

BACKGROUND

Wollongong City Council provides a facility for communication and marketing to utilise the capacity available within its bulk mailing of rate notices and requires that this practice be managed effectively and at minimum cost to Council.

OBJECTIVE

The main objective of this policy is to effectively utilise the capacity available within Council's rate notices bulk-mailing program for communication and marketing.

POLICY STATEMENT

This policy aims to outline the procedures for the management of Council's quarterly mailing of rate notices as part of its communication and marketing actions.

STATEMENT OF PROCEDURES

- 1 Priority in the use of this facility will be given to Council's corporate communication material, and important community information on behalf of other levels of government or agencies. Consideration will then be given to Council Divisions promoting services or surveying residents on their needs and views in pursuit of Council's Management Plan, then to community groups.
- 2 Where no Council promotional or survey tasks are scheduled, an affiliate or a community organisation may be selected.
To be selected a community organisation must meet the following criteria -
 - a The organisation must be based in the Wollongong Local Government Area, servicing LGA residents.
 - b The organisation must derive the majority of its income from public subscriptions/donations.
 - c The organisation must provide a needed service which would otherwise be non-existent.
 - d The organisation must have an authority to fundraise for charitable purposes under the *Charitable Fundraising Act 1991*.

An affiliate may request an inclusion where that offer includes a specific benefit to ratepayers.

- 1 Each organisation shall provide information required by the Public Relations Branch to assess proposals.
- 2 The Public Relations Manager shall determine who will use the facility.
- 3 All parties other than Council shall pay any additional costs incurred by Council for their enclosures (e.g. design, print, couriers, destruction or return costs).
- 4 In the instance that the capacity is used by a group or organisation other than Council the inserts/enclosures are to be supplied in hard copy and electronically by the affiliate/community organisation with the material having prior approval by Council's Public Relations Manager.
- 5 Inserts to be limited to no more than three per mailout and must comply with mailing house specifications.

SUMMARY SHEET

Responsible Division	Community Cultural and Economic Development
Date adopted by Executive Management Committee	9 May 2017
Date of previous adoptions	22 April 2014, 28 November 2005, 25 July 1994
Date of next review	May 2020
Responsible Manager	Marketing Team Leader
Authorised by	Manager Community Cultural and Economic Development