

		IQA Policy P14	
National Secretariat		Media Relations	
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Introduction

Local, state, national and international media are vital partners in achieving the goals of The Institute of Quarrying Australia ('IQA'). In order to maximise the advantages of media presentation and minimise the risks of media misrepresentation it is necessary to establish guidelines for how media interactions on the IQA's business will be conducted.

The intention of this policy is to establish a framework for achieving an effective working relationship with the media. The IQA welcomes the opportunity to talk to the media and, through them, to debate issues in the public arena.

Principles

The Institute operates on the values of:

- **Honesty:** The IQA will never knowingly mislead the public, media or staff on an issue or news story.
- **Transparency:** The IQA will promote openness and accessibility in our dealings with the media, whilst complying with the law and maintaining confidentiality when appropriate.
- **Clarity:** All communications with the media will be written in plain English
- **Balance:** Information provided to the media by the IQA will as far as humanly possible be objective, balanced, accurate, informative and timely.

Purpose

The IQA works with the media in order to:

- Promote the goals of the IQA;
- Promote the work of the IQA;
- Inform the public of the details of the IQA; and
- Promote any positive 'good news' stories and developments that the IQA has played a role in.

In order to ensure that these purposes can be fulfilled this policy regulates the choice of people entitled to speak for the IQA.

The media themselves have a vital role to play on behalf of the community in holding the IQA to account for its policies and actions. It is important that they have access to officers and members and to background information to assist them in this role. To balance this, the IQA must have the capacity to defend itself from any unfounded criticism, and will ensure that the public are properly informed of all the relevant facts (if necessary using other channels of communication).

It is the responsibility of all staff, contractors, board and council members and volunteers to ensure that effective media relations are maintained in order to achieve the aims of the IQA.

The policy deals with the day-to-day relationship between the IQA and the media and does not address how the IQA will work with the media in a crisis.

Policy

It is important that the IQA works with the media to communicate important public information messages about its work and its goals.

In dealing with the media the President, CEO or Deputy President should be conscious that they will be seen as representatives of the IQA and should therefore refrain from making comments or participating in photo opportunities that may damage the long-term reputation of the IQA.

Any filming or taping on the IQA's property or of the IQA proceedings by the media is subject to prior permission of the Board.

Procedures

Significant statements on behalf of the IQA shall be made as authorised by the board in reference to the principles listed above.

It should always be made absolutely clear whether the views put forward regarding any issue relating to the IQA are those of the IQA or of an individual. At all times consideration should be given as to how the correspondence may affect the reputation of the IQA.

The issue of who makes statements on behalf of the IQA can be complicated but observation and experience has shown that the fewer in number the better for the organisation.

- 2.1 That the only IQA persons who will make public statements (Press Releases, media interviews etc.) will be the President and/or the CEO.
- 2.2 In the absence of the President and/or the CEO, the Deputy President will delegate for the either of the two officers.
- 2.3 On technical issues, the CEO will refer the enquiry to the President and/or the Deputy President.
- 2.4 The IQA Conference Chairman, may, in consultation with, and approval by, the President and/or CEO, make public statements in relation to the Conference only.
- 2.5 All enquiries for public statements are to be referred to the CEO in the first instance.
- 2.6 Requests for public statements of a local nature by Branch Chairperson's are to be referred to the CEO for approval and/or clearance. If the issue is contentious, then the CEO is to consult and seek the President's approval and guidance prior to allowing the Branch Chairperson to make any public statement.
- 2.7 Branches or Sub-Branchees are not permitted to promote or advertise training programs to IQA members or the public at large unless the IQA is involved in the training or has a contracted partnership with the party providing the training.

If any unauthorised releases of confidential information do occur, an investigation will take place to establish who was responsible and appropriate action will be taken.

Responsibility

It is the responsibility of the President, Deputy President and CEO to ensure that all media relations of the IQA are undertaken in accordance with this policy.

It is the responsibility of the Company Secretary to ensure that this policy is reviewed by the Board on a biennial basis.