MEDIA POLICY

Human Resources
YASC POL 19 – V7

2026

YARRABAH ABORIGINAL SHIRE COUNCIL
56 Sawmill Rd Yarrabah, QLD 4871

CONTENTS

1. LEGISLATION AND AUTHORITY 2
2. COUNCIL'S STATEMENT 2
3. PURPOSE 2
4. COMMENCEMENT OF POLICY 2
5. APPLICATION OF THE POLICY 2
6. PROCEDURES 2
7. BREACHES 3
8. VARIATIONS 3
9. DOCUMENT CONTROL 3

This is a controlled document. It becomes uncontrolled when printed or copied, unless manually signed by the Authorising Officer.

1. LEGISLATION AND AUTHORITY

The Local Government Act 2009 (Qld)
Local Government Regulation 2012 (Qld)
YASC Code of Conduct

2. COUNCIL'S STATEMENT

Yarrabah Aboriginal Shire Council ('YASC') conducts its business with integrity, honesty and fairness. All employees are expected to work within the rules and actions of YASC will comply with all relevant laws, regulations, codes and corporate standards.

Everyone representing YASC must reflect the highest standards of behaviour. Our relationships are critical to the ongoing success of our organisation. Our leaders have responsibility for fostering a culture where ethical conduct is recognised, valued and applied at all levels.

This policy is to be read in conjunction with the Code of Conduct, which outlines our standards of behaviour and workplace culture are in accordance with YASC's principles.

3. PURPOSE

This policy is to set down regulations for clearer, positive communication with the Media for the betterment of YASC and community and to provide for open, positive communication via Media with the Community and other stakeholders.

To establish protocols and consistent methods for managing communication between YASC and print and broadcast media, to ensure coordinated, accurate and reliable presentation.

The key objective of this policy is to provide YASC with a positive public image in line with its corporate objectives and mission statement through presentation of media statements, media liaison, promotional literature, official speeches, interviews and other internal and external communications methodologies.

YASC encourages open communication with the media, with an emphasis on promoting a positive, progressive and professional image of YASC and staff. To ensure that comment made publicly by authorised spokespersons is accurate, reliable and in the best interests of YASC, there are limits on who can provide information, and the level of information those persons can provide.

4. COMMENCEMENT OF POLICY

This Policy replaces all other policies relating to media (whether written or not).

5. APPLICATION OF THE POLICY

This Policy applies to employees (including temporary employees) of YASC. This Policy does not form part of any employee's contract of employment.

6. PROCEDURES

Authorised Council representatives

For the issuing of media statements and responses to media enquiries for a comment on official opinion, the Mayor and Chief Executive Officer are YASC's official spokespersons.

This is a controlled document. It becomes uncontrolled when printed or copied, unless manually signed by the Authorising Officer.

Personal Comments

Individual Councillors are free to make personal comments to the media as private individuals but not to speak on behalf of YASC, and in doing so must ensure that their comments are not perceived as representing official YASC position or policy.

YASC employees may communicate with the media as private individuals, with the following restrictions:

- That they do not comment on YASC business or policy
- That they are not identified as YASC employees
- That their comments are not perceived as representing YASC's official position or policy and have not been attained by virtue of their public position.

Crisis Communication

YASC recognises that ill-considered and uninformed comments can cause dire consequences and legal implications in the event of an emergency, disaster, crisis, or sensitive issue. Accordingly, only the Mayor and CEO are authorised to speak to the media on these occasions with the exception of the Local Disaster Management Group member (as delegated) in the event the emergency operation centre is raised.

7. BREACHES

Unauthorised release of YASC documents by employees or Councillors will be subject to disciplinary action in accordance with the Code of Conduct.

8. VARIATIONS

YASC reserves the right to vary, replace or terminate this policy from time to time.

9. DOCUMENT CONTROL

Adoption Date:	15 December 2015	Resolution No.	Version No. 1
Amended Date:	30 January 2020	Resolution No. 03:30/01/2020	Version No. 2
Amended Date:	17 February 2021	Resolution No. 05:17/02/2021	Version No. 3
Amended Date:	18 May 2022	Resolution No. 09:18/05/2022	Version No. 4
Amended Date:	29 June 2023	Resolution No. 11:29/06/2023	Version No. 5
Reviewed date:	26 July 2024	Resolution No. 12:26/07/2024	Version No. 6
Reviewed Date:	19 August 2026	Resolution No. 28:19/08/2026	Version No. 7
Next Review Date:	2027		
Responsible Officer:	Chief Executive Officer		

Richard Wright
Chief Executive Officer

This is a controlled document. It becomes uncontrolled when printed or copied, unless manually signed by the Authorising Officer.

This is a controlled document. It becomes uncontrolled when printed or copied, unless manually signed by the Authorising Officer.