

Councillor Davis - QoN - Lord Mayor and Instagram

Tuesday, 23 July 2024
Council

Council Member
Councillor Henry Davis

Public

Contact Officer:
Anthony Spartalis, Acting Chief
Operating Officer

QUESTION ON NOTICE

Councillor Henry Davis will ask the following Question on Notice:

'Could Administration advise

1. Who owns the Instagram account with the handle lordmayoradl?
 2. Who owns the intellectual property associated with this account?
 3. Are any staff involved in the production of content for this Instagram account?
 4. Was any money spent advertising this Instagram account?
 5. Who has access to this Instagram account?
 6. Are there any other social media or other sites managed by the City of Adelaide?
 7. Annually what is the value of the staffing costs or other costs to run the Instagram account or any other of the accounts?
 8. Are council staff permitted to assist any member of the council in an election campaign?
 9. What policies are in place regarding the organisation's use of social media?
 10. Do the Chairs of the council committees receive monetary compensation for their time?
 11. What does section 58(d) of the Local Government Act 1999 say?
 12. What does section 62(4c) of the Local Government Act 1999 say?
 13. On 4 July 2024 the Lord Mayor published a video regarding Cr Henry Davis, who created that video?
 14. How much staff time was spent recording, editing and publishing that video?
 15. Was it the Administration's recommendation to publish this video?
 16. Did the Lord Mayor give a direction to staff to create and publish this video?'
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REPLY

1. The City of Adelaide owns the Instagram account with the handle lordmayoradl.
2. The City of Adelaide owns the intellectual property associated with this account.
3. The PR and Communications Advisor in the Lord Mayor's Office is involved in the production of content for this Instagram account.
4. No money was spent advertising this Instagram account, and the account has never been advertised.
5. The PR and Communications Advisor in the Office of the Lord Mayor has access to this Instagram account.
6. The other social media sites, managed by the City of Adelaide marketing and communications team, are listed below:
 - City of Adelaide (Facebook, Instagram, X, YouTube, LinkedIn)
 - Adelaide Town Hall (Facebook, Instagram)
 - Adelaide Aquatic Centre (Facebook)
 - North Adelaide Golf Course (Facebook, Instagram)
 - UPark (Facebook)

Social media sites managed by other City of Adelaide program areas are:

- Adelaide City Libraries (Facebook)
 - City of Adelaide Community Centres (Facebook)
 - AEDA (Facebook, Instagram, LinkedIn, X)
 - Adelaide Central Market Authority (Facebook, Instagram, LinkedIn)
7. On average the Instagram account lordmayoradl takes about 3 hours per week of staff time or around \$200 per week including on-costs. An assessment of the cost to run the whole suite of City of Adelaide social media platforms would be a complex exercise, which would take some time to estimate. However as an illustration, approximately 1 FTE (about \$100k including on costs annually) is dedicated to supporting City of Adelaide social media sites managed by the Marketing and Communications team.
 8. Members of staff are only permitted to assist and support Council Members in the performance of their duties, at the direction of the Chief Executive Officer. Further, no employee of the City of Adelaide is permitted to participate in an election campaign for any member of the Council nor any prospective candidate. In accordance with section 91A of the *Local Government (Elections) Act 1999*, Council must adopt a caretaker policy governing the conduct of the council and its employees during the election period for a general election. As part of the Caretaker Policy, Council is committed to ensure that Council resources are not diverted for, or influenced by, electoral purposes or used to improperly advantage candidates in the elections. The use of council resources for the advantage of a particular candidate or group of candidates during an election period is prohibited. Staff may continue to assist Council Members in their performance of their ordinary duties.
 9. The Administration's use of social media is governed by the City of Adelaide Social Media Operating Guideline (30 June 2021). Council Members' use of social media is guided by the Council Member Behavioural Support Policy (24 October 2023).
 10. Chairs of the Council Committees are remunerated according to the prescription of the Remuneration Tribunal of SA which sets the allowances Council Members may receive. The annual allowance for a councillor (other than the Deputy Lord Mayor) who is the presiding member of a prescribed committee or more than one prescribed committees established by the Adelaide City Council will be equal to one and a quarter (1.25) times the annual allowance for councillors. For the purpose of this clause, the level of allowance is payable at a maximum of 1.25 times only and does not multiply for each of the qualifying criteria.
 11. Section 58(1)(d) of the *Local Government Act 1999* states "to support council members' understanding of the separation of responsibilities between elected representatives and employees of the council".
 12. Section 62 (4c) of the *Local Government Act 1999* states "A member of a council must not direct or seek to influence an employee of the council in the exercise or performance of a power or function delegated to or performed by the employee."
 13. The PR and Communications Advisor in the Office of the Lord Mayor created the video the Lord Mayor published on 4 July 2024 regarding Cr Henry Davis.
 14. Staff spent 20 minutes recording, editing and publishing that video.

- 15. The Senior Advisor in the Office of the Lord Mayor recommended that a social media post for the purpose of public information was appropriate to clarify an assertion that a chair of a committee of the City of Adelaide was paid \$1,500 for a meeting.
- 16. Further to the answer to question 15, the Lord Mayor agreed that the video could be posted on Instagram on the advice of her Senior Advisor.

Staff time in receiving and preparing this reply	To prepare this reply in response to the question on notice took approximately 3 hours.
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- END OF REPORT -