

COMMUNICATIONS

2023



INFORMATION BOOKLET

Contents

Media Release Process.....	1
Speech Process.....	3
Social media campaigns and posts.....	5
Communications initiated social media posts.....	7
Website & Intranet Content Process.....	8
Marketing Collateral Process.....	9
Timeframes.....	11
Publication approval.....	13
Approval matrix.....	16
Resources.....	17
Our team.....	18

The Shire's tone

The Shire must always appear professional, and communicate simply to ensure we are easily understood.

A community's impression of an organisation is influenced by the way it communicates.

When a consistent approach is applied across the organisation, it contributes to a strong, uniform corporate image. It also builds trust and credibility.

The Shire's Writing Style Guide includes a set of rules that will inform your choices when you write on behalf of the Shire.

The rules apply to all documents and digital platforms, to simplify the writing and editing process and make it easier for your audience to receive the information.

This will ensure all written communications are:

- Accessible
- Accurate
- Consistent
- Of a high quality
- Professional
- Reflect our values.

The Shire's Values

- Continuous improvement
- Excellence in customer service
- Innovation
- Integrity
- Respect
- Team spirit.

Media Release Process

Under the *Local Government Act 1995*, the Shire President and CEO are the official spokespeople authorised to speak to the media on behalf of the Shire. Therefore, Shire staff are not permitted to communicate directly with the media on behalf of the Shire.

Media releases and media enquiries are coordinated by the Shire's Communications Specialist and Communications Coordinator. Any contact from a media representative should be directed to the Communications team.

Who can request a Media Release?

The CEO, Executive Leadership team and officers (with approval from their managers) can request a media release for projects and events.

The requesting officer must submit their request via the Communications and Engagement Request Support portal on the intranet. The Communications Specialist will consult with the Communications Coordinator to determine if the subject is suitable for a media release.

If yes, the Communications Specialist will draft a media release. The more lead time you give Communications, the better. Particularly if the release is to promote a Shire event.

What is the Approvals Process?

The Communications Specialist will provide a draft to the Communications Coordinator for proof-reading, before sending to the requesting officer to check the accuracy of content. Once the requesting officer has approved the media release, the Communications Specialist will send to the requesting officer's manager (if not the manager requesting) for approval, and then the relevant director for the area (if not the director requesting the media release).

Once internal approvals have been sought, the Communications Specialist will seek the Shire President's approval.

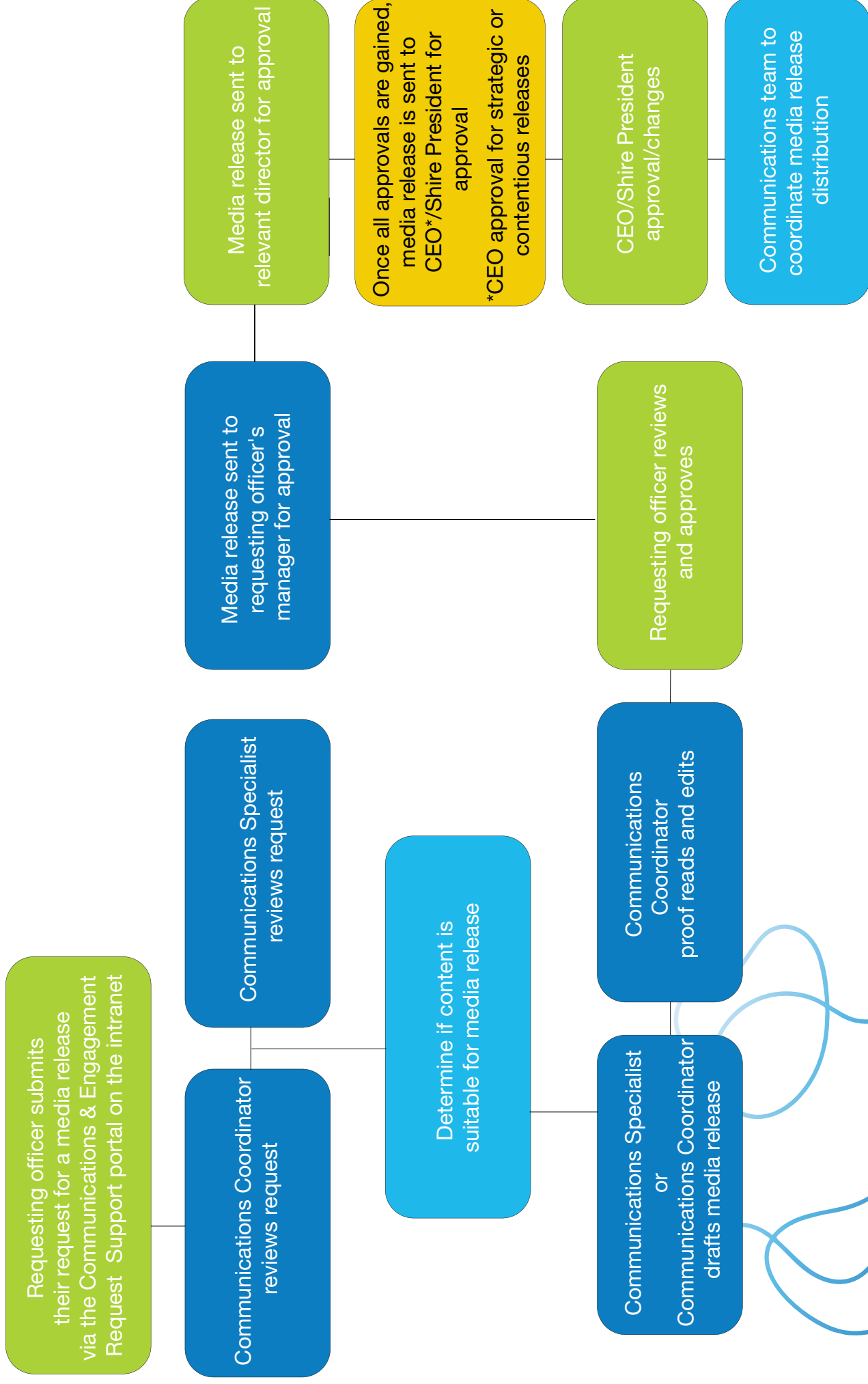
If the media release is of a strategic matter, approval will be sought from the CEO.

The Communications Specialist will coordinate distribution of the release.

Communications lead time

If you want to promote a project, program or event, please give Communications at least four weeks lead time before the event to develop a media release, seek approvals and distribute the release in a timely manner. Please speak to Communications prior to lodging your request if you have concerns or queries.

Process for a media release requested by an officer



Speech Process - Shire President

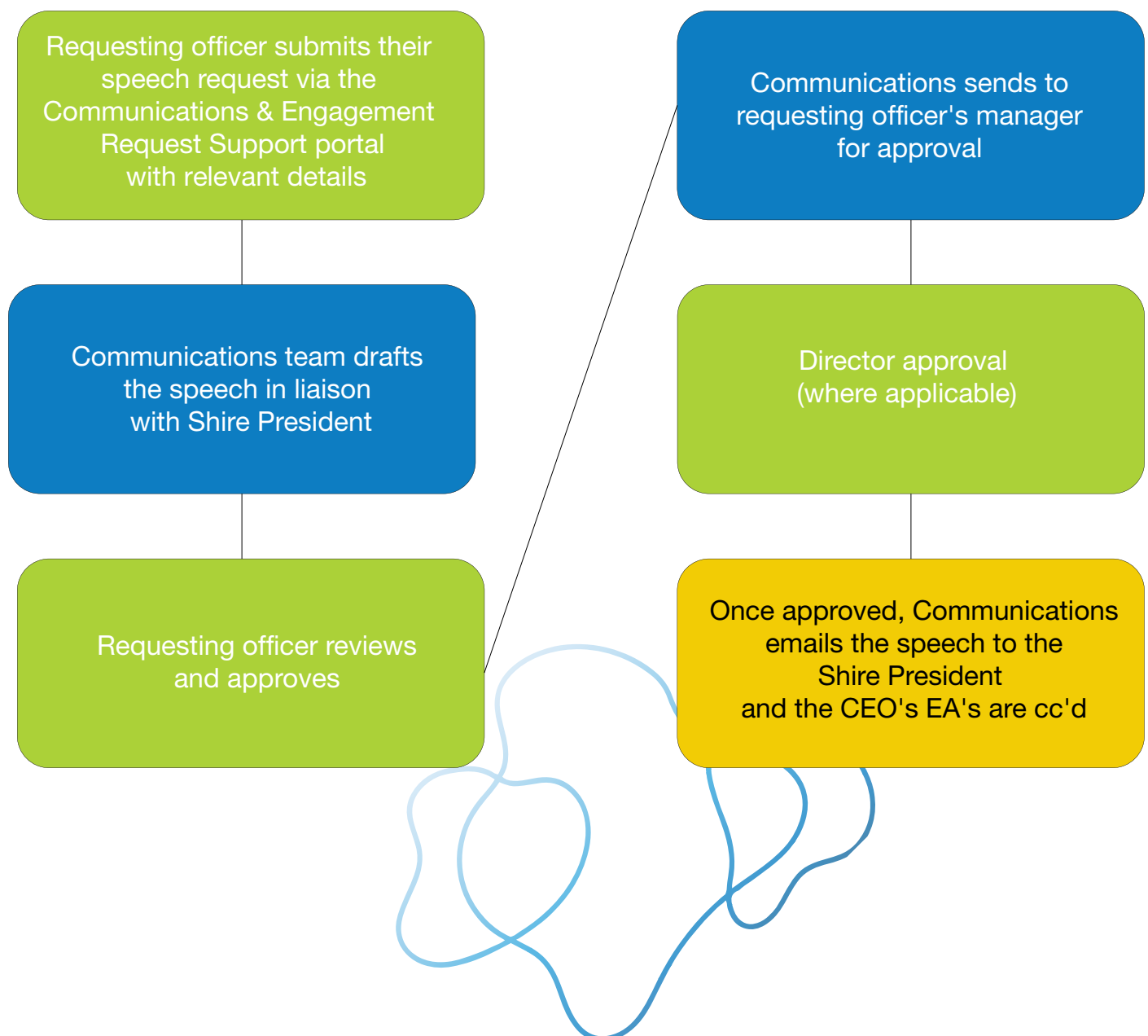
The Shire President often gives speeches at Shire events, opening ceremonies or can be requested to give a speech at a community event.

These speeches are an opportunity for our shire and Council to be presented in a positive light.

Therefore it's important the Communications team are given enough lead time to research, draft and edit a carefully thought-out speech for the Shire President ahead of the event and to seek approvals.

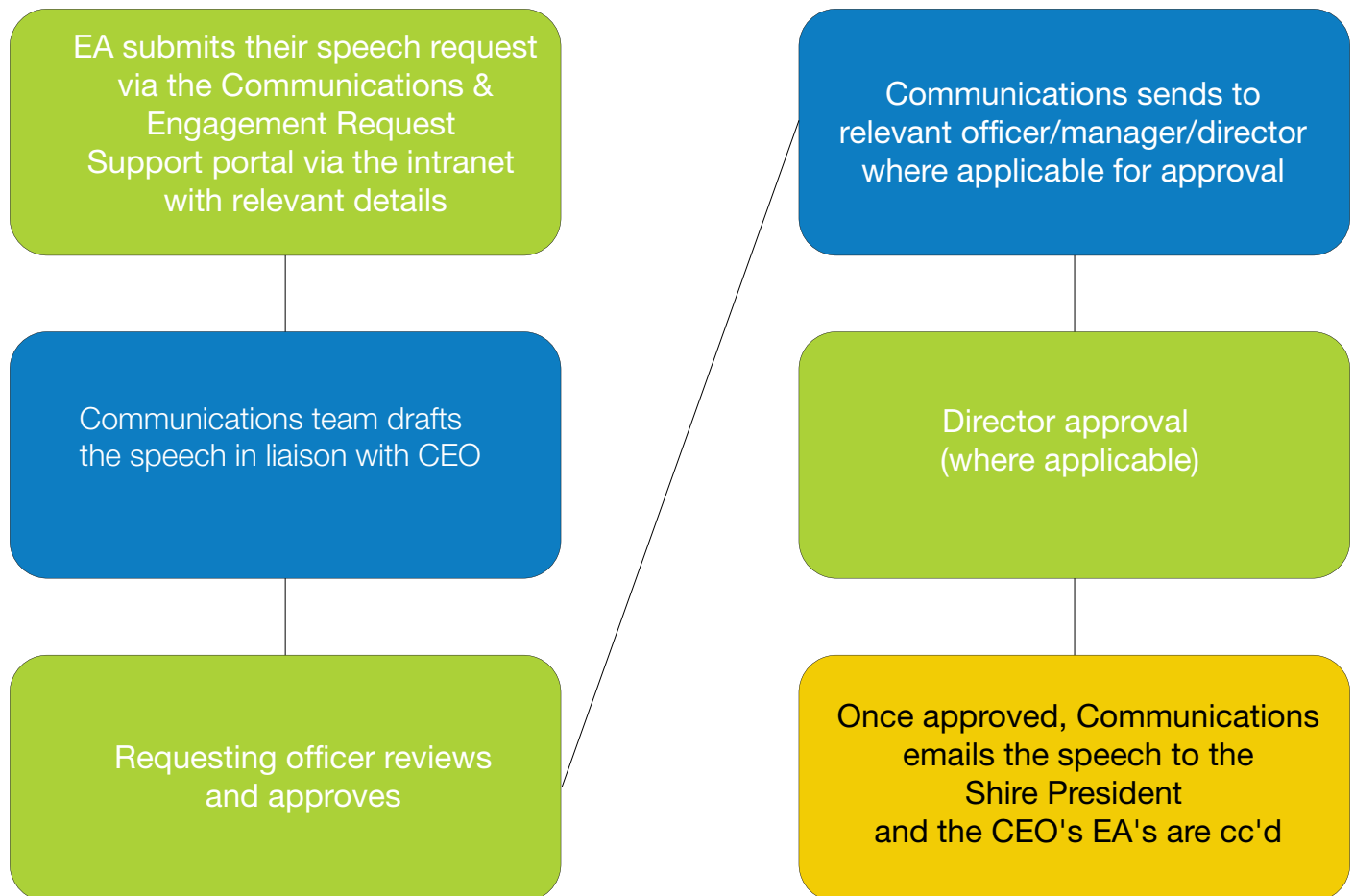
The following flow charts clarifies the process that needs to be followed to request a speech.

Process for a speech requested by an officer



Speech Process - CEO

Speech requested by EA to CEO



Social Media Campaigns & Posts

Who can request a social media post?

The CEO, directors, and officers are able to request social media posts.

The process for requesting a social media post or campaign involves submitting a Communications request via the Communications and Engagement Request Support portal on the intranet.

Communications will carefully review the content before actioning a draft and seek approvals.

Requesting officer submits their request via Communications & Engagement Request Support portal via the intranet with relevant uploads

Communications Officer Digital and Content drafts content

Communications Officer Digital and Content sends post to requesting officer for approval. This includes the graphic or photograph used for the post.

Communications Officer Digital and Content sends to manager for approval

Director approval if contentious

Communications Officer to ensure content is scheduled, posted and monitored

Social media campaigns

How do I request a social media campaign?

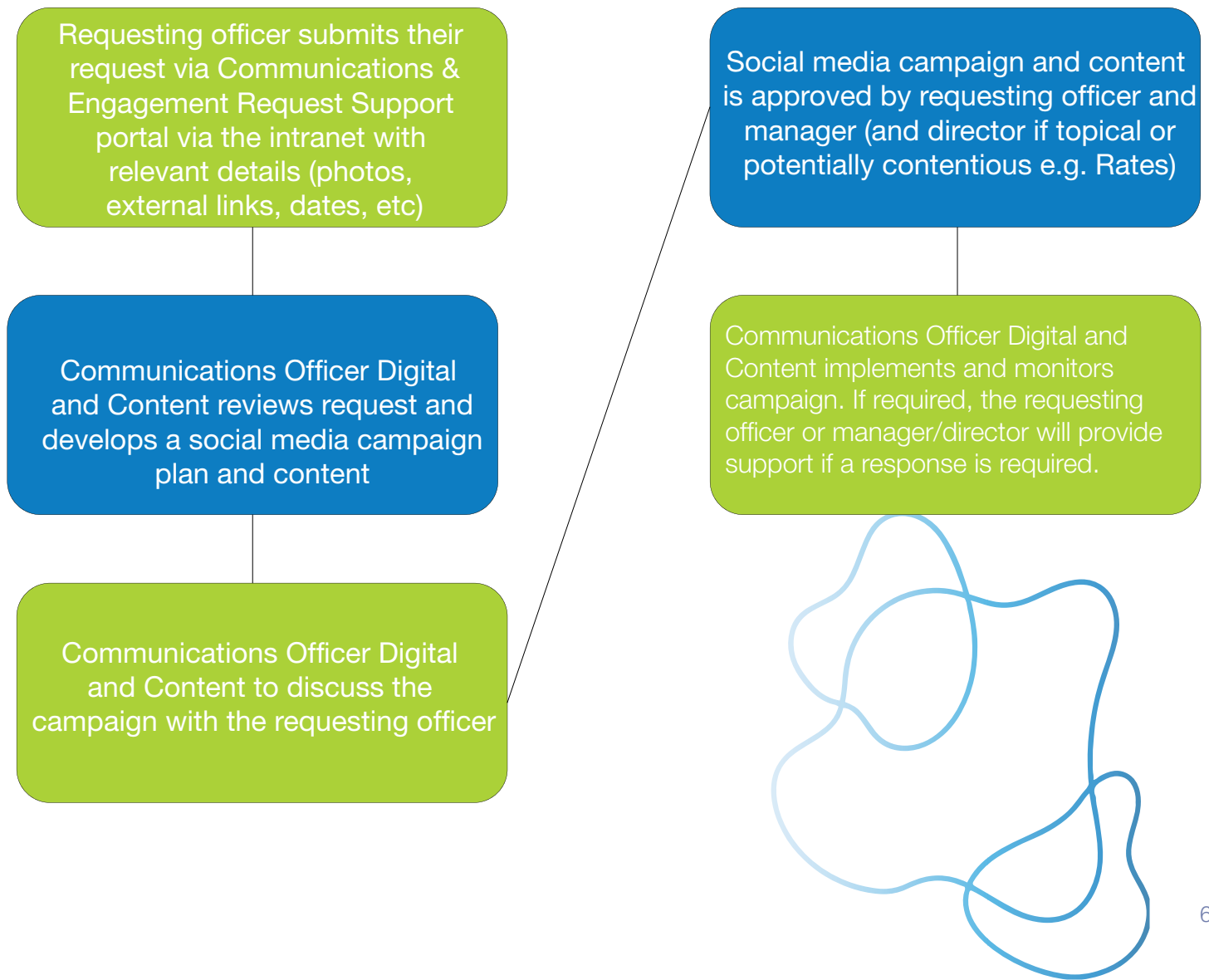
In this process, the requesting officer submits a communications request for a social media campaign via the Communications and Engagement Request Support portal on the intranet.

The officer will include approved digital content, external links, and any necessary artwork or photography.

The Communications Officer will review the content, develop a communications plan or schedule for the campaign, and will discuss the plan and scheduled dates with the requesting officer.

Once the social media campaign and/or communications plan are approved by the requesting officer, and if appropriate, a manager or director, the Communications Officer implements the plan by creating and scheduling the posts and monitoring the campaign as needed.

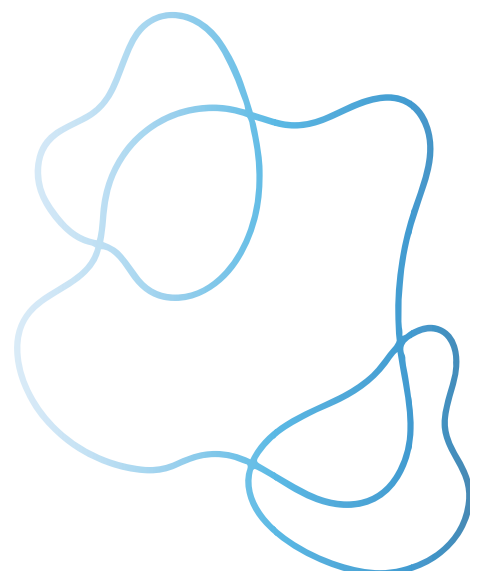
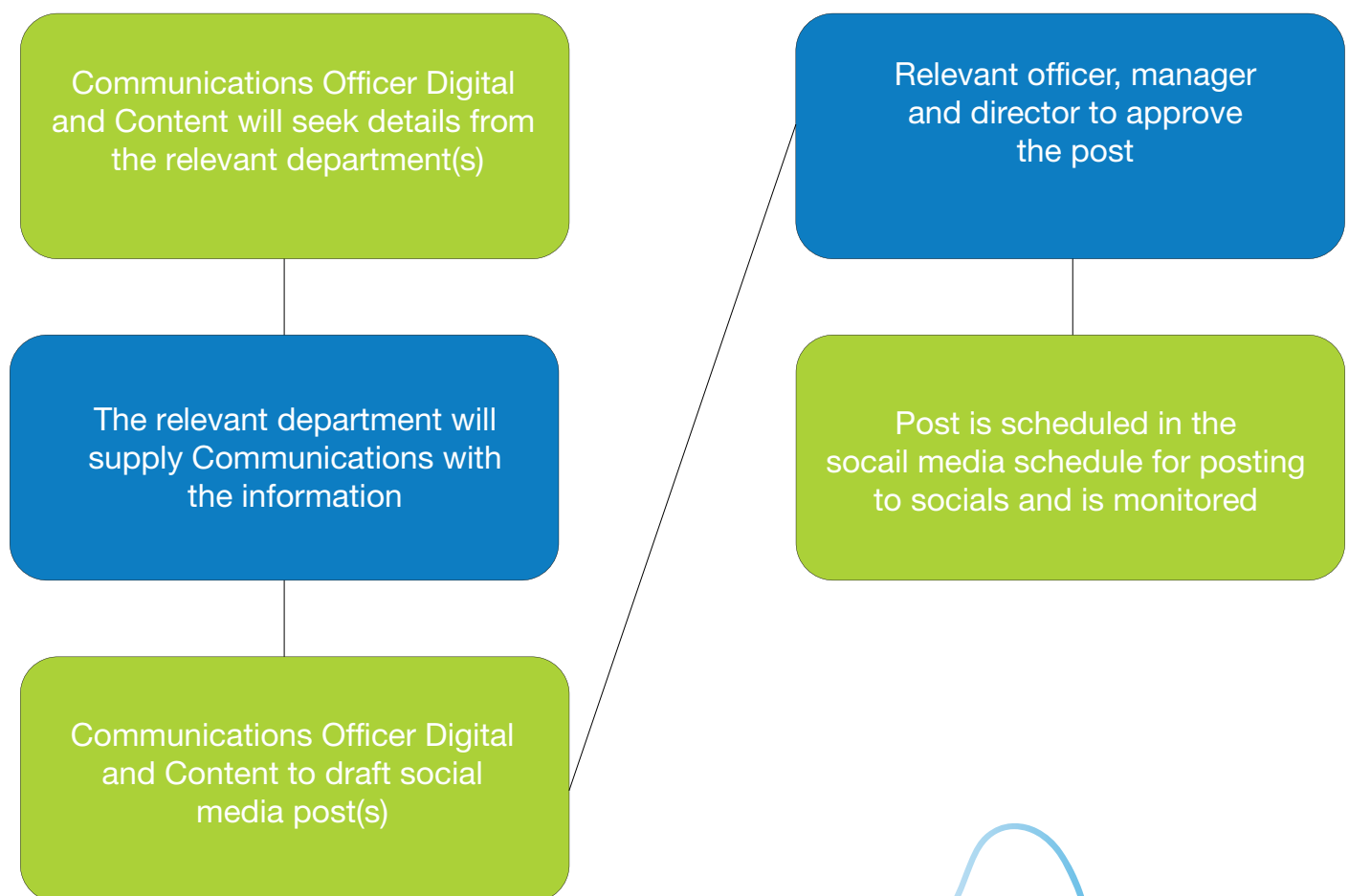
This ensures that the social media campaign is well-planned, effective, and aligned with the organisation's goals and values.



Communications initiated social media post

At times the Communications team may initiate a social media post or campaign depending on the context of a project, event, or in response to queries/comments on social media or to Shire officers.

For instance, if the Shire has received a high level of phone calls with the same query, the Communications team may draft a social media post to distribute relevant information to the community.

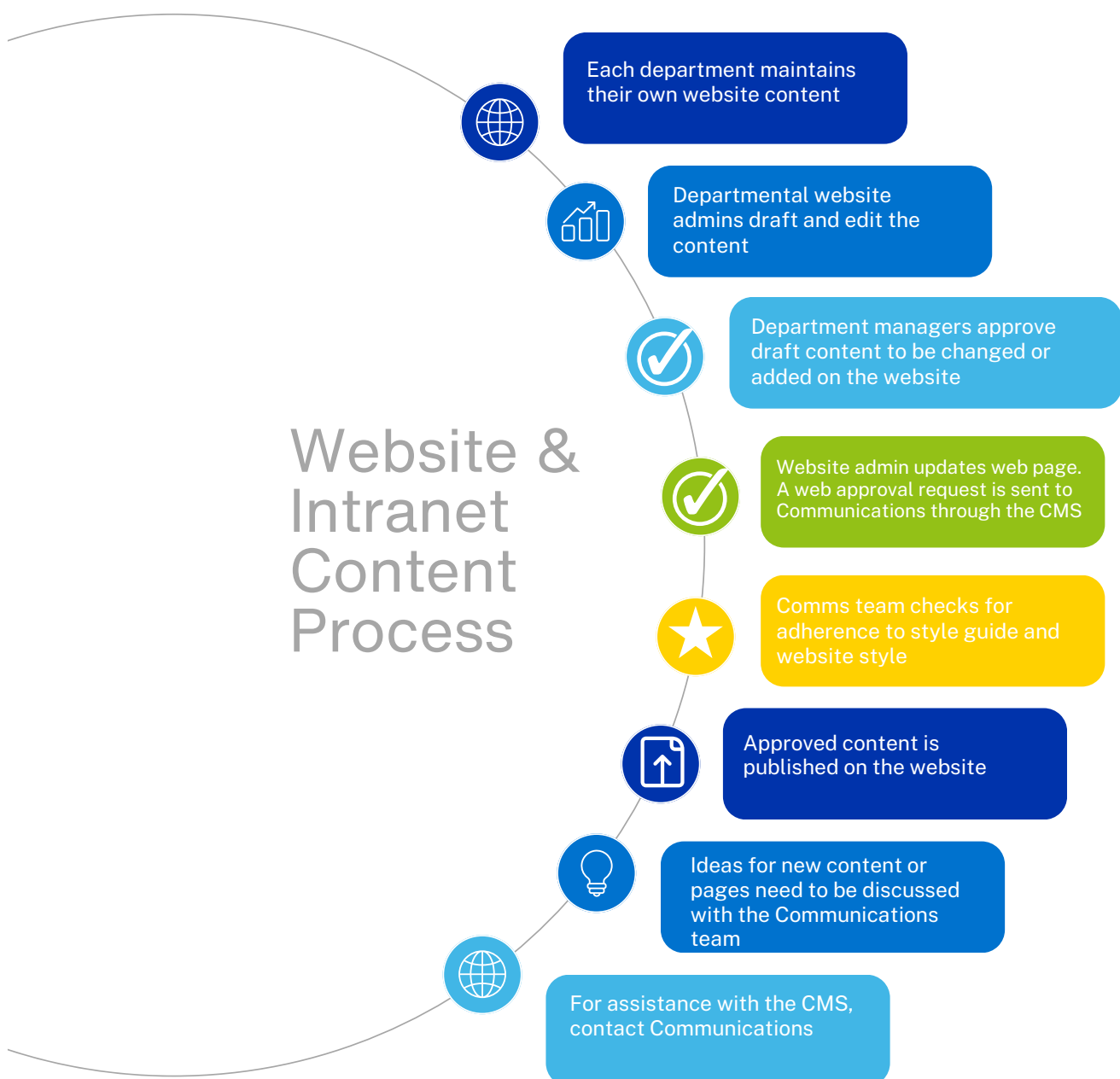


Website & Intranet Content Process

Shire of Mundaring requires all departments to maintain their sections of the corporate website by regularly updating and checking their content for accuracy.

Each department has a trained website admin who has access to the relevant pages and drafts content in consultation with their manager.

To ensure consistency and quality, all edited content goes through the Communications team for approval via the website Content Management System.



Marketing Collateral Process

All Shire employees are responsible for keeping the organisation's image consistent by following the Communications Writing Style Guide and Brand Guidelines.

The Communications team can help with communication and marketing materials.

Officers, managers and directors can ask for communications material by lodging a communications request via the Communications and Engagement Request Support portal on the intranet, with details of what they need.

All Shire employees are responsible for ensuring the corporate image of the Shire is maintained.

To ensure it is maintained to a high standard, the Shire has an organisational Writing Style Guide, and Brand Guidelines. These can be accessed via the Communications tab on the intranet.

The Communications team are always happy to assist with requests or queries.



Timeframes

Shire of Mundaring is a busy organisation, with many projects and events often on the go.

As there is only a small Communications team to juggle all competing deadlines within the organisation, a turn around timeframe process must be employed to ensure fairness to all departments.

The following table outlines lead times for work undertaken by the Communications team. They are a general guide to help you plan promotion of your project or event.

Graphic design

If you want multiple artwork concepts developed (e.g. for promotion of an event or program) then you need to factor additional time into your schedule.

This is especially important if these are developed by the Communications team as graphic design is time-intensive.

If you want three concepts, you need to factor in three times as long for the artwork development, as well as additional time for changes, ammendements, adjustments and further development.



Timeframes

Item	Weeks lead time					
	1	2	3	4	5	6
Media Release						
CEO Speech						
Content Proofing/Approval (e.g. Newsletters, publications, signage)						
Shire President Speech						
Advertisement						
Social Media Content (minimum 24 hours notice, unless about an emergency)						
DL Brochure (6pp)						
A4 or A5 Brochure (4pp)						
A4 Brochure (4-12pp)						
A4 Brochure (12pp+)						
Corporate Document/Report						
Corporate Document Cover						
Information Sheet						
Invitation (for print) - from template						
Certificate						
Create a new page on the website						
Posters						
LED board signage artwork (minimum 24 hour notice, unless about an emergency)						
Signage design - to be negotiated based on brief						
Signage approval						
Communications Plans						
Internal Communications (minimum 24 hours, unless and emergency)						

Publication approval - administrative documents

Publication Approval Process

For administrative documents:

Text-based Publications

- Agendas/ Minutes
- Information Sheets
- Letters to Residents

Advertisements

- Employment
- Statutory Requirements
- Public Notices

Step 2

Print Publication. No approval required from Communications team.



Step 1

Refer to the writing style guide and brand guidelines. Any issues please contact the Communications Team.

Logo Use

Low resolution copies of the logo are available on the intranet for in-house use. For printing jobs, you must request the logo from the Communications Team, stating the size, colour, format and what it will be used for.

Publication approval - strategies and promotional material

Step 2

If you are using an external graphic designer, you must provide the Shire's Writing Style Guide and Brand Guidelines and promotional material checklist which can be found on the Communications section of the intranet.

Step 4

Once changes are made and signed off, publication can be printed. Author to organise printing (in-house or external).

Promotional Material

- Posters
- Flyers
- Advertisements
- Signage
- Community Updates
- Project Announcements
- All Shire Booklets/ Publications
- Maps



Step 1

Complete and submit Graphic Design Request form via the Communications & Engagement Support Request portal on the intranet.

Step 3

Document author to show proof to Communications team for approval.

Approval matrix

The following graph represents what level of approvals are required for each communication item.

Item	Officer	Manager	Director	CEO	Shire President
Media Release (promotional, ongoing program based)					
Media Release (strategic project or potentially contentious issue)					
Media Response					
Marketing Materials (posters, brochures, booklets, advertisements)					
Website Content					
Speech Notes for CEO or Shire President					
Social media post (non contentious)					
Social media post (contentious)					
Communications Plan					

Our team and resources

Questions

All requests should be lodged via the Communications & Engagement Support Request portal via the intranet.



Natasha Turfrey

Communications
Coordinator



Vanessa Deetlefs

Communications
Specialist



Carla Genovesi

Communications
Officer - Digital and
Content

The Communications team has a range of materials available to assist you in presenting a professional image of the Shire.

This includes logos, brand guidelines, photography briefs, templates and request forms.

These items can be found on the intranet, under Strategic & Community Services, Communications.

We can also assist with photography and videography.



Responsibilities

Each member of the Communications team has specific responsibilities.

Communications Coordinator	Communications Specialist	Communications Officer Digital and Content
Liason with CEO, Directors and Managers	Research and writing content for media releases, web articles and speeches	Research and writing content for websites, social media and e-newsletters and ensure the Shire's online presence is relevant and up to date
Respond to contentious media enquiries	Respond to media enquiries as required. Monitor media channels and provide summary information to Council and Executive team on anything topical or related to Shire.	Project management of social media channels inc Facebook, Instagram and LinkedIn. Responding to staff requests for posts sourcing images, Strategic scheduling and posting. Regular monitoring and reporting on social media channels.
Developing and analysing processes for continual improvement	Research and writing content for speeches	Photography and videography as required, project manage photo library
Strategic planning	Corporate website updates including providing web maintenance support to the Communications Officer	Corporate website management including approvals and providing web maintenance support to staff
Oversee internal Communications projects	Project management to monthly Community Update page	Provide ad hoc PR and marketing support to other service areas as requested
Major publications including Annual Report	Assist with in-house graphic design/video content production using Adobe software suite or Canva. Manage design of Rates Pack and newsletters. Internal and recovery communications including stockpiling a library of stories for busy times, particularly celebrating staff success	Assist with in-house graphic design/video content production using Adobe software suite or Canva Manage small to medium publications inc, brochures for Rangers, PR, other services areas etc This may include editing, preparing copy and images and liaising with graphic designer
Writing media & web articles as required	Prepare articles for industry magazines ie LG Focus, Western Councillor, Darlington Review, Chidlow Chatter	Intranet feature articles - aim to upload 2 to 3 each week
Support Communications Specialist and Communications Officer with story ideas, approvals etc	Photography and videography as required	Support Community Engagement Coordinator with Engage Mundaring projects
Support other Strategic and Community Services team members as required	Support Communications Coordinator with Annual report	Support other Strategic and Community Services team members as required
Ad hoc PR and marketing support to other service areas as requested	Support other Strategic and Community Services team members as required	Update digital displays at Shire Administration Building and Boya Library
Crisis Communications	Provide ad hoc PR and marketing support to other service areas as requested	Manage content on LED signage boards (external locations)

* Social media platforms are also monitored by the Communications team within reason after hours and on weekends, on a rotational roster.

Communications and Community Engagement

Communications works alongside Community Engagement to focus on reaching a broad cross-section of the community to have their say on a range of Shire projects and initiatives.

The Shire is committed to active, best-practice engagement with our community to ensure informed decision-making. To achieve this a range of communication mediums are utilised to provide opportunities for active participation in engagement activities.

Our Community Engagement Framework comprises a Council Policy, a CEO Policy and a set of Community Engagement Guidelines.

Community Engagement Council Policy

- The Council Policy demonstrates a strong commitment to Shire-wide community engagement.

Community Engagement CEO Policy

- The CEO Policy provides guidance to help Shire staff deliver effective community engagement programs and activities.

Community Engagement Guidelines

- The guidelines provide a toolkit with practical direction on the planning, delivery and evaluation of community engagement.

Engage Mundaring

Engage Mundaring

Through our online engagement portal, Engage Mundaring, community members and stakeholders are invited to have their say on a range of Shire projects and initiatives. The platform can also be used to provide information to the community, including:

- Document(s),
- Photo and video libraries,
- Frequently asked questions
- Details on timelines for a proposed project

The community are invited to have their say on current life projects that are displayed on the homepage. There are many different ways to engage with these projects including:

- Quick polls
- Submissions
- Surveys
- Community chat
- Idea walls
- Interactive mapping

These engagement opportunities are promoted widely through a variety of communication channels.

Requesting Community Engagement Support

Shire staff can request community engagement support by lodging a request via the Communications & Engagement Request Support portal available on the intranet.

Once lodged, a member of our team will be in contact to discuss your request and the level of support required. Community Engagement requires five working days' notice to schedule the following tasks:

- Consultation Plans
- Stakeholder Engagement Plans
- Engage Mundaring project support



COMMS

your creative support



7000 Great Eastern Highway, Mundaring WA 6073 ☎ 9290 6666

✉ shire@mundaring.wa.gov.au  [shireofmundaring](https://www.facebook.com/shireofmundaring)  [shireofmundaring](https://www.instagram.com/shireofmundaring)

mundaring.wa.gov.au