



Media Relations Policy

Policy number	38	Version	2
Drafted by	President	Responsible Person	President
Approved by	10/07/2019	Review Timetable	Every 2 years
Committee on			
Review History:			
Date: 14/7/2020		By: Secretary	
Date: 21/9/2022		By: President	

INTRODUCTION

Local, state, national and international media are vital partners in achieving the goals of the Gallipoli Barracks Community Centre. 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, Committee members, employees 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 the Gallipoli Barracks Community Centre.

PURPOSE

The Gallipoli Barracks Community Centre works with the media in order to

- Advocate for 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 the Gallipoli Barracks Community Centre.

It is the responsibility of all Committee Members, employees and volunteers to ensure that effective media relations are maintained in order to achieve the aims of the Gallipoli Barracks Community Centre. Naturally, in doing this, certain legal constraints might apply (e.g. not making comments on current court cases, especially those before a jury).

CORE POLICY

The Gallipoli Barracks Community Centre operates on the values of

- **Honesty:** The organisation will never knowingly mislead the public, media or staff 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 the Gallipoli Barracks Community Centre will as far as humanly possible be objective, balanced, accurate, informative and timely.

The Gallipoli Barracks Community Centre 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 the Gallipoli Barracks Community Centre should only be made by staff, Committee members and other volunteers where:

- They have consulted the Communications Officer nominated by the 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, staff, committee members and volunteers are recommended to exercise extreme caution and to seek guidance from the most senior staff or committee member available.

AUTHORISATION


Committee Secretary
Date: 01/06/2023





Media Relations Procedure

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RESPONSIBILITIES

The Committee shall nominate a Communications Officer to coordinate the Gallipoli Barracks Community Centre's relationships with the media.

The Communications Officer, President and the Committee Chair are all authorised to speak on behalf of the Gallipoli Barracks Community Centre.

Other staff, Committee members and volunteers are advised to ensure they are properly briefed and guided by the Communications Officer, President or Committee Chair before talking to the media on any issue related to the Gallipoli Barracks Community Centre.

Where information or public comment is requested or required, the Communications Officer shall determine the most appropriate person to respond.

Staff, committee members and other volunteers, and third parties, are encouraged to deliver public presentations that discuss the Gallipoli Barracks Community Centre's work and its goals, provided that they make it clear where such presentations are or are not authorised by the organisation.

All staff, Committee members and other volunteers must observe the Gallipoli Barracks Community Centre's Privacy Policy in relation to client records.

PROCESSES

Significant statements on behalf of the Gallipoli Barracks Community Centre shall be made as authorised by the Communications Officer, President or Committee Chair as detailed above.

It should always be made absolutely clear whether the views put forward regarding any issue relating to the Gallipoli Barracks Community Centre 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 the Gallipoli Barracks Community Centre.

All staff, Committee members and volunteers are responsible for:

- Providing advice (preferably before the issue becomes public knowledge) to the Communications Officer 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 Communications Officer will work with the relevant staff and Board 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, patients, employees, or students shall be released to the public via advertising, news media, or internet, or by any other means, without the approval of the Communications Officer, who shall satisfy themselves that the organisation's Privacy Policy has been observed.
- Notifying the Communications Officer of any contact made in the name of the Gallipoli Barracks Community Centre to the media and providing the name of the reporter or writer and the media outlet they represent.

Any significant media contacts with the Gallipoli Barracks Community Centre's staff or members on any issue likely to prove contentious shall, where possible, be videotaped.

Any filming or taping on the Gallipoli Barracks Community Centre's property or of the organisation's proceedings by the media is subject to prior permission of the Communications Officer, President or Committee Chair.

Every effort should be made to assist the media in their inquiries. Where media queries involve requests for information that will require substantial staff work to produce, such work must be authorised by the President. 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 Communications Officer.

The Gallipoli Barracks Community Centre 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.

AUTHORISATION



Committee President

Date 4/6/2023