

Content Guidelines

Everything you need to know about submitting content for consideration in a Council publication

Community groups, organisations and members of the community are invited to submit content for consideration in Council publications. Inclusion is subject to meeting the criteria below and space availability.

COUNCIL PUBLICATIONS

Golden Plains Shire Council manages a number of publications – some of these include:

THE GAZETTE > www.goldenplains.vic.gov.au/news/publications

The Golden Plains Gazette is a free Council newsletter, published six times a year and distributed to all households in Golden Plains Shire by Australia Post. The primary purpose of the Gazette is to provide residents with news and updates about the work of Council. It also reports on interesting community events and news.

SOCIAL MEDIA > **Facebook:** www.facebook.com/GoldenPlainsShire | **Twitter:** [@CouncilNews](https://twitter.com/CouncilNews)

Golden Plains Shire Council operates two corporate social media pages (Facebook and Twitter) to communicate important and interesting information to residents and ratepayers.

WEBSITE NEWS > www.goldenplains.vic.gov.au/news

Golden Plains Shire Council's website provides residents with a newsfeed of Council and community news, events and opportunities for residents, business owners and visitors.

WEBSITE EVENTS CALENDAR > www.goldenplains.vic.gov.au/events

Golden Plains Shire Council's website also features a dynamic calendar of Council and community events targeted to anyone interested in what's on in Golden Plains.

OVERARCHING GUIDELINES

Please read the content guidelines below if you have content for consideration in one of the above-listed publications. You must submit a draft of the content that you would like us to include – see more information on the next page.

- Only groups, activities and organisations whose activities occur within Golden Plains Shire, or have specific relevance to the residents and ratepayers of Golden Plains, may be published.
- Content must be in line with Council values (view them at www.goldenplains.vic.gov.au/residents/my-council/about-council/our-mission-vision-and-values)
- Content must provide a community benefit and not be promoted solely for commercial purposes.
- All community events must go through Council's Community Events Department, and be added to the Events Calendar before Council can promote it (contact elaine.kellett@gplains.vic.gov.au to learn more).
- Only groups, activities and organisations whose activities are deemed non-political will be published. Political activity is defined as including, but also extending beyond, the support of political parties or of those seeking political office. Supporting or opposing a change to the law or policy is regarded as a political purpose.
- Attempts to sway public opinion on controversial social issues may also be regarded as political. Therefore promotion of public meetings, lobby groups and other activities will not be accommodated in any Council publication.
- Only information, groups, activities and organisations that are non-discriminatory and legal will be published.
- Stories that are deemed to be derogatory, defamatory or contain an incitement to violence or hatred will not be published.
- Council expects that all information submitted is correct and truthful.
- **The publication of any stories will be at the discretion of Council, and Council's decision is final.**

FURTHER INFORMATION

If you have any queries, please contact Council's Senior Communications and Marketing Officer on 5220 7111 or enquiries@gplains.vic.gov.au.

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Friendly reminder: Council cannot guarantee the publication of submissions – the publication of any stories will be at the discretion of Council, and Council's decision is final.

SUBMITTING CONTENT FOR CONSIDERATION

Please find below the information you need to submit content for consideration in a Council publication.

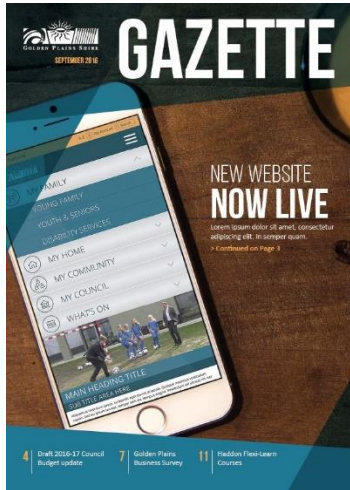
SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3 Golden Plains Farmers' Market Saturday, 3rd September 2016, 8AM
4	5 Steady Feet Monday, 5th September 2016, 10AM to 11AM Increasing Membership Through Inclusion Monday, 5th September 2016, 6PM to 8PM	6	7 Increasing Membership Through Inclusion Wednesday, 7th September 2016, 6PM to 8PM	8	9	10
11	12 Steady Feet Monday, 12th September 2016, 10AM to 11AM Incorporation 101 Monday, 12th September 2016, 6PM to 8PM	13	14 Incorporation 101 Wednesday, 14th September 2016, 6PM to 8PM	15	16	17 Smythesdale Country Market Saturday, 17th September 2016, 9AM to 1PM
18	19 Steady Feet Monday, 19th September 2016, 10AM to 11AM	20	21	22	23	24 Inverleigh Farmers Market Saturday, 24th September 2016, 9AM
25	26 Steady Feet Monday, 26th September 2016, 10AM to 11AM	27	28	29	30	1

WEBSITE EVENTS CALENDAR

For an event to be included in the Events Calendar, submitters must first go through Council's Community Events process. If you are successful you will be provided with tips for writing effective event blurbs for the Events Calendar.

Submissions to:
Community Events Officer

E. elaine.kellett@gplains.vic.gov.au



THE GAZETTE AND WEBSITE NEWS

Articles should be no longer than 300 words and images should be more than 1MB in size and high resolution (300dpi) where possible. Please note stories will be selected and edited to suit the publication.

SOCIAL MEDIA

Content should be no longer than 100 words and images should be more than 1MB in size. Please note content will be edited to suit Council's social media voice.

Submissions to:
Senior Communications and Marketing Officer
E. enquiries@gplains.vic.gov.au



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