

MEDIA RELATIONS POLICY

Reviewed by the Board: 19 May 2025

Scheduled review date: May 2027

INTRODUCTION

Local, state, national and international media are vital partners in achieving the goals of School Sport Australia. In order to maximise the advantages of media presentation and minimise the risks of media misrepresentation it is necessary to establish guidelines for how media contacts will be conducted.

It is not the intention of this policy to curb freedom of speech or to enforce strict rules and regulations. Rather, the intention is to establish a framework for achieving an effective working relationship with the media. The organisation welcomes the opportunity to talk to the media and through them, to debate issues in the public arena.

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 or participating in photo opportunities that may damage the long-term reputation of School Sport Australia.

PURPOSE

School Sport Australia works with the media in order to:

- advocate for the goals of the organisation
- promote the work of the organisation
- inform the public of the details of the organisation

In order to ensure that these purposes can be fulfilled, this policy regulates the choice of people entitled to speak for School Sport Australia.

The media themselves have a vital role to play on behalf of the community in holding School Sport Australia 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, School Sport Australia 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).

It is the responsibility of all staff, board members and volunteers to ensure that effective media relations are maintained in order to achieve the aims of School Sport Australia. Naturally, in doing this, certain legal constraints might apply (e.g. not making comment on current court cases, especially those before a jury).

This policy deals with the day-to-day relationship between School Sport Australia and the media and does not address how the organisation will work with the media in a crisis. Refer to Critical Incident Communication Policy.

POLICY

School Sport Australia operates on the values of:

- Honesty
- Integrity
- Transparency

School Sport Australia's relationship with media will operate with the following key themes:

- **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.
- **Clarity:** All communications with the media will be written in plain English
- **Balance:** Information provided to the media by School Sport Australia will as far as humanly possible be objective, balanced, accurate, informative and timely.

This Policy ensures that:

- Accurate, timely and consistent information is provided to the media;
- The most qualified and appropriate spokespeople and/or sources of information at School Sport Australia are identified;
- School Sport Australia's integrity and professional image is preserved; and
- Issues are monitored and handled in an appropriate manner.

School Sport Australia should seek to establish and maintain a good and open relationship with the media. It is important that the organisation works with the media to communicate important public information messages about its work and its goals.

However, contact concerning any significant matter in the name of or on behalf of School Sport Australia should only be made by the Executive Officer or the President of the Board.

Phil Reeves

Executive Officer, School Sport Australia

Email: eo@schoolsportaustralia.edu.au

Graeme Jennings

President of the Board, School Sport Australia

Email: info@schoolsportaustralia.edu.au

AUTHORISATION



Signature of Chairperson of National Programs Committee