MEDIA RELATIONS POLICY

Local, state, national and international media are vital partners in achieving the goals of YellowBridge QLD. YellowBridge QLD welcomes the opportunity to talk to the media and, through them, to debate issues in the public arena.
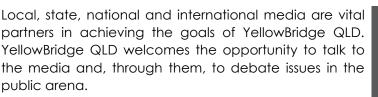
In order to maximise the advantages of media presentation and minimise the risks of media misrepresentation it is necessary to establish guidelines for how media contacts will be conducted. The intention of this Policy is to establish a framework for achieving an effective working relationship with the media.

YellowBridge QLD works with the media in order to

- advocate for the goals of the company
- promote the work of the organisation
- inform the public of the details of the company

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

The media themselves have a vital role to play on behalf of the community in holding YellowBridge QLD 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, YellowBridge QLD 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.

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

YellowBridge QLD operates on the principles of

- **Honesty:** The organisation will never knowingly mislead the public, media or staff on an issue or news story.

- **Transparency:** The organisation 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 YellowBridge QLD will as far as humanly possible be

Related Policies
- Delegations Policy
- Social Media Policy

Related Procedures
- Facebook Procedure

Related Documents
- Code of Conduct
- Certificate of Approval – AS/NZS ISO 9001-2016: Quality Management Requirements

Quality Framework References
- Standards 1 & 3 – Human Services Quality Framework
- Standards 3 & 4 – National Regulatory Code Community Housing
- NDIS Quality & Safeguarding Framework
- Aged Care Quality Standards
- Aged Care Act 1997

ISO 9001:2016 Quality Management Standards References
- 4 - Context of the organization
- 5 - Leadership
- 6 - Planning
- 7 - Support
- 8.4 - Control of externally provided processes, products and services
- 9 - Performance Evaluation
- 10 – Improvement

Policy Approval Authority
- YellowBridge QLD Ltd Board

Policy Custodian
- Chief Executive Officer

objective, balanced, accurate, informative and timely.

YellowBridge QLD will seek to establish and maintain a good and open relationship with the media. It is important that the organisation works with the media to communicate important public information messages about its work and its goals.

Contact concerning any significant matter in the name of or on behalf of YellowBridge QLD should only be made by the CEO, Board directors or their nominated representatives.