

# Communications and Media Policy

**Owner:** Corporate Communications

---

**Version:** 1.4

---

**Approved by:** Chief Executive Officer

---

**Last review date:** August 2019

---

**Next review date:** March 2021

---



WESTERN AUSTRALIAN INSTITUTE *of* SPORT

## CONTENTS

Purpose .....	3
Background .....	3
Policy .....	3
Standards .....	4
Media Policy .....	5
Review .....	7

## 1. PURPOSE

The purpose of the WAIS Communications and Media Policy is to provide a guideline on how WAIS and its staff will communicate with its internal and external stakeholders.

Communication forms a vital component towards ensuring that all stakeholders are positively engaged and informed regarding key themes, issues and decisions relating to WAIS, its purpose and its operations.

All staff and athletes within the WAIS environment are responsible for the effective communication of the organisation.

## 2. BACKGROUND

**2.1** This policy defines the manner and guidelines that WAIS has adopted to ensure its communication is consistent with our organisational values.

WAIS has a large number of varied stakeholders including the general public, government departments and officials; corporate sponsors; media organisations; sport organisations such as State Sport Organisations (SSO); National Sport Organisations (NSO); along with WAIS staff, athletes and their families. Numerous WAIS staff are required to interact with these stakeholders. To help deliver a consistent quality of interaction for our stakeholders a standard communication protocol is considered a valuable aid.

**2.2** This policy serves to complement WAIS's other guidelines which mandate that WAIS values 'people' and excellence;

**2.2.2** Brand & Visual Standards Manual

**2.2.3** Rules of Engagements for Meetings

## 3. POLICY

WAIS staff and athletes will communicate in an appropriate and timely manner with all WAIS stakeholders.

## **4. STANDARDS**

### **4.1 Internal Communication**

#### **4.1.1 Style**

Communication should always be direct, open, honest and respectful. In line with supporting the mandate that WAIS values 'people'; personal interaction is encouraged. Written communication whether electronic or paper must meet acceptable levels of Australian – English, spelling, grammar and punctuation.

#### **4.1.2 Format**

Communication may occur on a formal or informal basis. However formal communication via memorandums, letters or emails should occur to document discussions addressing key objectives relating to WAIS operations.

#### **4.1.2 Formal Communications**

These occur during structured meetings. Examples of these include:

- 4.1.2.1 Staff meetings
- 4.1.2.2 Departmental meetings
- 4.1.2.3 Organised work groups
- 4.1.2.4 Staff reviews

Such meetings should conform to the "WAIS Rules of Engagement for Meetings."

### **4.2 Informal Communications**

The nature of the WAIS operating environment lends itself to informal communications. Communication in this manner should follow the guidelines outlined above.

E-mail communication is considered legal correspondence and content should therefore meet all guidelines.

#### **4.2.1 Timing**

Every attempt should be made, to respond to communication requiring action in a timely and appropriate manner. Ongoing or at least regular communication is encouraged to ensure there is effective transfer of knowledge and information.

### **4.3 External Communication**

**4.3.1** Every member of WAIS, be it staff, coach or athlete, acts as an ambassador of the WAIS brand when they communicate or engage with people and/or organisations external to WAIS.

As a result, it is important that any person representing the organisation conducts themselves in a professional manner that befits the expectations of the organisation, in keeping with the WAIS Code of Conduct.

#### **4.1.1 Style**

As with Internal Communication guidelines.

#### **4.1.2 Format**

WAIS communications to stakeholders should be consistent utilising WAIS approved templates only (i.e. letters, memos, emails).

### **4.4 Formal Communications**

#### **4.4.1 Branding Consistency**

The best mechanism for WAIS to successfully present its goals and objectives is for clear and consistent communication of its brand. The WAIS brand sends key messages to our stakeholders and reflects what WAIS stands for – that being, People and Excellence. The WAIS brand is represented on letterhead, business cards, strategy booklets, signage and clothing. It is imperative that any communication delivered through the aforementioned forms reflect current and accurate WAIS branding.

#### **4.4.2 Media Relations**

WAIS Corporate Communications staff are the primary contact for media requests or activations. This is to ensure:

- 4.4.2.1 consistency of message
- 4.4.2.2 efficient management of requests for information
- 4.4.2.3 manage interviews with WAIS staff and athletes

**4.4.3** WAIS is represented in the media by the CEO, coaches and athletes or persons nominated by the CEO. The CEO represents WAIS in all matters around:

- 4.4.3.1 Policy decisions
- 4.4.3.2 Investment and funding decisions
- 4.4.3.3 Organisational opinion or stance

**4.4.4** Staff and athletes where appropriate, should make themselves available to the media to promote their success as a result of the support provided by WAIS.

#### **4.5 Informal Communications**

The nature of the WAIS operating environment lends itself to informal communications between WAIS coaches, staff and athletes and external stakeholders. Communication in this manner should follow the guidelines outlined at 2.1 above.

##### **4.5.1 Timing**

Every attempt should be made, to respond to communication requiring action in a timely and appropriate manner. Ongoing or at least regular communication is encouraged to ensure there is effective transfer of knowledge and information.

Effective communication with external stakeholders is critical to ensuring positive and meaningful engagement with WAIS.

### **5. MEDIA POLICY**

The relationship between WAIS and the media is essential to promote the interests of WAIS and reflect the positive contribution that the organisation makes to the Western Australian community.

The WAIS media policy is referred to in the athlete terms & conditions and is applicable to all coaches, staff, and athletes at WAIS. Strict adherence to the policy is critical to ensure the objectives, image and values of WAIS are protected and positively developed within the community.

It is the WAIS philosophy to maximise the exposure of the Institute through all sections of the media (print, radio, television and digital) with a view towards:

- 5.1** Maintaining athlete integrity and the integrity of WAIS
- 5.2** Increasing the positive profile of WAIS and its athletes
- 5.3** Increasing the brand awareness of WAIS through staff and athlete apparel
- 5.4** Ensuring athlete performance is not compromised
- 5.5** Providing professional support to WAIS staff and athletes in the effective management of media.

### **6. MEDIA REQUEST PROCESS**

Media seeking contact with a WAIS athlete or staff member are required to do so through the WAIS Corporate Communications team. The following process should be followed at all times:

- 6.1** Media contact the Corporate Communications team and submit a request
- 6.2** Once a request is received:
  - 6.2.1** The Corporate Communications team will manage the request and arrange a mutually suitable (for interview subject and media) time for the media activation to take place; or

- 6.2.2** The media will be given clearance to contact the consultant/coach/athlete directly (Only in cases where the subject is experienced in media requests and has been contacted for permission by WAIS Corporate Communications).
- 6.3** Athlete/Staff will be given prior notice of their media responsibilities and where possible will be briefed on likely questions and typical responses.
- 6.4** Athlete/Staff can contact WAIS Corporate Communications for assistance and/or advice relating to media requests at any time.
- 6.5** Athletes should always try to include reference of support that WAIS provides or acknowledge the staff or coach in their interview where appropriate.
- 6.6** Athlete/Staff approached directly by any media outlet are not required or encouraged to consent. Any direct media contact made to Athlete/Staff should be re-directed to WAIS Corporate Communications.
- 6.7** WAIS Corporate Communications will always consult with a coach or athlete and advise them of the media request prior to any commitment being made with any media.

## **7. REVIEW**

The above guidelines will be monitored on a regular basis to ensure they adequately reflect the objectives of WAIS and can be fulfilled readily by WAIS staff and athletes.