

South Australian Heritage Council

Procedure - Communications

OBJECTIVE: To define the Media Protocol of the South Australian Heritage Council and the purpose and contents of Council's website

CONTEXT: Strategic Plan 2015-2018: Promote and Celebrate our State's Heritage

SCOPE: Communications of the Council and its committees with the public and media.

PROCEDURE: Includes Media Protocol and website.

APPLICATION: Applying to the SA Heritage Council and its committees.

DATE ADOPTED: 22 May 2009

CHAIR:

Judith M Carr

REVIEWED: 30 August 2017

CHAIR:

Judith M Carr

1. Media Protocol

objectives of the *Heritage Places Act 1993*.

1.1 Protocol requirement

The Council's Media Protocol defines the interaction with and the manner of responding to public and media enquiries. The Media Spokesperson should ensure that all Council members and delegates, and any sub-committee members are informed of and comply with the requirements of this Protocol.

1.2 Objectives

The aim of this Protocol is to ensure consistent and effective communication on all heritage-related matters in which the Council has an interest or in relation to matters referred to the Council by the Minister for Sustainability, Environment and Conservation or the Minister for Planning.

This Protocol is to ensure that the public and media are provided with concise, accurate and objective information.

1.3 Roles and responsibilities

It is the responsibility of the Council and its delegates to:

- ensure that the appropriate Minister is informed;
- ensure that the public and media are appropriately informed; and
- ensure that all interactions with the public and media are courteous and entered into in the spirit to promote the

1.4 Media Spokesperson

The Chair of the Council is the designated Media Spokesperson for Council and any committees established by the Council.

As Media Spokesperson, it is the role of the Chair to represent Council in providing communication to the public or media.

The only other member of Council or committees established by the Council who may also be permitted to provide comment to the public or media is a member who has been designated by the Chair to act as spokesperson on a specific issue, or in the Chair's absence.

1.5 Other Council members and members of Committees established by the Council

All members of Council, or members of committees established by the Council who are neither the Chair nor acting as spokesperson on a specific issue have a responsibility to:

- refer all media enquiries and communications to the Chair;
- not provide comment on any matter concerning the interests of the Council, the Minister, or the Department supporting the Council;
- not disclose the process of decision making; and

- not personally express an alternate view to that agreed by Council and relevant Committee.

1.6 Department supporting the Council

It is the responsibility of the relevant Government agency to:

- provide the Chair with support and advice regarding communications with the public and media (as required); and
- inform the relevant officers within the Department.

1.7 Procedural requirements

- Council members and delegates should refer all public and media enquires to the Chair.
- The Chair will inform the Office of the Minister for Sustainability, Environment and Conservation and, if relevant, the Office of the Minister for Planning of the enquiry.
- The Chair may inform Council members and departmental Contact Officers of the enquiry.
- Drafts of news releases and media statements issued by the Chair will be made available to the departmental Communications and Community Engagement Branch, prior to release. Communications and Community Engagement Branch will liaise with the relevant Minister's Office in

relation to news releases and media statements.

All formal news releases and media statements will be made available on the Council's webpage.

1.8 Departmental Contact officer

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2. Webpage

2.1 Objectives

The aim of this Protocol is to outline the objectives and management of the Council's webpage.

The purpose of the webpage is to provide the public with general information on the Council, its role/functions and activities; and on the South Australian Heritage Register.

2.2 Contents

The Council shall have its own webpage. It will serve as one of the first points of contact between the Council and its committees, and the public and media.

The website will include the following information:

- membership of the Council, with brief biographies of each member and a photograph;
- Council contact information;
- information on any sub-committees or committees established any the Council, their role/function (terms of reference) and the membership (including brief biographies of members);
- Council publications and resources;
- Council news releases;
- Heritage Assessment Recommendation Reports;

- public notices of Council meetings;
- information on how the public can access minutes of Council meetings;
- copies of any Council policies, procedures and guidelines that the Council agrees that the public ought to have access to;
- Council heritage promotional material and discussion papers or pod casts (depending on available technology);
- links to relevant legislation;
- Council annual reports;
- information on the SA Heritage Register;
- information on current Council projects; and
- links to other websites, e.g. those of other Heritage Councils or other sites agreed to by the Council.

The contents of the website will be reviewed and updated on a quarterly basis.

2.3 Maintenance

The Department supporting the Council is responsible for maintaining the Council's website, including the regular and timely provision of information to the Council on the number of times the website and sections of it are 'hit'. The Department will provide technical, financial and staffing support.