

1. Rationale

To inform and connect our community with what's happening in the City of Marion.

2. Policy statement

This policy provides guidance of the content, including articles, that will be published in *City Limits*.

3. Objectives

To ensure the community is provided with accurate and timely information that it is consistent with City of Marion strategic plan and vision.

4. Policy scope and implementation

4.1 Scope

This policy applies to the publication of City Limits. All staff and Council Members must comply with this policy.

4.2 Implementation

General principles

City Limits **MUST**:

- adhere to this Publication Policy

City Limits **MUST** contain information and statements that:

- comply with all applicable laws and Council policy and procedure
- are factually correct and accurate
- are free from copyright infringement
- are consistent with contemporary community standards and attitudes.

City Limits **MUST NOT** contain:

- an official announcement on behalf of the City of Marion unless authorised to do so
- confidential information or information subject to legal or professional privilege
- information statements or images that may defame any person or group or expose the City of Marion to any potential legal action, including breach of privacy or copyright infringement.

City Limits **MUST NOT** contain:

- Articles that promote:
 - alcoholic drinks
 - betting or gambling
 - tobacco and vape products or manufacturers of tobacco products
 - products or services of an intimate nature including adult stores, or sexual websites
 - financial products or services that promote loans and investments
 - illegal activities or anti-social behaviour including use of illicit drugs or reckless driving
 - violence.

City Limits **MUST NOT**

- portray people or depict material that discriminates against or vilifies a person or community group based on race, ethnicity, sex, age, sexual orientation, religion, disability or political belief.

Branding and styling

City Limits complies with City of Marion brand and style guidelines to ensure a consistent brand.

Copyright

The City of Marion retains the intellectual property rights to any original material contained in City Limits (including but not limited to text, images, videos, graphics, drawings, plans, manuals). Written permission must be obtained from the Chief Executive Officer (or delegate) to use or reproduce any copyright material.

Permission to use personal images

The City of Marion will obtain a person's written consent prior to using any photographs or video footage containing their personal image. Images of people aged under 18 will require the consent of a parent or guardian. A person may revoke their consent in writing by requesting that City of Marion ceases using the images. City of Marion will comply with the request.

Development of articles and content

Criteria	<p>Criteria for publication includes:</p> <ul style="list-style-type: none"> • supports the City of Marion strategic plan and vision • community news, including business, sport, local residents, schools, clubs and community groups (groups are welcome to submit stories for potential publication) • newsworthiness of Council decisions, new initiatives, events, consultations, announcements and educational stories • topicality • photographic opportunity • balance of subject matter • content of previous editions • adheres to the Publication Policy • adheres to general principles (4.1) above
Council Member contributions	<ul style="list-style-type: none"> • Space will be reserved for a 200-word column from the Mayor in each edition. • The Mayor's column must adhere to the Publication Policy. • Space will be reserved for Councillor columns of 200 words every second edition, with opportunity for Council Members to comment. • Comments from Council Members will be incorporated into stories where possible. • Council Member comments must adhere to the Publication Policy • Council Member comments and Ward updates will not be published during a caretaker period for Local Government elections. • Contact details of all Council Members will be published in each edition except during a caretaker period for Local Government elections.
Advertising	<ul style="list-style-type: none"> • Does not contain paid advertising • May include adverts promoting Council events, services or initiatives at the discretion of the City of Marion where it is considered this will be a more effective approach than articles

Format

Frequency and Pages	<ul style="list-style-type: none"> City Limits will be published four times a year, seasonally. (December, March, June, September) 16 pages per edition
Size	<ul style="list-style-type: none"> A4 size
Appearance	<ul style="list-style-type: none"> Full colour publication

Distribution

Delivery and availability	<p>City Limits will be:</p> <ul style="list-style-type: none"> distributed free via Aus Post letterbox drop four times per year printed and distributed per an integrated print and distribution model printed by a run of 46,000 copies available on the City of Marion website available at City of Marion venues, including the Administration Building, neighbourhood centres and libraries mailed to stakeholders outside the Council area.
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5. Definitions

Term	Definition
Adult store	<ul style="list-style-type: none"> Premises that sells products or services of a sexual nature.
Alcoholic drink	<ul style="list-style-type: none"> Any beer, wine, spirits or cider or other drinks of an intoxicating nature.
Article	<ul style="list-style-type: none"> Non-fictional journalistic account of events.
Copyright	<ul style="list-style-type: none"> Material including any photograph, graphic design, plan, chart, video or audio file commissioned by Council and used digitally or non-digitally (including in print)
Illicit drugs	<ul style="list-style-type: none"> Unlawful drugs and substances
Paid advertising	<ul style="list-style-type: none"> Attracting public attention to a product, service or business by purchasing paid space in the magazine.

6. Roles and responsibilities

Team/person	Responsibility
Marketing and Communications Team	<ul style="list-style-type: none">• Sourcing, writing, editing articles• Managing photography, production and distribution• Coordinating Council contributions
Council Members	<ul style="list-style-type: none">• Providing 200-word Councillor columns every second edition and comments to articles of interest that adhere to the Publication Policy.
Mayor	<ul style="list-style-type: none">• Providing 200-word column for each edition that adheres to the Publication Policy.

7. References

City of Marion

- Publication Policy
- Caretaker Policy
- Elected Member Code of Conduct
- Privacy Policy
- Social Media Policy

Other

- *Copyright Act 1968*
- *Defamation Act 2005*
- *Local Government Act 1999*
- *Local Government (Elections) Act 1999*

8. Review and evaluation

The Unit Manager Marketing and Communications reviews this Policy once during a term of Council (or earlier if required) in accordance with the City of Marion Policy Framework. Council approves this Policy.