

Shelly Beach Surf Life Saving Club - Communication Policy

Purpose

To provide a communication framework that supports the operation of Shelly Beach Surf Club and the Local Community in all surf club related activities that is trusted, timely and accurate.

Scope

Any communication generated from within Shelly Beach Surf Club for the purpose of operating the club. Any means of communication including electronic or hard copy

Surf Lifesaving Australia

This policy is subordinate to policies developed by Surf Life Saving NSW (SLSNSW) and Surf Life Saving Australia (SLSA). In the event of conflicting information, the policies of SLSNSW and SLSA take precedence over this policy.

Respect of individuals.

All communication must be truthful, and the impact and consequences of communication determined in advance and taken into account.

Information provided to any one person should be also provided at the same time to all others involved or likely to be interested.

The special communication / technology needs of different members should be considered. (Print Outs, Email, Web Sites, Verbal)

Mischievous communication (e.g. starting or spreading rumours known to be untrue) will not be tolerated.

Openness in communication.

One of our key values is open communication. We are committed to this goal. Unless something is deemed a sensitive matter it can be (and is expected to be) communicated in a complete, unambiguous and timely manner.

Communication about significant happenings needs to be thoroughly planned. Being too busy is not an acceptable excuse for inadequate or ineffective communication.

Care should be taken to decide what requires formal communication and by whom, and what can be communicated informally.

Significant information should show who has authorised its release and be released in all locations at the same time.

Timeliness

Communication should be planned to reach the intended audience in such time to allow the audience to digest and respond accordingly

Communication Approval

The following communication authority matrix exists to ensure the effective operation and integrity of the surf club.

Type	Description	Authority
Website Structure	Any change to the website that is structural (layout)	Board of Management
Website Content	Any change to a website page or an announcement that is information (content)	Functional owner
Public Notification	Any communication that is to be shared with the community (external to Shelly Beach Surf Club). This could be anything from Registration Days to Social Invites and may or may not appear on the Club Letterhead and could include online or newspaper advertising	Board of Management
Media Response	This is in response to any question from the media and could include television or radio	Branch Duty Officer
Official Correspondence	This includes any communication that is transmitted on the Club Letterhead to any party internal or external	Board of Management
Photography	All photography activities carried out on Shelly Beach will be directly aligned to SLSA Policy 6.18 Photography Policy	Publicity Officer
SMS Alert	Any short message service (SMS) broadcasted from within Surf Guard	Functional Owner

(Note 1: Functional Owner is any approved position on the committee e.g. Chief Instructor)

(Note 2: An Authority may transfer their authority with the approval of the Board of Management)

References

SLSA Policy 6.2 Use of Social Media Policy

SLSA Policy 6.18 Photography Policy

SLSA Policy 6.19 IT Systems Terms of Use

History

Version	Date	Description	Author
V0.1	13 th June 2010	Initial Draft for comment	Martin Kerr
V1.0	1 st August 2010	Approved by Exec	Martin Kerr

Approval

Name(s)	EXEC BOM
Date	25 th August 2010
Signature(s)	Minuted