

Triathlon Australia Media Policy

1.1 Introduction

The purpose of this media policy is to ensure Triathlon Australia (TA) achieves a unified and co-ordinated approach to the release of information to the public to ensure a positive image as one of Australia's leading sports with both the public, members and key stakeholders through:

- Ensuring commentary has a unified voice
- Protecting Triathlon Australia's reputation
- Minimising adverse publicity from inaccurate or conflicting comment
- Maximising proactive publicity
- Advocating for the vision, values and strategy of TA
- Informing the public of the activities of TA.

This policy also encourages the release of positive news to promote TA's activities and raise the profile of the sport.

1.2 Scope

This policy covers the release of information to the media, both proactively and reactively including material which:

- Has/could have a significant impact on brand and/or reputation
- Is negative or positive in its impact on the organisation, its staff or members
- Is generated externally by the media or an external event or internally by action or inaction that provokes a response from any stakeholder
- Has or could have significant impact on Triathlon Australia's ability to achieve its objectives.

Information can include:

- Media releases
- Backgrounders, fact sheets, Q&A documents
- Written statements
- Speeches or presentations
- Information lodged on the intranet or internet
- Responses to media questions
- Media interviews or soundbites
- Posts or commentary on social media channels

1.3 Policy

All information prepared for specific release or with the potential for release must be factually correct.

All media releases will be supported by a plan which will:

- Nominate a spokesperson (Chair or CEO)
- Outline any supporting materials required (e.g. fact sheet, Q&As)
- Identify any stakeholders who must be briefed prior to release and provided with copies at the time of distribution
- Ensure information is released to the TA board and/or relevant STTA Board and/or staff in advance of, or in conjunction with public release where applicable

- Outline a media management and distribution plan, including distribution to staff and members e.g. via website.

This policy is to read in conjunction with the Triathlon Australia Social Media Guidelines.

1.4 Approval

- All material released to the public will be approved by the Chair / CEO.
- If the Board is referred to in the Media Release the release to be approved by the Board.
- In appropriate instances legal approval will be sought.

1.5 Commentary

- All media enquiries are to be directed in the first instance to the CEO.
- The Chair or CEO are the only parties authorised to comment to media and are trained in media interview techniques.
- At no time, are staff permitted to make comments to the media, no matter what the circumstances, unless by agreement with the Chair, CEO or Marketing Manager.

It may be appropriate for organisational experts to comment to add weight to the Chair or CEO's position such as STTA Directors, specific athletes or specialist staff. This will be coordinated by the CEO.

1.6 Responding to media queries

Once a request or potential request has been made to anyone at TA to address the media, it is imperative that person refers the media to CEO.

It is the responsibility of all staff and Board Directors to comply with this policy to ensure that effective media relations are conducted effectively to achieve the objectives of TA and uphold TA brand and reputation.

Staff who field a direct media query (via telephone, email, in person or other means) are asked to advise the enquirer as follows:

I am not in a position to speak to the media; however I can refer your enquiry to the CEO, and the appropriate person will make contact with you. Can I let them know:

- Are you planning to run a story? (if so, when?)
- What does the story specifically relate to?
- Who else have you spoken to about this matter?
- Are there any key issues you are referring to?
- What's your deadline for TA to come back to you?

Revision history			
Version	1.0	Review Date	August 2022
Approved:	Triathlon Australia Board		