

CROQUET ASSOCIATION QUEENSLAND INC.



Policy: MEDIA RELATIONS POLICY

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MEDIA RELATIONS POLICY



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INTRODUCTION

Local, state, national and international media are vital partners in achieving the goals of Croquet Association Queensland. In order to maximise the advantages of media presentation and minimise the risks of media misrepresentation it is necessary to establish guidelines for how media contacts will be conducted.

It is not the intention of this policy to curb freedom of speech or to enforce strict rules and regulations. Rather, the intention is to establish a framework for achieving an effective working relationship with the media. The organisation welcomes the opportunity to talk to the media and, through them, to debate issues in the public arena.

In dealing with the media, Management Committee members and other volunteers should be conscious that they may be seen as representatives of the organisation and should therefore avoid making comments or participating in photo opportunities that may damage the long-term reputation of Croquet Association Queensland.

PURPOSE

Croquet Association Queensland works with the media in order to

- Support the goals of the organisation
- promote the work of the organisation
- inform the public of the details of the organisation
- assist in fundraising for the organisation.

In order to ensure that these purposes can be fulfilled, this policy regulates the choice of people entitled to speak for Croquet Association Queensland.

The media themselves have a vital role to play on behalf of the community in holding Croquet Association Queensland to account for its policies and actions. It is important that they have access to officers and members and to background information to assist them in this role.

To balance this, Croquet Association Queensland must have the capacity to defend itself from any unfounded criticism, and will ensure that the public are properly

informed of all the relevant facts (if necessary using other channels of communication).

It is the responsibility of all Management Committee members and volunteers to ensure that effective media relations are maintained in order to achieve the aims of Croquet Association Queensland. Naturally, in doing this, certain legal constraints might apply (e.g. not making comment on current court cases, especially those before a jury).

This policy deals with the day-to-day relationship between Croquet Association Queensland and the media and does not address how the organisation will work with the media in a crisis.

POLICY

Croquet Association Queensland operates on the values of

- **Honesty:** The organisation will never knowingly mislead the public, media or volunteers on an issue or news story.
- **Transparency:** The organisation will promote openness and accessibility in our dealings with the media, whilst complying with the law and maintaining confidentiality when appropriate.
- **Clarity:** All communications with the media will be written in plain English
- **Balance:** Information provided to the media by Croquet Association Queensland will as far as humanly possible be objective, balanced, accurate, informative and timely.

Croquet Association Queensland should seek to establish and maintain a good and open relationship with the media. It is important that the organisation works with the media to communicate important public information messages about its work and its goals.

However, contact concerning any significant matter in the name of or on behalf of Croquet Association Queensland] should only be made by Management Committee members and other volunteers where:

- They have consulted the President or those nominated by the Management Committee.
- They have the required expertise to speak on the issue under discussion
- They have some experience in media relations

Where any of these criteria do not apply, Management Committee members and volunteers are recommended to exercise extreme caution and to seek guidance from the most senior Management Committee member available.

PROCEDURES

RESPONSIBILITIES

The Board shall nominate persons who are responsible for to coordinating Croquet Association Queensland's relationships with the media.

Management Committee Chair (President), and the Association's Secretary are automatically authorised to speak on behalf of Croquet Association Queensland.

Other Management Committee members and volunteers are advised to ensure they are properly briefed and guided by one of the above-mentioned persons before talking to the media on any issue related to Croquet Association Queensland.

Where information or public comment is requested or required, the Association's Secretary will determine the most appropriate person to respond.

Management Committee members and other volunteers, and third parties, are encouraged to deliver public presentations that discuss Croquet Association Queensland's work and its goals, provided that they make it clear whether such presentations are or are not authorised by the organisation.

All Management Committee members and other volunteers must observe Croquet Association Queensland's Privacy Policy in relation to client records.

PROCESSES

Significant statements on behalf of Croquet Association Queensland shall be made as authorised by the Management Committee Chair (President), or Association Secretary as detailed above.

It should always be made absolutely clear whether the views put forward regarding any issue relating to Croquet Association Queensland are those of the organisation or of an individual. At all times consideration should be given as to how the correspondence may affect the reputation of Croquet Association Queensland.

The Association's Secretary is responsible for:

- Producing and updating a list of key contacts for distribution to local press and radio and TV stations. The President can also be contacted for preliminary discussions on any story or if a journalist or researcher is unsure who to approach for a comment.
- Providing the organisation's current Strategic Plan.
- Authorising all media releases from Croquet Association Queensland and for mounting them on the organisation's website. All media releases must also be checked and approved by staff in charge of the relevant area before distribution.
- Being involved in any approaches to the media to feature Croquet Association Queensland's work.
- Receiving and coordinating a response to all approaches from all national press, radio or TV stations or specialist press.

Management Committee members and volunteers are responsible for:

- Providing advice (preferably before the issue becomes public knowledge) to the President and Secretary on any issues that are likely to be complex or contentious or to be sustained for any length of time. In such a situation the President will work with the relevant Management Committee members to produce a communications plan which will ensure that balanced, timely information is provided to keep all parties informed.
- Ensuring that no photos of clients, members or students / children are released to the public via advertising, news media, or internet, or by any other means, without the approval of the Secretary who will satisfy themselves that the organisation's Privacy Policy has been observed.

- Notifying the President or Secretary of any contact made in the name of Croquet Association Queensland to the media and providing the name of the reporter or writer and the media outlet they represent.

Every effort should be made to assist the media in their inquiries. Where media queries involve requests for information that will require substantial volunteer work to produce, such work must be authorised by the President or Secretary. It will usually be necessary to provide information in addition to that which is requested in order to set the facts and figures in context. Requests for detailed information of this nature, whether from the local or national media, should be referred to the Secretary.

Croquet Association Queensland reserves the right to withhold certain sensitive information concerning, say, commercial transactions or governmental negotiations. Any such information will be clearly labelled and clearly notified to relevant staff. If any unauthorised releases of confidential information do occur, an investigation will take place to establish who was responsible and appropriate action will be taken.

RELATED DOCUMENTS

- [Privacy Policy](#)
- Management Committee [Confidentiality Policy](#)

AUTHORISATION

Croquet Association Queensland (CAQ) Management Committee