



ACA Communication/Media Statements Policy

1. Purpose

The purpose of this Media Policy is to ensure the ACA presents a unified, informed and consistent response to the wide range of corrosion issues that are presented to the public.

Effective communication is central to the success of the ACA's purpose, mission, goals, and activities. This policy focus' on external communication, which is necessary to advocate on behalf of ACA members; to raise public consciousness; and to increase understanding of, commitment to, and resources for the ACA.

Clear marketing and public relations efforts will guide external communications with the media. Communication channels may include a newsletter, website, social media, an annual report, advertising, public service announcements, promotional brochures, news releases, industry conferences, and feature stories.

Any external engagements, such as speeches or presentations, which may involve discussions relating to the ACA policy, position or publications; or in which a ACA member, staff or consultant seeks to represent the ACA publicly, are covered by this Media Policy.

In order to maximise the advantages of any media presentation and minimise the risks of media misrepresentation, a set of procedures supports this policy, listing guidelines for how to make and receive contact with the media.

This policy is a part of the ACA's overall risk management framework and deals with the day-to-day relationship between the ACA and the media. It only briefly touches on how the organisation will work with the media in a crisis, for which separate guidelines are available.

2. Objective

The ACA may work with the media in order to:

- Advocate to achieve strategic goals
- Promote the prevention of corrosion
- Inform the public of the cost of corrosion
- Assist in promoting the annual conference and/or other training events
- Manage a potential crisis situation
- Develop position statements and key messaging for media

In order to ensure that the ACA's purpose can be fulfilled, this policy regulates the choice of people entitled to speak for the ACA.

3. Scope

The scope of this policy applies to:

- Board of Directors,
- Executive, staff members (whether full time, part time casual or permanent or temporary) and consultants; and
- ACA members

Organisational Values

The ACA's four agreed organisational values (the Values) are as follows:

- Integrity
- Informative
- Diligent
- Supportive
- Innovative

The Values define how the ACA seeks to engage with its staff, members and consultants and how it wishes to be perceived externally.

4. Media Spokespersons

The nominated spokespersons for the ACA are:

1. The Executive Officer
2. The Board Chair

All other ACA employees are NOT permitted to communicate with the media except in exceptional circumstances and then only with the express permission of the Executive Officer.

If the media directly approaches a nominated ACA spokesperson or member of the ACA they must notify and discuss the response with the Executive Officer.

5. The Policy

Only those persons who have been authorized by the Executive Officer or Board Chair will speak for, provide written communications, or act on behalf of the ACA.

The ACA will review and update its corporate and industry messaging to accurately reflect the diversity of its members and its purpose to educate the community at large about the prevention and management of corrosion on infrastructure.

In dealing with the media, staff, Board members and other volunteers should be conscious that they may be seen as representatives of the organisation and should therefore avoid making comments that may damage the long-term reputation of ACA.

The media themselves have a vital role to play on behalf of the community in holding the ACA 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, the ACA 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). Naturally, in doing this, certain legal constraints might apply (e.g. not making comment on current court cases, especially those before a jury).

6. The Framework

The media framework is based 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. Do not talk 'off the record'. In a media interview be mindful that anything said can end up in print
- **Clarity:** All communications with the media will be concise and written in English
- **Balance:** Information provided to the media will be objective, balanced, accurate, informative and timely.

7. Breach of this policy

Breach of this policy will be dealt with in accordance with the ACA Code of Conduct.

- Board members may be dismissed from the Board and Board and branch members risk having their membership with the Association terminated or suspended; and
- Staff member's employment may be terminated or result in disciplinary action in line with the ACA Disciplinary and Termination of Employment Policy.

8. Other Related Policies

8.1 Members Code of Business Conduct and Ethics Policy

The ACA conducts business according to the highest standards of honesty, integrity, respect and fairness when dealing with members and employees, and expects the same from its members.

8.2 ACA Internet, Email, Computer, Mobile Use & Social Media Policy

This policy sets out the standards of behaviour expected of users when using The Australasian Corrosion Association Inc. (ACA) computer and mobile phone facilities and sites, or when making reference to ACA on external sites or social media.

8.3 Crisis Communications Procedures

Disasters, emergencies and other traumatic incidents can undermine the ability of the ACA to achieve its purposes

As part of the companies risk management framework the ACA will identify threats and potential crisis events, assess likelihood, evaluate consequences and formulate an emergency response plan. Communications is an important tenant in any response plan.

8.4 Data Breach Response Plan

A Data Breach Response Plan as required by the privacy laws and referred to in the Disclaimer & Privacy Policy.

8.5 Disclaimer & Privacy Policy

No staff, Board or ACA member will disclose, without authorisation, any confidential information. If any unauthorised release of confidential information occurs, an investigation will take place to establish who was responsible and appropriate action will be taken.

9. Authorities and Review of this Policy

The Governance Committee is responsible for keeping this policy up to date and the Board will review and approve.

10. Policy Histories and Version Control

The ACA Communications and Media Statements Policy will be reviewed bi-annually.

Version	Reviewed By	Review Date	Approved By	Date Approved
1.0	Governance Committee	27 th October 2017	Board	11 th November 2017