

Awareness Campaigns Policy

Version 1

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Document Control

Responsible GM	Georgia Hills	
Division	Community Health & Wellbeing	
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Background

Latrobe City Council routinely participates in international, national and state-wide awareness campaigns, as one method of addressing community issues and challenges.

Awareness campaigns delivered by Council aim to achieve fairer social, health, wellbeing and environmental outcomes for the Latrobe community. In so doing, Council recognises and values diversity, equity and inclusion. This means that the ideas, aspirations and needs of all people, and particularly priority populations, are considered in line with Council's strategic direction and public health and wellbeing data.

1. Objectives

This policy sets out a framework to manage the awareness campaigns supported by Council, including resourcing, requests and assessment of additional or replacement days.

2. Scope

This policy applies to Council supported awareness campaigns as follows:

- Tier 1: Council-led public programs, projects, events and initiatives.
- Tier 2: Partnerships and externally-led events and initiatives occurring at Council sites or venues.
- Tier 3: Service-specific initiatives predominantly undertaken by customer-facing business units including Latrobe City Libraries, Leisure or Family Service facilities.

Activities captured by this policy include event management, communications and marketing campaigns, information referral, Councillor and Officer attendance, as well as lighting Council infrastructure (Gippsland Performing Arts Centre, Churchill Town Symbol).

2.1 Exclusions

This policy does not govern the following categories of dates:

- Celebratory, cultural or religious dates of acknowledgement (e.g. Mothers Day, Ramadan). These activities are managed in accordance with Council's Media Policy and Engagement and Customer Focus team.
- Public holidays (e.g., Easter, Australia Day) are declared by Australian State and Territory governments. In Victoria, the Public Holidays Act 1993 does not authorise non-metro Councils to add or substitute public holidays.
- Activities on public holidays that are referenced in a current policy of Council such as Australian Citizenship Ceremonies on Australia Day will be managed according to that policy and otherwise by teams and business units including Creative Venues, Events and Tourism and Engagement and Customer Focus.
- Flag activities are managed in accordance with the Australian National Flag protocols and delivered by Council's Engagement and Customer Focus team.

3. Principles of Management

Latrobe City recognises its unique role in building awareness around key community issues and aims to support awareness campaigns which are strategically aligned, meet community priorities, have a tangible impact and can be undertaken within Council's resourcing capacity. Council is committed to providing community with opportunities to participate in the identification of awareness dates that are relevant to them, from a local perspective.

3.1 Annual Program Approval Procedure

The Program will be reviewed and assessed by a panel comprised of Officers across Council's operational departments and presented to the Executive Team for decision by December annually.

The Program will be communicated via email to relevant Managers and Coordinators and uploaded into Council's corporate records system within 30 days of approval. Activities outlined in the Program will be undertaken following established governance procedures and protocols.

Should no requests be received over a 12-month period, no presentation to the Executive team will occur and the Program will remain the same as the previous year.

3.2 Exceptional Circumstances Amendments

Amendments may occur outside of annual review periods at the discretion of the CEO in consultation with Council in exceptional circumstances.

3.3 Assessment Criteria

Assessment of awareness campaigns will apply following criteria, scored from zero to five for each criterion, with the highest scoring to be recommended.

Final scores and commentary will be provided alongside each submission received within the annual program.

Assessment Criteria	Weighting
Alignment to Council's policies and strategic plans. Including but not limited to the Council Plan and Municipal Health and Wellbeing Plan.	5
Ability of awareness campaign to support a community need or priority that is not currently undertaken by Council (or a more appropriate organisation) and is considered a primary responsibility or role of Council. This may include: <ul style="list-style-type: none"> Consideration of external organisations well-placed to lead support in lieu of Council. If the same community need is sufficiently addressed by a different awareness campaign within the current annual Program. There is no longer a community need in relation to the awareness campaign. 	5

Level of risk posed to the cause, Officers, community members or Council should Council support the campaign; and available options to mitigate such risks.	5
Level of demonstrated social and community benefit generated by Council supporting the campaign.	5
Council's capacity to resource the proposed campaign does not exceed current thresholds.	5

3.4 Request Eligibility Requirements

- Requests must pertain to one (1) awareness campaign per application and be completed in full.
- Requests must relate to an awareness campaign rather than an excluded campaign type (i.e. Public Holiday).
- Approved amendments will take effect in the next update of the Program at the beginning of each calendar a year.

3.5 Application, Assessment and Review of Requests Procedure

Internal and public requests may be submitted online via https://www.latrobe.vic.gov.au/Awareness_Campaign_Suggestion_Form, the form can be completed by hard copy (upon request) and submitted to the Social Policy and Inclusion Team (Appendix 1).

Submissions will be assessed for eligibility against the Request Eligibility Requirements and if eligible will proceed to evaluation in line with the Assessment Criteria by a panel comprised of Officers across Council's operational departments. Consultation with relevant stakeholders, internal departments and teams will also occur during the assessment process.

Confirmation of submissions will occur upon receipt of request or within 48 hours if hard copy. Officers will process the request within 30 days and advise the applicant of request status (as listed below), including rationale.

- Ineligible request.
- Not recommended based on assessment criteria.
- Recommended for amendment pending Executive team approval.

Submissions will be considered for approval once annually by the Executive team, for implementation in the following calendar year. Submissions will be accepted for the following year no later than 30 days before Executive team consideration. Applicants will be further advised of the outcome of their request following annual Program approval by the Executive team.

Previously approved awareness campaigns will also be subject to annual review.

4. Accountability and Responsibility

Accountability and responsibility for this policy is outlined below.

4.6 Council

- Responsibility to ensure this policy is consistent with Latrobe City Council Strategic Direction and other Latrobe City Council policies.

4.7 Chief Executive Officer

- The CEO or delegate is responsible for enforcing accountability, providing sufficient resources for activities and performance monitoring.

4.8 General Manager

- Ensure that this policy is effectively meeting communities needs and aligns with Council's current strategic vision.

4.9 Manager

- Develop a regular review schedule for this policy including any necessary frameworks and procedures in compliance with this policy.
- Enforce responsibilities to achieve compliance with frameworks and procedures.
- Provide appropriate resources for the execution of the frameworks and procedures.

4.10 Employees, Contractors and Volunteers

- Adhere to the requirements of this policy to ensure a strategic and unified approach to delivery of authorised awareness campaigns.
- Respond to community request in a timely and efficient manner.
- Participate where required in the development of policy reviews, frameworks and procedures in compliance with this policy.

5. Evaluation and Review

This policy will be reviewed on request of Council, significant changes to legislation applicable to the subject matter of the policy or, in any other case, during each Council term (generally four years).

6. Definitions

Awareness Campaigns

A day or period of days whose primary purpose is to generate awareness or positive behaviour change around a topic or issue important to the community. Awareness campaigns often emanate from community and not for profit organisations. Examples include 16 Days of Activism Against Gender-Based Violence and National Tree Day.

Date of Acknowledgement

A day or period of days of cultural or historical importance marked through public recognition or celebration, often for the purpose of invoking pride and inclusion. Date(s) of acknowledgement often emanate from state, national or international communities or governments and are therefore not governed by this policy. Examples include the National Police Remembrance Day and Mother's Day.

Council Event

Any community event directly managed by Council.

Council Program

Any program directly managed by Council for the community and/or employees, contractors, and volunteers.

Council Venue

Any building provided by Council for the purpose of community activities or programs including aquatic centres, community centres, neighbourhood houses, libraries, and leisure centres.

Public Holidays

A public holiday is a day that the Australian, State or Territory governments have declared to be a holiday, such as Australia Day.

7. Related Documents

Municipal Health and Wellbeing Plan, Living Well Latrobe 2022-25

Council Plan 2021-25

Cultural Diversity Action Plan 2020-24

Ageing Well Latrobe Action Plan 2022-26

Disability Access and Inclusion Plan 2022-25

Community Access and Inclusion Policy 2020

Youth Policy 2023

Gender Equality Action Plan 2021

Reconciliation Action Plan 2020-26

Media Policy 2022-25

Social Media Policy 2023-27

8. Reference Documents

Gender Equality Act 2020

Disability Discrimination Act 2006

Public Holidays Act 1993

Public Holidays Act Amendment 2008

Australian National Flag Raising Protocols

9. Appendices

Appendix 1 – Amendments Request Process and Form

https://www.latrobe.vic.gov.au/Awareness_Campaign_Suggestion_Form

Community Health and Wellbeing

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