



Bangalow Koalas Inc. Media Relations Policy 2021



Policy

This policy sets out the procedures for media contact by staff and volunteers of Bangalow Koalas Inc.

Purpose

The purpose of this policy is to:

1. Outline guidelines to maximise the advantages of media representation by Bangalow Koalas Inc. staff and volunteers.
2. Outline guidelines to minimise the risks of media misrepresentation by Bangalow Koalas Inc. staff and volunteers.
3. Regulate the choice of people entitled to speak for Bangalow Koalas Inc.

Procedures

1. The term "Media" as used in this policy includes all forms of media including social media (eg. Twitter, Facebook, etc)
2. The Bangalow Koalas Inc. executive committee will nominate a new Communications Officer to coordinate Bangalow Koalas Inc. relationships with the media.
3. The Bangalow Koalas Inc. executive committee can nominate a new Communications Officer at any time by passing a motion at an Executive Meeting.
4. Bangalow Koalas Inc. President and Communications Officer are authorised to speak on behalf of Bangalow Koalas Inc, or those members of the executive who have the express approval of either of those two persons.
5. Where information or public comment is requested or required, the Communications Officer will determine the most appropriate person to respond and undertake a briefing with the selected person prior to the information or comment being released.
6. Other Executive Committee members, staff and volunteers who speak publicly (including to the media) about Bangalow Koalas Inc. matters must make it clear when such presentations are or are not authorised by Bangalow Koalas Inc.
7. All staff and volunteers must observe Bangalow Koalas Inc. Privacy Policy when speaking publicly.
8. Significant statements on behalf of Bangalow Koalas Inc. will be made as authorised by the Communications Officer or President.
9. It must always be made absolutely clear whether the views put forward regarding any issue relating to Bangalow Koalas Inc. are those of the organisation or of an individual.
10. At all times consideration must be given as to how public statements may affect the reputation of Bangalow Koalas Inc.
11. The Communications Officer is responsible for:
 - a) Acting as the primary contact for journalists, researchers, or other seeking public comment by Bangalow Koalas Inc.
 - b) Receiving and coordinating a response to all approaches from media.
 - c) Coordinating all media releases and posting them on Bangalow Koalas Inc. website.

12. All staff and volunteers of Bangalow Koalas Inc. are responsible for:
 - a) Providing advice and information to the Communications Officer about any issues relating to Bangalow Koalas Inc. that they are involved in which are likely to attract media attention.
 - b) Ensuring that no photographs or personal information about staff or volunteers are released to the media without the approval of the person concerned and the Communications Officer who shall satisfy themselves that Bangalow Koalas Inc. Privacy Policy has been observed.
 - c) Notifying the Communications Officer of any contact made to the media in the name of Bangalow Koalas Inc. (whether such contact has been made in accordance with this policy or otherwise), and providing details of the contact (eg. Name of reporter, name of paper/radio station, date of contact).
13. Bangalow Koalas Inc. reserves the right to withhold sensitive information from release to the public.
14. This policy will be reviewed every two years, unless earlier review is deemed necessary.

Authorisation

This version was approved on: 27th January 2021

This version takes effect on: 4th February 2021

Authorised by: Linda Sparrow

President: Linda Sparrow

President or responsible person signature:

A handwritten signature in black ink, appearing to read "Linda Sparrow", is written over a horizontal line.