



Policy 1.05 Communications

Introduction

Wanderers Football Club recognises the importance of effective communication in developing a positive Club culture and healthy external relationships.

Policy Statement

Wanderers Football Club is committed to the establishment and maintenance of mechanisms within the Club to ensure that the sharing of information is timely, accurate, clear and concise.

Definitions

Communications – means any conversation, comment or publication either written or verbal, direct or transmitted in any way.

Media – any facility that is used as a means of communication or transmission of a communication including newspapers, television, radio or electronic communications.

Social Media – any online communication sharing platform on any device.

Principles

The following principles apply to all staff, board members, students and their families and volunteers, coaches, commenting on or referencing Wanderers Football Club matters in public speaking engagements, comments to the media and views in all publications online or hardcopy, including social media. Communications through “Social Media” platforms will be treated separately.

External communications on behalf of Wanderers Football Club shall only be made by and/or as authorised by MANAGEMENT. Authorised delegates should speak to the media on any significant matter in the name of or on behalf of Wanderers Football Club only if:

- They have consulted MANAGEMENT as to content and focus;
- They have the required expertise to speak on the issue under discussion.

At all times Wanderers Football Club staff will act in accordance with the Wanderers Football Club Codes of Conduct, philosophy of service, and Wanderers Football Club' rights and responsibilities when accessing, providing comments and/or being involved with internal and/or external communications.

Wanderers Football Club aims to be a leading voice in its field of expertise and will continuously strive to promote its reputation in related communities by ensuring that the following applies:

- No comments will be made about the service, its operations or any other related matter without prior authorisation and approval of content from MANAGEMENT;
- Staff, Board Members, volunteers, Coaches, students or their families or other stakeholders will not engage with the media or make or post any comments, official or unofficial, on behalf of Wanderers Football Club unless contractually delegated authority is in place;



- No breaches of the Confidentiality and Privacy Policy or any other policy of the Club will be tolerated, nor any statements or comments that may bring the reputation of Wanderers Football Club into disrepute; - Any breaches will be followed up with formal disciplinary action which may include termination of engagement;
- Any personal commentary about any matter related to Wanderers Football Club or its business or operations must be clearly identified as “personal opinion”;
- All staff, Directors, students and volunteers are to abide by the law of copyright;
- Written permission and ‘conditions of use’ for any marketing or advertising material must be obtained from the appropriately authorised person prior to its release.

Authorised Delegates

- Board Chair: Speaks about business strategy and compliance in support of identified key messages. Supports the comments of the Patron and MANAGEMENT;
- MANAGEMENT: Speaks on operational matters including all areas of Club activities, business operations, public policy and public interest. Speaks in support of identified key messages. Supports the comments of the Board Chair.

Process

All written media, statements or speeches delivered by any staff or volunteer in their role as a spokesperson for the Club must be approved by the Board Chair or MANAGEMENT before being published or delivered. No unauthorised changes to any such media prior to publication, transmission or delivery is permitted.

Consequences of breach of policy

Breaches of this policy will be considered as a breach of Code of Conduct and will be treated accordingly.

Related Legislation or Standards / Departmental Documents

Privacy and Confidentiality legislation

Related Policies and Documents

Board Code of Conduct

Social Media

Code of Conduct – related to players, coaches etc