



# POLICY AND IMPLEMENTATION PLAN

<b>NAME</b>	Communication Policy
<b>Date of last revision</b>	August 2023
<b>Committee Approval date</b>	October 2023
<b>Date of next review</b>	October 2025
<b>Responsibility</b>	Vice Commodore

## Our Commitment

GLYC is committed to operating with a high level of integrity in relation to communications. At all times, we will adhere to the principles of our Code of Conduct and communications will be based on the values of:

- Honesty:** The Club will never knowingly mislead the public, media or members on any communication.
- Transparency:** The Club will promote openness and accessibility in dealings with the communications, whilst complying with the law and maintaining confidentiality when appropriate.
- Clarity:** All communications will be written in plain English
- Balance:** Information provided by GLYC will as far as humanly possible be objective, balanced, accurate, informative and timely.

## Purpose

The purpose of this policy is to guide Committee members and Club members in the safe and appropriate use of various forms of communication.

## Policy statement

GLYC uses a range of electronic tools to communicate with its members. GLYC may have a presence on social media websites such as Facebook or Instagram, but GLYC will not use its own server(s) to host user generated content.

Electronic communication is essential for sharing Club news and information with all GLYC members. Communication will be timely, appropriate and related to Club business. The primary Club email address is [glyc@sailglyc.com](mailto:glyc@sailglyc.com) and all correspondence to the Club is preferably sent to this address.

It is recognised that individual addresses exist for some Role Holders (Commodore, Vice-Commodore, Rear Commodore, Secretary, Sailing Captain, Discover Sailing to permit them to isolate their GLYC correspondence from their private correspondence) and it is appropriate for some communications to be sent directly to and from those addresses where the content is specific to that role. Initial contact with the Club through these addresses is discouraged as there is no way to monitor or register that correspondence, nor ensure it is appropriately addressed. Because all @sailglyc email addresses are within the MS365 environment continuity from one season to the next is assured by the passing on of these role-specific email addresses.

All GLYC communication will protect members' privacy, maintain clear boundaries, and will be delivered in a respectful manner to all parties.

## **Guidelines for Implementation**

### **Print & Electronic Media**

- All contact concerning broadcast media (TV, radio, newspaper) issues in relation to GLYC will be referred to the Commodore, or in the Commodore's absence, through the Vice Commodore or Secretary depending on availability.
- The Committee shall designate no more than three persons at any time to have administrator rights for the Club website, the Facebook page and publication of the eFlash email.

### **Website**

- A webmaster will be appointed and in conjunction with the Secretary will provide accountability and control over material published on the GLYC website.
- The GLYC website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos are to be published.
- If GLYC intends to publish a photo of a person under 18 years of age, it must first seek permission from his or her parents or guardian and take care not to provide identifying information.
- GLYC will seek feedback from members at regular intervals to improve the information available on the website.

### **Newsletters**

- The e-Flash email is the casual weekly briefing notification to members advising events, dates and information of interest.
- All other emailed member correspondence should be transmitted using the more formal 'blue banner' headed Club email..
- The Wanderer electronic newsletter is the primary monthly means of communicating Committee and Club information to members.

### **Emails**

- Only the Club email address (glyc@sailglyc.com) is to be posted on the Club website and all initial email correspondence to the Club, whether from members or external, should be made through this address. The Secretary will forward emails to the relevant Officer on receipt.
- Once an initial contact is established, or for correspondence between Role holders and Club members, the role specific email addresses can be used freely for ongoing correspondence.
- All formal correspondence with the external world (Shire, Australian Sailing, grant applications, service providers) should be sent out by the Secretary from the

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glyc@sailglyc.com address regardless of who the signatory on the correspondence is. Portfolio specific emails (bar, sponsorships, merchandise, Discover Sailing) are not bound by this requirement.

- GLYC Committee members, coaches and team managers may use email directly to members to provide information about competition, training, club-sanctioned social events and other club business, however:
  - Email communication *is to be accompanied with a standardised signature block as per sample in this document*
  - All-of-Club emails may only be sent by designated Committee members (primarily the Secretary, eFlash Editor and Wanderer Editor)
  - Communication involving members under the age of 18 will be directed through their parents.

### Non Compliance

Any Committee member or general member who breaches our Communication Policy will be subject to the normal disciplinary processes as set out in our Rules of Association.

### Sample email signature

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