

MEDIA ENQUIRY PROTOCOL/PROCEDURE

Points of Contact/Delegated Spokespersons

The Media, Marketing and Communications Team is the primary point of contact within the Council for all media enquiries, with the first point of contact Chris Crago, Team Leader, Media, Marketing, Communications 0407 711 816 or chris.crago@portenf.sa.gov.au

In accordance with section 58 of the *Local Government Act 1999*, the Mayor and the Chief Executive Officer are nominated as the official spokespersons for the Council and have the authority to make comments to the media on behalf of Council. The Mayor will in most instances be the spokesperson and be quoted for media responses (unless the Mayor is unavailable or prefers the CEO to provide a response)

Media response or comment delegation via email

Action	Responsibility	Approval	Advise (cc'd)
Obtain background and information from relevant department	Media, Marketing, Coms contact	Relevant department Manager and Director, CEO	Relevant department contact
If issue is high risk/confidential/politically sensitive	Media, Marketing, Coms Team Leader	Relevant Director, CEO	All department Directors
Draft response	Media, Marketing, Coms contact	Media, Marketing, Coms Team Leader, relevant department Manager, relevant Director, or all Directors if sensitive or cross organisational Final approval of draft by CEO before final approval by Mayor	Relevant department contact, Manager, City Development, other Directors if not already included
Final response to media	Media, Marketing, Coms contact	Mayor	Media, Marketing, Coms Team Leader, CEO



For more information contact
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Media, Marketing & Communications Team Leader
0407 711 816
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