

Official Photograph of Council Policy

Responsible Division	Office of the CEO
Responsible Business Unit/s	Governance and Strategy
Responsible Officer	Manager, Governance and Strategy
Affected Business Unit/s	Communications, Engagement and Customer Relations
Document Ref	3406376

Purpose

This policy establishes guidelines for the official photographs of Elected Members and the Executive Leadership Team to ensure consistency and professionalism, and to provide information and a photographic record of Elected Members and the Executive Leadership Team who serve the City.

Scope

This policy applies to all Elected Members and the Executive Leadership Team and governs the creation, distribution and use of Elected Members and Executive Leadership Team photographs.

Definitions

Elected Member means a person who is currently serving a term of office as a member of the Council in accordance with the *Local Government Act 1995*.

Executive Leadership Team means the Chief Executive Officer and Directors of the City of Bayswater.

Official communications means communications that have been prepared by the City's Communications and Marketing team to share via channels which may include media release/statement to news outlets, social media posts, stories and advertisements, e-newsletter articles, website articles, emails, printed collateral and advertising.

Social media and Media means the channels of communication, such as television, newspapers, magazines, social media, emails and the internet, that reach or influence people widely.

Policy Statement

1. Timing and Updates

As soon as practical following each ordinary election, official photographs will be taken as follows:

- Individual photographs of each Elected Member
- Individual photographs of the Chief Executive Officer, and each Director

- c. A group photograph of Elected Members
- d. A group photograph of Elected Members and the Chief Executive Officer, and
- e. A group photograph of the Chief Executive Officer and Directors.

An individual official photograph shall be taken as soon as practical following any change in the incumbents of any offices described above.

2. Photography Standards

Photographs must be taken by a professional photographer arranged by the City.

Where possible, the photographs are to be taken on the same day and at the same location and the background should be consistent for all Elected Members and the Executive Leadership Team.

Elected Members and the Executive Leadership Team should wear professional or business attire appropriate for official representation.

Photographs should be of high-quality resolution and meet accessibility standards for digital and print use.

3. Approval and Use of Official Photographs

Elected Members are required to approve their official photographs on the day they are taken.

Official photographs will be used on the City's website, media, social media, publications and official communications.

The most recent official photographs may be included within corporate publications prepared by the City.

A framed photo board, including the headshot, name and title of each Elected Member and the Chief Executive Officer will be created by the City's chosen photographer and displayed in the Civic Centre within three months of each election.

Use of official photographs for political campaigns, endorsements or personal promotion is prohibited.

4. Variety of Photographs

To accommodate various uses, such as official profiles, website, publications, reports, presentations, promotional materials, digital media, events, banners etc., a range of official photographs will be taken. These may include:

- Headshot (formal portrait)
- Mid-shot (waist up)
- Full-length shot
- Action or engagement shots.

Related Legislation

Nil.

Related Documentation

Nil.

Relevant Delegations	Nil.	
Risk Evaluation	Low	
Council Adoption	23 April 1996	
Review/Modified	14 February 2006	
Review/Modified	9 April 2019	
Review/Modified	22 October 2024	Resolution 10.5.2.13
Review/Modified	27 May 2025	Resolution 10.1.5.9
Next Review Due	27 May 2029	