tools:
- a) Orange City Council Website
- b) Social Media

IAP2'S PUBLIC PARTICIPATION SPECTRUM



The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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ST20 – Strategic Policy – Community Engagement

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Strategic Policy ST29

Water & Sewer Infrastructure

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1 PURPOSE

This policy provides an overview of Council's Water and Sewer Infrastructure including the supply of Water and Sewerage Services to the community and guidelines for working on contractors working on Council's Water & Sewer infrastructure.

2 APPLICABILITY

- 2.1 This policy applies to all areas of Orange City Council including Staff, Councillors, Contractors, Developers, Civil Contractors, Plumbers and Council Delegates.
- 2.2 This Policy is to be used in conjunction with Council's Operational Procedures for Water & Sewer Infrastructure.
- 2.3 This policy applies to all Water Sewer Services and Infrastructure within the Orange City Council Local Government area.

3 WATER SUPPLY INFRASTRUCTURE SERVICES

Overview

- 3.1 Council's will provide the city with a safe, reliable and secure water supply via infrastructure that is operated and maintained in accordance with Council's adopted Water Supply Asset Management Plan.
- 3.2 Council will provide residents with a portfolio of water supply assets that are serviced and maintained to a level which reflects the community's expectations, and operates in a manner that is both functional and cost effective, but also meets industry standards.

Procedure

- 3.3 Council staff will implement this Policy in conjunction with Council's adopted Water Supply Asset Management Plan

and Water Infrastructure Services Operational Procedures. The Operational Procedures include guidance on such things as:

- Water Quality Management
- Rainwater Tank Rebates
- Water Supply Subdivision Code
- Water Mains and Water Services
- Water Meters; and
- Dams Safety Management

Related Water Documents

- 3.4 The following documents should be considered in conjunction with this policy:

- Asset Management Strategic Policy and Water Supply Asset Management Plan
- Water Supply Infrastructure Services Operational Procedures
- Water Supply Code of Australia – Regional New South Wales Edition
- Drinking Water Management System and Recycled Water Management System
- Dams Safety Management System
- Working on Council's Water and Sewer Infrastructure Strategic Policy

4 SEWER INFRASTRUCTURE SERVICES

Overview

- 4.1 Council will provide the City with sustainable and efficient sewerage services via infrastructure that is operated and maintained in accordance with Council's adopted Sewer Asset Management Plan.



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- 4.2 Council will provide residents with a portfolio of sewerage assets that are serviced and maintained to a level which reflects the community's expectations, and operates in a manner that is both functional and cost effective, but also meets industry standards.

Procedure

Council staff will implement this policy in conjunction with Council's adopted Sewer Asset Management Plan, and the Sewerage Infrastructure Services Operational Procedures. The Operational Procedures includes guidance on such things as:

- Sewer mains and services
- Sewerage Subdivision Code
- Pressure Sewerage Systems; and
- Vacuum Sewerage Systems

Related Sewer Documents

- 4.3 The following documents should be considered in conjunction with this policy:
- Asset Management Strategic Policy and Sewer Asset Management Plan
 - Sewer Infrastructure Services Operational Procedure
 - Gravity Sewerage Code of Australia – Regional New South Wales Edition
 - Water Supply Code of Australia – Regional New South Wales Edition
 - WSA 04-2022 Sewage Pumping Station Code of Australia Version 3.1
 - WSA 05-2020 Conduit Inspection Reporting Code of Australia Version 4.1
 - Liquid Trade Waste Strategic Policy
 - Working on Council's Water and Sewer Infrastructure Strategic Policy

5 WORKING ON COUNCIL'S WATER & SEWER INFRASTRUCTURE

Overview

- 5.1 Council will accredit Contractors who are suitably qualified, licensed, insured and experienced to work on Orange City Council's Water and Sewer infrastructure.

Procedure

- 5.2 Council may permit appropriately Accredited Contractors to work on its Water and Sewer Infrastructure according to Councils Procedures.
- 5.3 The term 'accredited' refers to a contractor who has been granted accreditation by Orange City Council to either:
- Extend or alter any Orange City Council sewer or water asset, or
 - Repair or replace any Orange City Council sewer or water main, either on behalf of Orange City Council or as part of an approved development.

Related Working on Infrastructure Documents

- 5.4 The following documents should be considered in conjunction with this policy:
- Contractors Working on Council's water and Sewer Infrastructure Procedure
 - Local Government Act 1993 and the Local Government (General) Regulation 2005
 - Work Health and Safety Act 2011

ST29 – Strategic Policy – Water & Sewer Infrastructure		
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