

TOWN OF MOSMAN PARK PUBLICATIONS

Previous policy number: 1.7.1

Policy Statement

It is the policy of the Town of Mosman Park (Town) that Town publications feature exclusively the content produced by the Town for the promotion of Town events, consultations, decisions and activities, so as to inform, guide and educate the community and invite their participation. Town publications may also include content from local schools, religious groups, community groups and other not-for-profit entities active in Mosman Park, as well as content provided by tenants of Town of Mosman Park owned buildings, where space permits.

Policy Details

To direct the content that is considered appropriate for inclusion in the Town of Mosman Park publications.

The principle underpinning this policy is the maintenance of the integrity of the Town's publications. Town publications are highly regarded by the community, as measured by the biannual Community Survey, and this can be attributed in part to the exclusive access in our publications that is given to the Town and community content.

This policy seeks to preserve the integrity of Council publications, and the high regard in which they are held by the community, by excluding these publications from commercial content, focusing on content relevant to Mosman Park.

The purpose of the Town of Mosman Park's publications is as follows:

1. To inform the community about Council decisions;
2. To invite the community to participate fully in Council events and activities;
3. To educate the community on important health and community safety issues;
4. To enhance compliance from the community on important regulatory matters;
5. To elicit feedback and input from the community as part of both formal and informal community engagement processes in keeping with the Council's Community Engagement Policy.
6. To provide an opportunity for local schools, religious, community and sporting groups to encourage participation in local events and activities as this is seen to add richness to the lived experience of all residents of Mosman Park.

7. To provide an opportunity for the tenants of Town leased properties to promote events and activities that are conducted so as to ensure good participation, as it is recognised that patronage of these organisations is key to their success, which in turn is in the interest of the Town.

This policy disallows the following content to be used in Town publications:

- Commercial content.
- Content about activities and events outside of Mosman Park, except where there are extenuating circumstances such as joint initiatives and sponsorship arrangements with other LGAs.
- Election campaign materials for either current or prospective elected officials, other than official candidate profiles authorised and provided by the Western Australian Electoral Commission prior to Ordinary and Extraordinary Council elections.

Definitions

Town publications: a document authored and issued by the Town of Mosman Park for distribution via official channels to the Mosman Park community.

Commercial content: any paid advertising to promote a business to enhance the sales of a particular good or service.

Governance References

Statutory Compliance	Town of Mosman Park publications are produced in formats that are accessible by persons of all abilities, as recommended by the Town's Disability Access and Inclusion Plan 2016-2021 and in keeping with the principles of IAP2 and the Town's Community Engagement Policy (March 2013).
Organisational Compliance	Town of Mosman Park Publications Procedure.

Policy Administration

Directorate:		Officer title:
Information Management		Communications Officer
Next Review		Review Cycle
June 2022		4 years
Version	Date	Ref
1	24 February 2015	OCM-014-2015
2	26 June 2018	OCM-104-2018
3		