


Policy Name:	Media & Public Comment	Date:	6 July 2011	
Policy Number:	DEP BM 012	Version:	5	
Business Unit:	Secretariat	Contact:	Julia Harvey	

Media & Public Comment

1. Overview

The aim of the Media and Public Comment policy is:

- To ensure that relevant information about Delta Electricity is provided to the media and to the public in a timely, co-ordinated and managed process.
- To ensure that all messages conveyed to the media or to the public through other forums including social media, are unambiguous and consistent with approved statements.
- To ensure that Delta employees and contractors understand the approved process for managing media contact and gaining approval for public comments including speeches and presentations.
- To ensure that Delta employees and security contractors are aware of the access arrangements for media representatives.

2. The Policy

As part of effective stakeholder relations, Delta is committed to maintaining an open and cooperative relationship with the media especially in regional locations where we operate.


All references to media include (but are not limited to) television, radio, print, internet and social media (Facebook, blogs, YouTube, Twitter, LinkedIn and other social networking sites).

2.1 Guidelines for media management

In order to develop positive relations with media representatives Delta will:

- 2.1.1 Respond promptly to media enquiries whenever possible;
- 2.1.2 Actively promote corporate successes or new developments through the media;
- 2.1.3 Issue media statements, provide editorial copy and professionally designed advertisements for relevant publications;
- 2.1.4 Arrange background briefings and other meetings with journalists; and
- 2.1.5 Arrange visits to its power stations as appropriate.

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2.2 Guidelines for Media Statements & Public Comment

- 2.2.1 All media statements are prepared in consultation with the Corporate Relations Manager and approved by the Corporate Secretary and the Chief Executive.
- 2.2.2 The Chief Executive is spokesperson for Delta Electricity on all matters unless a person is a nominated representative for public or media comment on a specific issue.
- 2.2.3 If contacted by a media representative, all employees and contractors who are not authorised to speak to the media should take down the nature of a media enquiry without making a comment, and refer to the enquiry to the Corporate Relations Manager. An appropriate response will then be agreed as set out in 2.4, before any comments are made or information is released.
- 2.2.4 In order to meet their community liaison responsibilities, General Managers Production, Central Coast and Western Operations may speak to local media on non-contentious community and operational issues.
- 2.2.5 As members of the community Delta employees have the right to make public comment and enter into public debate on political, professional and social issues (such as through a letter to the Editor), but it must be made clear that the comments are personal and not made in their capacity as an employee of Delta Electricity.
- 2.2.6 Delta employees must avoid publicly communicating matters of internal debate or disagreement. Such issues can be raised and resolved internally, and are not appropriate for the public domain. It is the role of the Chief Executive or a designated delegate to make public comment about any such issues.

2.3 Guidelines for Access to Site by Media Representatives

- 2.3.1 Media representatives may seek access to Delta sites at times of heightened public interest (for example, environmental incidents, accidents to employees or contractors and other events) and, less often, for documentary or file footage purposes.
- 2.3.2 Any request for access to Delta site must be referred to the Corporate Relations Manager who will coordinate approvals.

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2.3.3 Access to site by media representatives must be approved by the General Manager and the relevant regional General Manager. The criteria for approval include the following:

- Operation of the plant will not be compromised
- Emergency response personnel will be hindered
- Media representatives agree to abide by all safety, security and other instructions.
- Any other consideration deemed appropriate by the respective General Manager.

2.3.4 Media representatives on site must be accompanied by a delegated Delta employee at all times.

2.4 Procedure for speeches, presentations and other publicly released information

To achieve its objectives for public comment, Delta employees must ensure that prior to their finalisation and delivery, all speeches, presentations and other material for public releases are:

2.4.1 Aligned to the Corporate Style Guide;

2.4.2 First approved by the responsible team leader and Business Unit General Manager;

2.4.3 Reviewed by Corporate Relations Manager; and

2.4.4 Subsequently approved by the Chief Executive.


2.5 Accountability

The Corporate Relations Manager is responsible for the co-ordination of Delta Electricity's Stakeholder Relations Program including managing media relations.

Delta Business Unit General Managers are responsible for ensuring that the Corporate Relations Manager is kept informed of developments which could involve media and any local media comment.

All Managers, Team Leaders and employees are responsible for adhering to the media and public comment protocols set out in this policy.

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3. Related Documents

Chief Executive

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