

## PROMOTIONAL MATERIAL AND EVENTS

The following requirements apply to Advisory Committees in developing promotional material for websites, social media, notice boards, newsletters, flyers, brochures and so on, and in holding promotional events in parkland.

### Promotional Material

1. Promotional material is to:
  - Contain material that is consistent with the Advisory Committee's Terms of Reference
  - Be regularly updated. This includes information on websites social media, notice boards and other information boards
  - Reflect the uniqueness of the park and the Advisory Committee
  - Promote the park, the activities of the Advisory Committee and volunteerism generally
  - Be appealing to the target audience and provide useful information to the community
2. Promotional material must not:
  - Contain material that is likely to offend others
  - Include political statements
  - Contain recommendations of the Advisory Committee or the views of Council
3. The Advisory Committee must promptly remove any information that Whitehorse City Council considers to be inappropriate.

### Use of Council Identification

4. All promotional material mentioning Whitehorse City Council or containing the Whitehorse City Council logo is to be approved by the Parks & Natural Environment Volunteer Support Officer, prior to publishing.

### Websites

5. The Advisory Committee is responsible for developing, hosting and maintaining its own website.
6. Council will provide a link from the Whitehorse City Council website to the Advisory Committee's website.
7. Council can offer advice to Advisory Committees developing websites.

### **Promotional Events in Parkland**

8. A promotional event is any event advertised to the public. This does not include the Committees environmental activities i.e. planting, weeding, guided tours, etc.
9. Any promotional event held in «Committee\_Name» must have prior written consent from the Manager of Parks & Natural Environment or a delegated officer.
10. Should the Advisory Committee wish to hold a promotional event within «Committee\_Name», the Advisory Committee should contact the Parks & Natural Environment Volunteer Support Officer in the first instance to discuss the event requirements and who in Council is the appropriate liaison person.