

Communications Policy

Owner: Public Relations

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WESTERN AUSTRALIAN INSTITUTE *of* SPORT

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1. Purpose

To define the key elements of appropriate professional communication by WAIS and between staff and key stakeholders.

2. Background

2.1 Consistency in communication style and timing is essential in positioning an organisation as credible and professional. This policy defines the manner and guidelines that WAIS has adopted to ensure its communication is consistent with our organisational values.

WAIS has a large number of varied stakeholders including the general public, government departments and officials; corporate sponsors; media organisations; sport organisations such as State Sport Organisations (SSO); National Sport Organisations (NSO); along with WAIS staff, athletes and their families. Numerous WAIS staff are required to interact with these stakeholders. To help deliver a consistent quality of interaction for our stakeholders a standard communication protocol is considered a valuable aid.

2.2 This policy serves to complement WAIS's other guidelines which mandate that WAIS values 'people' and excellence;

2.2.1 Media Policy;

2.2.2 Brand & Visual Standards Manual

2.2.3 Rules of Engagements for Meetings

3. Policy

WAIS staff and athletes will communicate in an appropriate and timely manner with all WAIS stakeholders.

4. Standards

4.1 Internal Communication

4.1.1 **Style**

Communication should always be direct, open, honest and respectful. In line with supporting the mandate that WAIS values 'people'; personal interaction is encouraged. Written communication whether electronic or paper must meet acceptable levels of Australian – English, spelling, grammar and punctuation.

4.1.2 **Format**

Communication may occur on a formal or informal basis. However formal communication via memorandums, letters or emails should occur to document discussions addressing key objectives relating to WAIS operations.

4.1.2 **Formal communications**

These occur during structured meetings. Examples of these include:

- 4.1.2.1 Staff meetings
- 4.1.2.2 Departmental meetings
- 4.1.2.3 Organised work groups
- 4.1.2.4 Staff reviews

Such meetings should conform to the “WAIS Rules of Engagement for Meetings.”

4.2 Informal communications

The nature of the WAIS operating environment lends itself to informal communications. Communication in this manner should follow the guidelines outlined above.

E-mail communication is considered legal correspondence and content should therefore meet all guidelines.

4.2.1 **Timing**

If a party receives a communication that cannot be responded to immediately receipt must be acknowledged as soon as practical. Ongoing or at least regular communication is encouraged to ensure there is effective transfer of knowledge and information.

5. External Communication

5.1 WAIS Coaches, Staff and athletes are ambassadors for WAIS whenever they communicate with external stakeholders who include the general public, government departments and officials; corporate sponsors; media organisations; sport organisations such as State Sport Organisations (SSO); National Sport Organisations (NSO) and athlete families. External communication should follow the formal guidelines set out below;

5.1.1 Style

As with Internal Communication guidelines.

5.1.2 Format

WAIS communications to stakeholders should be consistent utilising WAIS approved templates only (i.e. letters, memo's, emails).

5.2 Formal communications

5.2.1 Branding Consistency

As outlined above, WAIS representatives should present external stakeholders with a consistent message. The WAIS brand sends key messages to our stakeholders about who WAIS is and what WAIS stands for – that is Excellence. The WAIS brand is represented on letterhead, business cards, strategy booklets, signage and clothing.

5.2.2 Media Relations

WAIS Corporate Communications staff are the primary contact for media requests or activations. This is to ensure:

5.2.2.1 consistency of message

5.2.2.2 efficient management of requests for information

5.2.2.3 manage interviews with WAIS staff and athletes

5.3 WAIS is represented in the media by the Executive Director, coaches and athletes or persons nominated by the Executive Director. The Executive Director represents WAIS in all matters around:

5.3.1 Policy decisions

5.3.2 Investment and funding decisions

5.3.3 Organisational opinion or stance

5.4 Coaches and athletes should make themselves available to the media to promote their successes as a result of the support provided by WAIS. (Refer WAIS Media Policy).

5.5 Informal communications

The nature of the WAIS operating environment lends itself to informal communications between WAIS coaches, staff and athletes and external stakeholders. Communication in this manner should follow the guidelines outlined at 2.1 above.

5.5.1 Timing

If a party receives a communication that cannot be responded to immediately receipt must be acknowledged as soon as practical. Ongoing or at least regular communication is encouraged to ensure there is effective transfer of knowledge and information.

Periodic communication with external stakeholders is critical to ensuring their ownership and engagement with WAIS to achieve agreed objectives.

6. **Review**

The above guidelines will be monitored on a regular basis to ensure they adequately reflect the objectives of WAIS and can be fulfilled readily by WAIS staff and athletes.