



OFFICE PROTOCOL REGARDING COMMUNICATION WITH THE MINISTER AND THE MEDIA

This protocol is intended to complement the Department of Cultural Affairs and Sport Marketing and Communication Strategy and their Policy and Guidelines dated 2003. It addresses the following issues:

- Heritage Western Cape (HWC) is a separate statutory authority and is therefore not subject to Departmental policies and guidelines unless it has been consulted.
- Decisions about HWC marketing and communication policy, including the drafting of communications to the media, must be taken by HWC Council and not by the Department.

It was therefore agreed at a meeting of HWC Council on 3 June 2015 that, in terms of Section (H) of the Public Service Regulations, 1999, regarding "Communication with the Minister and the Media", the following protocol will be applied:

- 1 The Minister is the key spokesperson for political matters relating to the establishment of HWC and its relationship to the Department and Ministry.
 - 2 The CEO of HWC is the key media liaison person on strategic matters relating to decisions taken by the Council.
 - 3 The CEO of HWC is the key media liaison person on routine matters.
 - 5 Staff may only accept written requests for information from the media.
 - 6 Copies of written communications to the media must be sent to the HOD and the Minister for their information.
 - 7 Written responses from staff must be sent for approval to either the Chairperson of Council or the CEO of HWC before being sent to the media.
- It is agreed that Communication via Social Media provides an important, informal link with the public and can play a role in improving the public perception of HWC.
- 8 HWC must therefore create and maintain a Twitter and a Facebook account. The CEO and ASD: Policy, Research and Planning will manage the information distributed via these Social Media
 - 9 The ASD: Policy, Research and Planning and the CEO will both have rights to access the Social Media Accounts of HWC
 - 10 The ASD: Policy, Research and Planning is responsible for distributing communication via Social Media regarding routine and non-controversial statements of general public interest.

11 All communication via Social Media on any controversial matter must be approved by the CEO.

12 All communication by HWC via Social Media must comply with the Western Cape Government Social Media Policy (June 2014).



Approved: 3 June 2015

Signed:

Dr E. Myburg

Interim CEO

APPROVED