

COMMUNICATIONS POLICY

Policy number	BRD - 003	Version	1.0
Policy Group	SSA Board	Recommended by the Executive Officer	28 July 2020
Drafted by	Michael Grant	Approved by the Board	28 July 2020
Responsible person	Executive Officer	Scheduled review date	November 2022

INTRODUCTION

Clear and proper communication techniques to the vast range of stakeholders in School Sport Australia (SSA) activities is vital to the success of SSA programs.

PURPOSE

To ensure a clear process is defined for the communication of information from the School Sport Australia office to its stakeholders, including but not limited to:

- SSA member bodies
 - Executive Officer / Team Leader / Unit Manager
 - Member body staff
 - Championship hosting
- National Sport Advisors
- SSA Board
- National Representative School Sport Committee
- Committees and Advisory Groups
 - Finance Committee
 - International Programs Committee
 - National Programs Committee
 - National Sport Advisors Advisory Group
 - Risk Management Committee
- Students participating at Championships
- State / Territory Team Officials
- International Tour Team Member
- International Tour Team Officials
- Parents of students participating at:
 - National Championships
 - International Tours
- Volunteers at Championships
- Education Departments
- National Sport Organisations
- Sport Australia
- Suppliers / Partners
- Consumer Affairs Victoria
- Australian Taxation Office

- Media outlets
- Emergency Management Services (for critical incidents)

POLICY

School Sport Australia commits to communicate to its stakeholders in accordance with the stated values of the Association:

- Honesty
- Integrity
- Transparency

Communication is to be timely, appropriate, relevant and promotes the School Sport Australia brand.

RELATED DOCUMENTS

Championship Communication Plan

Championship Protocols

International Tour Critical Incident Management Policy

International Tour Procedural Manual

Issues and Crisis Communications Plan

Media Policy

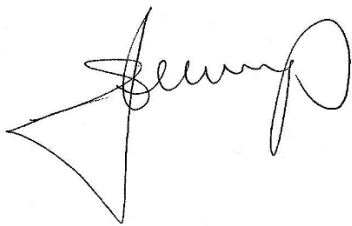
National Programs Critical Incident Management Policy

Privacy Policy

Social Media Policy

Website Terms of Use

AUTHORISATION

A handwritten signature in black ink, appearing to read 'Jenny', written over a faint, light-colored background that resembles a stylized logo or watermark.

Signature of SSA President

COMMUNICATIONS PROCEDURES

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RESPONSIBILITIES

It is the responsibility of the Executive Officer to ensure the policy are procedures are implemented but all staff are required to communicate in accordance with the policy using existing and developing platforms.

PROCESSES

SSA will use various methods of communication including but not limited to:

- Verbal
 - Face to Face
 - Telephone
 - Meetings
 - Tele / Videoconference
 - Networking
- E-mail
 - Personal e-mail addresses
 - Group e-mail addresses (e.g. info@schoolsportaustralia.edu.au, media@schoolsportaustralia)
- Social Media
 - Facebook
 - Instagram
 - YouTube
 - Twitter
 - Snapchat
- Texting
 - Messenger
 - What's App
- Formal letters
- Proforma templates
- Newsletters
- Website
- Surveys

Communication timelines are to be in accordance with the schedules published in documents such as but not limited to the Championship Protocols document, International Tour Procedures Manual, National Sport Advisor Roles & Responsibilities, Championship Operations Manuals and Board / Committee Operating Procedures. Any form of communication by or within School Sport Australia should actively lead, implement, promote, respect and support the values of the organisation.

Stakeholders	Email	Formal Letter	Newsletter	Proforma Template	Social Media	Survey	Texting	Verbal
Board	✓	✓	✓				✓	✓
Committees & Advisory Groups								
Finance Committee	✓		✓				✓	✓
International Programs Committee	✓		✓	✓			✓	✓
National Programs Committee	✓		✓	✓			✓	✓
National Representative School Sport Committee	✓							✓
National Sport Advisor Advisory Group	✓		✓	✓			✓	✓
Risk Management Committee	✓		✓				✓	✓
Partners	✓	✓			✓			✓
Member Bodies	✓	✓	✓	✓	✓	✓	✓	✓
Public	✓	✓			✓	✓		✓
Suppliers	✓	✓			✓		✓	✓
Workforce	✓	✓	✓	✓			✓	✓

Critical Areas of Business	Email	Formal Letter	Newsletter	Proforma Template	Social Media	Survey	Texting	Verbal
Finance	✓	✓		✓				✓
Software / Hardware / Network / SharePoint / Phones / Website	✓			✓			✓	✓
Premises	✓	✓		✓				✓
Programs (National & International)	✓	✓	✓	✓	✓	✓	✓	✓