

POLICY COMMUNICATIONS



Policy 116

1.0 POLICY

It is the policy of the Town of Banff to:

- 1.1. Maintain open, respectful, two-way communication with Banff public (Town of Banff residents, taxpayers, partners, business owners, visitors, and employees, as well as other governments and other stakeholders).
- 1.2. Ensure all information about Town of Banff policies, programs, services and initiatives is timely, accurate, clear, objective and complete, and accessible under the provisions of the *Municipal Government Act* and the *Freedom of Information and Protection of Privacy Act*.
- 1.3. Regularly consult and engage the appropriate Banff public when establishing or developing priorities, policies, programs and services.
- 1.4. Ensure Banff information is accessible to diverse audiences, identifiable in a clear and consistent way, and relevant to the needs of Banff public.
- 1.5. Wherever possible, inform Town employees of matters affecting them and the community prior to dissemination to the public.
- 1.6. Comply with the *Copyright Act* and ensure ownership rights associated with works subject to copyright are fully respected in all applications.

2.0 PURPOSE

- 2.1 To support and help achieve the Banff vision, goals and objectives as articulated in the Banff Community Plan.
- 2.2 To ensure that communication from the Town of Banff is co-ordinated, effectively managed and responsive to the diverse information needs of Banff public.
- 2.3 To foster the Banff public's understanding of and involvement in their local government.
- 2.4 To protect and enhance the reputation of Banff.

3.0 SCOPE

This policy governs the approach by the Town of Banff – employees and Council – to all its communication functions, including communication with residents, taxpayers, partners, business owners, visitors, employees, other governments and other stakeholders, defined in this Policy as “Banff public”.

4.0 RESPONSIBILITIES

- 4.1 Mayor and Council provide leadership in communication with the community and stakeholders. The mayor is the principal spokesperson for Council, for the municipal corporation, and for the community of Banff.
- 4.2 Mayor and Council are supported by the professional communications staff of the Town of Banff, who administer this policy. The Manager of Communications and Marketing or designate is an alternate spokesperson when appropriate.

5.0 BEST PRACTICES

- 5.1. The Town will be proactive in planning and executing communication programs and will update ongoing plans regularly.
- 5.2. Communication with Banff public will be an integral component in decision-making.
- 5.3. Communication programs and practices will be coordinated across departments to enhance efficiency and effectiveness and ensure consistency in content and delivery.
- 5.4. The Town will respond to public and media inquiries promptly and as fully as possible within the parameters of the *Freedom of Information and Protection of Privacy Act*.
- 5.5. Public funds will be used responsibly to obtain maximum value for taxpayer investment in all communication activities and programs.
- 5.6. The Town will cooperate with its partners to ensure accurate, consistent and coordinated communications throughout the community and in the international tourism marketplace.
- 5.7. Going forward, where Town of Banff programs, projects, departments or facilities are deemed to need a logo or a name, the default logo will be the Town of Banff logo and the default name will be “Town of Banff XXX” (where XXX represents the description of the particular program, project, department or facility), unless otherwise approved by vote of Council. s. 5.7 added 2011.5.24 – Council motion COU11131
- 5.8. The Town will seek opportunities to directly inform and involve public in policy development and decision-making, based on the principle of open, two-way communication.
- 5.9. The Town will seek to continually improve accessibility to information for the public and its employees with proven technology.
- 5.10. Negative or inaccurate information from third parties will be addressed and corrected to ensure fair representation of the Town, Council members, employees and the community of Banff.
- 5.11. The Banff Community Plan vision and environmental, social and economic goals will be reflected in all corporate communication programs and practices, including content, materials and distribution channels.
- 5.12. The Town’s commitment to excellence in communication practices is demonstrated by Council’s affirmation of communications and marketing functions as outlined in the annual Service Review.

6.0 RELATED DOCUMENTS

- 6.1 Social Media Administrative Procedures

This policy shall be in effect on the date it is approved by resolution of Council.

Karen Sorensen
Mayor

Robert Earl
Town Manager

APPROVAL HISTORY

Approved:	2011.05.09	COU11-111
Amended	2011.05.24	COU11-131