



# POLICY

<b>Policy Name</b>	<i>Communications Policy</i>
<b>Policy/File Number</b>	ED4.12.012
<b>Review Frequency</b>	Every Three Years
<b>Attachments</b>	<i>nil</i>

## 1. Purpose

The purpose of this policy is to set out how the Victor Harbor Horse Tram Authority undertakes effective communication to the community and wider audience on a variety of aspects of the Authority's role as defined within the Charter, business, operations and policy.

## 2. Scope

The Victor Harbor Horse Tram Authority Board Members and Horse Tram Staff must comply with the provisions of this policy.

## 3. Policy Statement (Summary)

The Victor Harbor Horse Tram Authority is committed to working with the media to ensure all relevant items are communicated in a timely and accurate manner.

## 4. Legislation and Compliance

*Section 62 of the Local Government Act*

## 5. Definitions

**Board Member** means at any time a member of the Board appointed in accordance with Subclause 2.9 of the Victor Harbor Horse Tram Authority Charter.

**General Manager** means the General Manager of the Authority and includes a person acting in that position.

**CEO** means the Chief Executive Officer of the City of Victor Harbor

## 6. Policy Content

### 6.1 Media Comment and Press Release

The General Manager and the Chairperson, or their nominee, are the only authorised spokespersons of the Authority for media comment and press releases regarding the Victor Harbor Horse Tram business, operation and policies. Press releases, advertising, notifications, signage and public commentary will be authorised by the General Manager of the Authority before publication.

## 6.2 General Community Communication

The use of a variety of mediums, including (but not limited to) the Victor Harbor Horse Tram website, signs, notice boards, emails, social media, newspaper, radio, television, newsletters and advertising are available and may be used to inform stakeholders of a variety of Victor Harbor Horse Tram information, operations and strategic directions.

All communication must adhere to the principles of:

- Balance and honesty
- Openness and transparency
- Achieving the aims and supporting the objectives of the Victor Harbor Horse Tram Authority and the community.

When using social media in issues relating to the Victor Harbor Horse Tram or the Authority, Staff and Boards Members are expected to:

- Seek prior authorisation from the General Manager
- Adhere to the Victor Harbor Horse Tram Code of Conduct for Board Members, policies and procedures.
- Behave with caution, courtesy, honesty and respect.
- Comply with relevant laws and regulations
- Reinforce the integrity, reputation and values of the Victor Harbor Horse Tram Authority
- Refrain from bringing the Victor Harbor Horse Tram Authority into disrepute
- Personal social media accounts do not necessarily reflect the view of the Victor Harbor Horse Tram Authority.

Note: The General Manager cannot authorise public communication, publication or release of any documents or part of a document if:

- The document or part relates to a matter of a kind referred to *in Section 90 of the Local Government Act 1999*, or
- The Victor Harbor Horse Tram Authority orders that the document or part be kept confidential.

## 7. Risk Management

This Policy endeavours to promote high ethical standards and professional behaviour by the Board Members and fulfils the Victor Harbor Horse Tram Authority Charter.

## 8. Implementation/Delegations

The General Manager of the Victor Harbor Horse Tram Authority is provided with the delegated authority to implement this Policy

## 9. Related Documents

Local Government Act  
Victor Harbor Horse Tram Authority Charter

## 10. Availability of Policy

This policy is available on Victor Harbor Horse Tram website at [www.horsedrawntram.com.au](http://www.horsedrawntram.com.au). It may also be inspected or purchased at the Principal Office of the City of Victor Harbor, 1 Bay Road, Victor Harbor.

### Document History

Version	Document	Action	Date
1.0	Approved version	Victor Harbor Horse Tram Authority endorsement VHHTA08	3/12/18
1.1	Approved version	Victor Harbor Horse Tram Authority endorsement VHHTA380	24/7/23