



ParaFed Otago - Communications Policy [2020]

Outline

ParaFed Otago strives to deliver useful, timely and accurate information to our members, stakeholders, the media and the public. This policy outlines how we will communicate with the community, who is responsible, and who may speak for the organisation.

Who This Applies To

This policy applies to all staff, Board members, sub-committee members, volunteers and members when engaged in a role where they are representing, or could be perceived to be representing, ParaFed Otago.

What We Will Do

1. We will communicate with members, stakeholders and the wider community using a range of media.
2. We will use various media to promote the work of ParaFed Otago, including but not limited to: upcoming events, results of competitions, successes of members, news of partner organisations, items regarding the disability community that would benefit our members, fundraising opportunities and opportunities to participate in the organisation.
3. We will use social media to promote news and current events, and to create an opportunity for members and stakeholders to have a conversation about them. ParaFed Otago will remain engaged with these conversations to ensure appropriate responses are provided where required. All staff and volunteers need to be aware that social media is a highly public forum, and all comments placed in that forum should be considered as public declaration. If staff or volunteers persist in making disparaging or abusive comments in our social media forums, we retain the right to ban them, and where appropriate, follow the procedures of the Complaints and Grievances Policy, or employment agreement, as appropriate.
4. We will ensure that when communicating that we use empowering language that focuses on the abilities of our members, and that they are first and foremost an athlete. Where there is any uncertainty or ambiguity about how a person's disability should be included in any communication the person who is the subject of the communication will be consulted and their decision will be final.
5. We will seek permission from members before we use their image in any communications. This may be specifically sought from a member, or their guardian if they are under 16 years of age or may have been granted a uniform permission when the membership form was completed. If any member requests their image be removed from any media where we have the capability to do so we will do that at the earliest practical time.

6. Enquiries from the media will first be answered by the Sport Development Officer (SDO). They are empowered to speak on behalf of the organisation on existing programmes, upcoming events or programmes, athlete results, or other similar matters relating to the daily operation of ParaFed Otago. The SDO needs to consider they are speaking for the organisation at all times; there is no personal opinion when they are speaking as the SDO.
7. If the SDO feels they should not answer a media enquiry as it is outside their scope, or is at risk of breaching a ParaFed Otago Policy, they will refer to the Board Chair who will decide if a comment is appropriate. In the event of a serious accident or fatality being involved the Chair should seek the advice of the Police or legal counsel before commenting.

What We Won't Do

1. We will never publish or promote any news or comment about them where we have been expressly requested not to.
2. We will not knowingly use an image or video of a member when they have requested that we do not do so.
3. We will not use language that demeans or disparages any members, volunteers, or person with a disability, or knowingly allow others to do so on our behalf.

What Does Success Look Like?

A successful Communication Policy will ensure our members, volunteers and the wider community are well informed on the work and successes of ParaFed Otago, know where they can access additional information, and is one that enhances the public perception of athletes with a disability.

Legislative Basis

This policy aims to be consistent with the requirements of these acts. Where the Communications Policy does not specifically address a communications situation the Board needs to address the intent of the relevant Act will be the guiding principle.

- Privacy Act 1993
- Harmful Digital Communications Act 2015
- Human Rights Act 1993
- Unsolicited Electronic Messages Act 2007