

IAC Communications Policy

Summary:	Policy and guidelines for communication between the IAC Board and the IAC Members and External Bodies
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Acknowledgements

The IAC Board acknowledges the custodians of the land on which we stand and pay our respect to the elders’ past, present and in the future.

*Reference is made to the *Play by the Rules* [Communication Policy](#) regarding expectations of behaviour and non-compliance when using social media.

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1.0 Introduction

The purpose of this policy is to provide a framework for understanding and guidance for the appropriate use of communications tools, including verbal, printed, signage, and digital, by the IAC Board and its representatives, including the Management Team.

Communication is essential for sharing club information and news with our members and, when appropriate, to external bodies (eg. service providers, media) it is important to maintain accuracy of information and protect the Club's integrity and reputation. It will be timely, appropriate and related to club business.

1.1 Definitions

Board	The group of Illawarra Alpine Club members elected to carry out Club business on behalf of all members.
Club	The Illawarra Alpine Club, including Board and all other Membership.
External bodies	Non-members of the club e.g. service providers
IAC	Illawarra Alpine Club
Management team	Individuals employed for the winter seasonal running of the IAC Lodge.
Membership	The group of individuals that are members of the Illawarra Alpine Club Illawarra.

1.2 Scope of Practice

This policy applies to all communication from the IAC Board and its representatives, including the Management Team, when acting in the role of an IAC representative, to the Membership or external body.

1.3 Context

In all forms of communication, including verbal, printed or digital the Board and its representatives are expected to adhere to the highest standards of ethical practice and

competence, and remain within the scope and purpose of the Club as defined by the [Constitution](#) of the Club.

“To promote encourage and develop the sport of skiing, snowboarding, touring on skis, exploration on skis, ski jumping, and any other related ski activity, restoration and maintenance of any historical buildings or artefacts in connection with skiing, the ski industry or the Kosciuszko National Park area, and other athletics sports and games and pastimes of all kinds.

To promote good fellowship amongst and make provision for the association of members of the company and other persons interested in or engaged in the above-named sports hobbies or pastimes.”

The Board recognises that the key to building positive and lasting partnerships with its members requires effective two-way communication. It is the policy of the Board to communicate openly and honestly as a transparent organisation and to maximise member knowledge of our activities.

The Board is dedicated to developing and implementing communication policies, practises and resources that:

- Inform the membership of key Board decisions, services, programs and initiatives.
- Promote accessibility by the membership to Board members.
- Promote transparency and accountability of Board’s decision-making processes.
- Promote opportunities for the Membership to participate in IAC Club activities.
- Build pride through a positive image of the IAC.

Board members and IAC employees are expected to demonstrate standards of conduct and behaviour that are consistent with relevant legislation, regulations and policies.

2.0 Policy Statement

To ensure the Board is delivering services in-line with purpose and function of the Club, Board communicates with key stakeholders through a variety of channels to engage with their needs, concerns, ideas and aspirations.

The Board acknowledges the important role social media plays in keeping its members updated on issues of interest to the membership and will strive to maintain positive and respectful use of the Facebook groups with consistent moderation of the groups by the

Communication Officer/Cold Facts Editor with assistance from other members as nominated by Board.

2.1 Spokespeople

Authorised Officer	Roles and Responsibilities
Booking Officer	Provides communication to all members regarding bookings through email, or update to general bookings via Facebook.
Club Captain	Communicates to racers and Junior Development Program via email and Facebook Race Group and is also the moderator of the Facebook Race group.
Cold Facts Editor	Cold Facts editor, Facebook IAC group co-moderator, key creator of emails to disseminate Board meeting communications, contribute to website content and updates. Internal club communications (Board to Membership).
Other Board Members	No specific need for internal correspondence in general to Membership unless a specific occasion may arise. May communicate with external stakeholders, particularly where pertains to their role of maintenance etc. Two Board members also designated to help Cold Facts Editor with social media moderation and website updates (skills dependent).
President	Responsible for any statements to external bodies/media etc.
Secretary	Provides communication between Board and Membership through email, responds to correspondence to external stakeholders.
Treasurer & Finance Officer	Correspond on behalf of IAC Club with auditors, ATO, National Parks NSW and other financially specific external bodies.

3.0 Communication Channels

The Board utilises a variety of communication tools to provide the Membership with timely information. The dissemination of information by digital communication channels is the preferred method.

The communication channels are for the use of the Club's events and priorities only.

3.1 Website

The Club website is a key communication tool. Whilst hosting a range of content specific to the

services, events and programs offered by IAC, it also provides an avenue to distribute information to the Membership.

All content published on the website must be approved by the Board prior.

The development of sub-sites, including social media pages (with exception to the already established Facebook page for IAC members and Race development Program), is discouraged, and all requests must be approved by the Communications Officer.

3.2 Email

The Board uses email to notify all members of any changes and important notices that may affect bookings or other events that may require action by members. All important notices are to be sent by email in addition to any other platform that may be utilised (e.g. Social Media).

3.3 Cold Facts (E-newsletter)

Cold Facts is published quarterly to update the Membership of any booking and lodge management changes, lodge maintenance, message from the President, as well as events and other important information. Contributors are: President, Lodge Maintenance, Booking Officer, Lodge Management and Finance, Club Captain.

Cold Facts is published on the first Tuesday of: March, June, October and January.

It is sent to the Membership via email and published on the website in pdf format.

Historical copies are also recorded on the share Google Drive.

3.4 Facebook

There is currently only one approved Facebook group associated with IAC which is a private group for Members and current Management Team only:

- Illawarra Alpine Club
- The Club treats all social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, photos or videos) will be family-friendly and feature positive club news and events.
- No personal information about our members will be disclosed.

- No statements will be made that are misleading, false or likely to injure a person's reputation (defamatory).
- No statements will be made that might bring our club into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be issued one warning and then blocked from the site.
- Must be in line with Facebook [rules](#), i.e. no under 13's, don't upload viruses, share malicious information etc.

Expectations of Board and Members using Social Media to share information with other members or posting material on public websites connected to the Club*:

- should be restricted to club matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members
- must not bring the club into disrepute.
- Coaches and others who work with children and young people must direct electronic communication through the child's parents.
- On all platforms, Board members must not comment on behalf of the Board, or allude to pending decisions or considerations being discussed by the Board, unless the communication has been approved by the Board.

Non-compliance

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our member protection policy or code of conduct.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

3.5 Signage

Signage within the lodge should be consistent with updated Club policies and guidelines, which in turn should be consistent and up to date with relevant legislation.

Signage is to be checked bi-annually by maintenance Board members. All Members may email maintenance to advise of out-of-date signage.

4.0 Advertising

- Advertising may occur within Cold Facts from Members only, for any business within which they are involved.
- Members may advertise for free in one Cold Facts issue per calendar year.
- This is to be trialled for 2021 and reviewed at the end of the calendar year.
- A Non-Member business may appear for no extra fee in Cold Facts only if it is sponsoring an IAC-related event.
- No advertising is to appear on the website at this stage.