

MEDIA POLICY

Adopted or Amended	By Whom	Date
Adopted	Board of Directors	Monday 23 rd April 2012
Reviewed		

INTRODUCTION

The following policy has been developed by Swimming Northern Territory to guide the Association Board of Directors, employees and individual clubs in appropriate management of requests from the media and in proactively utilising media to appropriately release information to the public.

For the purposes of this policy, the term 'media' refers to any medium by which information may or is directly placed into the public domain and includes but is not limited to official media releases, interviews with media reporters (both live and otherwise), content publicly displayed through official websites/social media and information officially communicated through public discussion/presentation forums.

POLICY

Swimming Northern Territory encourages positive relations with media and the proactive, timely and transparent release of information to the public with regards to the promotion of activities/services and maintaining the good reputation of individual clubs and the association broadly in accordance with the aims and objectives of the Constitution.

Swimming Northern Territory, through both the Associations Board of Directors/employees and Managers of clubs will proactively engage media to:

- build and maintain positive relationships with media that will benefit both parties;
- communicate important public information messages;
- promote various club activities and services;
- promote swimming as a spectator sport;
- share relevant information from endorsed National and International sources; and
- enhance the reputation of Swimming Northern Territory.

NOMINATING OFFICIAL SPOKESPERSONS

Official spokespersons and approvers of information for public release must be of an appropriate level to be responsible and accountable for such release of information and in accordance with this policy and other policies and guidelines of Swimming Northern Territory.

It must be noted that this policy is not intended to block or prevent the release of official information to the public, simply ensure the content is authorised appropriately and accountably.

CRITICAL INCIDENT MEDIA MANAGEMENT

The President of Swimming Northern Territory assumes the role of official spokesperson and authoriser of all public information in the event of a critical incident.

The President may nominate a delegate in particular circumstances as he or she deems appropriate.

To ensure consistency, accuracy and accountability, all other officials, board members and staff are to refrain from comment.

A critical incident may include but is not limited to:

- Death or serious injury to a swimmer;
- Allegations of inappropriate conduct against a Swimming Northern Territory Official;
- Allegations of corruption against Swimming Northern Territory or involving a Swimming Northern Territory event; and
- Any significant incident requiring Police and or Emergency Response.

RESTRICTIONS ON THE RELEASE OF INFORMATION

Swimming Northern Territory will not support the release of:

- unofficial and unauthorised information;
- 'personal opinions' by those who are otherwise official spokespersons;
- information which breaches individual privacy rights and the Privacy Policy including but not limited to internal disciplinary matters and personal contact details;
- images (still or motion) sourced within a private location without the written permission of the owner of that private location and all persons identifiable within the image;
- images (still or motion) of children without written permission from parents/guardians;
- sharing of images (still or motion) supplied by an unknown, unverified, unauthorised and/or unofficial source including where the official copyright is unknown;
- information which is legally considered commercial in-confidence including negotiation positions where such information is not included in the annual report;
- Information relating to a matter subject to an external investigation and/or legal dispute;
- Information which directly or indirectly supports companies which are in breach of the Swimming Northern Territory Sponsorship and Signage Policy; and
- Information which is, or may be considered party political without the prior approval of the Board of Directors.

RESPONDING TO MEDIA REQUESTS

When Swimming Northern Territory or individual clubs proactively release information to the public in regards to a particular event, the authorising employee of that release is the appropriate person to respond to further media requests in the first instance. The authorising employee of such a release should anticipate further media requests and ensure availability.

When a media request is received requiring a reactive response including in the event of a critical incident, the employee receiving the request must record their contact details, which media organisation they work for and the query before referring to their supervisor to facilitate an appropriate response with an appropriate level of spokesperson.

FACILITIATING MEDIA ACCESS

If the media wish to film or photograph activities within Swimming Northern Territory and individual club property they must comply with any necessary safety regulations and be allowed, as a minimum, the same level of access as would be granted to any member of the public. Consideration should be given to facilitating a viewing access area(s) specifically designated in order to maximise public exposure through media coverage, improve working relationships with media, and to ensure the media are not inconveniencing members the general public.

Media representatives should carry identification provided by their employer that adequately identifies them and their organisation.

POLICY PROMOTION

This policy will be made available to all members via the Swimming NT website at www.nt.swimming.org.au and though the annual handbook, or its equivalent publication. This policy will be communicated to all staff members, board members, committee members and regional committees annually.

REVIEW

This policy will be reviewed by the Board of Swimming Northern Territory in July every even year (i.e. 2012, 2014, 2016).

ADDITIONS OR AMENDMENTS

In addition to the scheduled review of this policy recommended changes to the policy may be submitted to the Board of Swimming Northern Territory for consideration, at any time. In the event that the changes are accepted, the policy will be updated, dated and circulated to all relevant stakeholders. This policy will be reviewed by the Board of Swimming Northern Territory in July every even year (i.e. 2012, 2014, 2016).

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