



Country Women's Association of Victoria Incorporated

Media Relations Policy

Policy number	Version	02.5
	Approved by Board	
Responsible person	State President	Scheduled review date

INTRODUCTION

Local, state, and national media are vital partners in achieving the goals of The Country Women's Association of Victoria Incorporated. Establishing guidelines governing how media contacts will be conducted is essential to maximise the advantages and minimise the risks of media interactions to the Association and Stakeholders.

The CWA works with the media to advocate for the organisation's goals.

- promote the work of the organisation.
- Inform the public about the organisation.
- Assist in fundraising for the organisation.

PURPOSE

This Policy is to establish a framework for members and staff in dealing with all forms of the media.

This policy regulates who can speak on behalf of the Association on matters of Policy and opinions.

This policy deals with the day-to-day relationship between the CWA and the media and does not address how the organisation will work with the media in a crisis.

Scope

This policy applies to all members and members of staff.

It is the responsibility of all members and staff to ensure that effective media relations and the production of high-quality media materials and statements are maintained to achieve the aims of the Association.

Every Association member and staff member employed by the Association must report any breach of the Media Relations Policy they become aware of. Such violations may bring the Association into disrepute and cause damage to the Association.

POLICY

The members of the CWA of Victoria seek to establish and maintain a good and open relationship with the media. The organisation must work with the media to communicate critical public messages about its work and goals.

Reporting by local news outlets or via social media of events and fundraising are encouraged to promote the Association; these must not include any policy statements, they must be factually accurate and reflect CWA of Vic's role within the community, its values, and responsibilities.

When dealing with the media, Members and Staff must be conscious that they may be seen as representatives of the organisation and should, therefore, avoid making comments, voicing opinions, or participating in photo opportunities that may damage the long-term reputation of the CWA or its stakeholders.

The CWA of Vic Privacy Policy must always be observed so that any photographs published are with the permission of those photographed.

Under no circumstances are members to promote products, sign release of photographs that show the CWA of Victoria Logo, insignia, or name, or agree to any agreement or understanding with outside organisations, businesses, or bodies.

Under no circumstances are CWA of Victoria members permitted to publicly address political issues or comment on State Policy without the explicit permission of the State President or Executive Director.

Contact concerning any significant matter in the name of or on behalf of the Association, making public any opinions, discussion of policies, feelings about a subject must only be made by the State President (SP) or the Executive Director (ED).

The CWA of Victoria reserves the right to withhold sensitive information concerning commercial transactions or governmental negotiations. Any such information will be clearly labelled and notified to the relevant staff.

If any unauthorised releases of confidential information occur, an investigation will be conducted to establish who was responsible, and appropriate disciplinary action will be undertaken or initiated.

Every effort should be made to assist the media in their inquiries. Requests for detailed information, whether from the local or national media, should be referred to the ED.

RESPONSIBILITIES

All Members and staff are responsible for the following:

- Providing advice (preferably before the issue becomes public knowledge) to the Executive Director on any issue/s that are potential risk/s to the Association's brand and reputation. In such a situation, the Executive Director will work with the Board to produce a strategy to mitigate the risk/s.
- Ensuring that information given to the media is factually correct and does not include opinion or discuss policy.
- The CWA of Vic Privacy Policy must always be observed, so that any photographs published are with the permission of those photographed.
- Branch and Group Presidents will appoint Administrators authorised to post on social media.
- Administrators are responsible for monitoring for any breach of guidelines and take relevant corrective action.
- To check for and use available relevant templates and current logo as provided on the Website.

The Executive Director will be responsible for State Event media posts.

State event notices must be formatted and submitted to the Executive Director, who is responsible for the posting to social media.

The State President may post or delegate the responsibility for posts.

Documents Related to this Policy:	
Related Policy	<ul style="list-style-type: none"> ▪ Privacy Policy ▪ Confidentiality Policy
Forms or Other Organisational Documents	<ul style="list-style-type: none"> • Constitution • Staff Manual • Branch Basics