

## A new 'Mayoral' policy

Council has adopted a new policy that ensures there are clear guidelines around the use of the term 'Mayoral' by Council, external groups and organisations.

These formal arrangements ensure the role and image of the Mayor in the community is clearly recognised and the reputation of Council is protected and used in a consistent way. It is also important the role of the Mayor is promoted appropriately in public.

The Council term 'Mayoral' may be used by Council or external groups as a means to raise the profile of events, giving an event a sense of credibility and endorsement by Council.

In order to do this under the new policy, external (non-Council) groups must now do the following:

*With no funding provided by Council:* The use of the term 'Mayoral' without funding will be subject to Council approval, delegated through the Chief Executive Officer, signing off on:

- The reasons given for the request will result in valuable, positive outcomes for the Council and/or the Shire and will not have a detrimental impact on the Council and/or the Mayor.
- That the Mayor be advised of whom the recipients of any fundraising activity will be prior to any agreement being confirmed.
- Events utilising the 'Mayoral' title will require that the Mayor be invited to and 'featured' in the event, including the opportunity to make a speech.
- Council's Media and Communications Department approve all marketing material and press releases associated with events organised by community groups.

*With funding provided by Council:* The use of the term 'Mayoral' and associated funding will be subject to Council approval, delegated through the Chief Executive Officer, signing off on:

- A 'partnership agreement' completed and signed off by both/all parties.
- All marketing material and press releases.
- A full event plan (detailing roles and responsibilities of Council and of partner organisations).
- A full event program.
- Detailed timeframe and schedule of the event or program.
- A full event/activity budget detailing all anticipated income and expenses, which is to be provided prior to signing of the agreement and commitment of funds being reached.

The Mayoral Policy can be viewed on Council's website. The relevant Council department will work with the group/organisation to formulate a full proposal for Council's approval.

**PR1796 24/2/16**