



MARKETING & COMMUNICATION POLICY

The purpose of this policy is to establish the lines of responsibility and standards for appropriate marketing and communications both internally and externally.

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EXTERNAL USE

MARKETING & COMMUNICATION POLICY

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MARKETING & COMMUNICATION POLICY

Marketing and Communication Policy Foundation

Purpose The purpose of this policy is to establish the lines of responsibility and standards for appropriate marketing and communications both internally and externally.

Scope **In Scope** of this policy relevant to SALAA are:

- Appropriate communication.
- Use of electronic communication.
- Social media usage.
- Media relations.
- Branding.

Intended Users Intended users of this policy includes:

- SALAA Board, Management Team, Employees and Contractors.
- Affiliated Clubs.
- Our Community.

MARKETING & COMMUNICATION POLICY

1. Marketing and Communication Policy Expectations

Principles

Authorised users of this policy are expected to:

- Develop protocols and ensure consistency to promote positive messages for the sport, SALAA, and Affiliated Clubs.
 - Responsibly use technology.
 - Be transparent and accountable when dealing with the media.
 - Respect the rights of the SALAA Community.
 - Comply with SALAA standards of child safety, confidentiality and privacy.
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Responsibilities and Accountabilities

The responsibilities and accountabilities are as follows:

The SALAA Board is responsible for:

- Setting of standards for SALAA communication processes.
- Oversight of brand and marketing materials.

Chief Executive Officer (CEO) is responsible for:

- Overseeing the implementation of this policy.
- Being the official spokesperson for SALAA.

Management Team are responsible for:

- Overseeing the development of marketing and communication strategies, and for coordinating the external communication activities of the organisation.
- Coordinate and actively drive communication processes for the promotion of SALAA.

SALAA Employees and our Community are responsible for:

- Ensuring communication is respectful and within the boundaries of this policy and associated procedures.

Other Intended Users are:

- To be aware of and comply with the policy.
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Club Expectations

All Affiliated Clubs must comply with the principles and standards (where relevant) contained within this policy document. The Club Specific Policy Template developed from this policy must be adopted and endorsed by each Club.

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2. Marketing and Communication Policy Detail

2.1 Commitment Statement

SALAA's Commitment Statement

SALAA places considerable importance on appropriate and effective marketing and communication. We are committed to enhancing SALAA's image as a respectful, responsible, fair, and transparent organisation and expect all our marketing material to reflect those qualities.

It is important to get the right information to the right people in the right way and at the right time. At all times SALAA expects communication to be appropriate and respectful and will not tolerate any form of bullying or harassment.

SALAA's Message

Any communication emanating from SALAA must convey our principles and values. Family, Fun and Fitness is our Motto and Lifestyle!

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2.2 Marketing and Communication methodologies

SALAA Website

SALAA’s website is key to our communication. We provide a range of information to support people who are or want to be involved in our sport.

Administration	SALAA information
<ul style="list-style-type: none"> • Club Hub • Results HQ • Registration • Office365 	<ul style="list-style-type: none"> • About Us • Get Involved • Competition • Athletes • Clubs

Any SALAA or Affiliated Club website must be up-to-date and with no obsolete information. Club websites are required to reflect the values, policy, and standards of Little Athletics SA.

Online communication and use of social media

Online safety is vital and can impact upon individuals as well as SALAA. Social media should be used in a constructive and respectful way. Individuals are responsible for any content they publish on all digital platforms. Inappropriate online behaviour and use of technology is not acceptable.

Defamation

Care should be taken by all of SALAA’s community to ensure any material that is distributed does not include any defamatory statements.

Conference

The annual Conference is conducted to communicate SALAA’s plans for the coming season to the Clubs. The Conference will be open to any Committee Member who wishes to attend. It is encouraged that as many Committee Members from each Club attend as reasonably possible, however, it is essential that at least one Committee Member from the Club is present at minimum.

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Media relations	<p>We recognise the importance of good media relations to our sport.</p> <p>We believe in transparency and will respond in a timely manner to situations as they arise.</p>
Branding	<p>Our branding and IP are important to us. They communicate our values and principles. Logos and/or trademarks are used for promotion of SALAA or Affiliated Clubs and must always be used in line with the branding guidelines.</p>
Intellectual Property (IP)	<p>All marketing and communication campaigns must consider the Intellectual Property rights and ensure those rights are protected.</p>
Music Rights	<p>Music will not be used, copied or distributed without the permission of all relevant copyright owners. Copyright of music in Australia is automatic.</p>
Copyright	<p>No material subject to copyright should be used in SALAA's communication or marketing with express permission of the copyright owner(s).</p>
Advertising & Sponsorship	<p>All advertising and sponsorship should align with SALAA's values and create value for us and the sport in general.</p>
Email	<p>Emails are used extensively to communicate with a range of audiences both internally and externally. Emails should be clear and professional and reflect SALAA's values.</p> <p>Marketing emails can be unsubscribed at any time.</p>
Newsletter	<p>Newsletters are used as regular information reminders and updates.</p> <ul style="list-style-type: none">• Registered athletes' newsletters are sent monthly during season.• Club Committee newsletters are sent monthly.

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2.3 Behaviour

Communication with Our Community

Effective communication is fundamental to the running of SALAA and the sport. We will ensure all communication to our community is respectful, fair, balanced, and reasonable in line with SALAA's philosophies and represent our sport and the important people involved in it.

Online communication is becoming more important for all our community and care must be taken to ensure that the same behaviour and protocols are presented.

All communication will reflect the current branding of SALAA and our Sponsors.

Acceptable use of technology

Acceptable use of SALAA technology must be:

- Lawful.
- Responsible and respectful.
- Safe.

Any form of cyberbullying will not be tolerated.

Privacy and confidentiality

SALAA is committed to protecting the privacy of everyone. All information will always be kept confidential. These are legal as well as moral requirements. Identifiable photographs will not be used without consent of Parents and/or Guardians.

Approval Processes

Approval processes include:

- SALAA's advertising and promotional material is to be approved by the CEO.
 - SALAA's Member recruitment/retention material is to be approved by the CEO.
 - SALAA will seek sponsor's approval of their provided logo.
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Breaches of the policy

Breaches of this policy and its associated standards is unacceptable and will be investigated and managed by the CEO in line with the Complaint Handling and Dispute Resolution Procedure. Outcomes will depend upon the level of breach and potential consequences.

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3. Resources and Reference Material

Branding Guidelines	A simple and comprehensive description of SALAA’s brand, detailing the brand structure and values, the visual elements, and their appropriate application across all media.
Club Specific Policy Template	A template provided for Clubs to adopt, based on the content of SALAA’s corresponding policy.
Complaint Handling and Dispute Resolution Procedure	The Complaints Handling and Dispute Resolution Procedure provides the steps to be taken to deal with any grievance or complaint referred to SALAA.
Email Guideline	A guideline to inform on email etiquette and SALAA expectations.
IT & Data Protection Standard	To be developed
Legal Register	The Legal Register details legislation that SALAA has to be compliant with due to the activities it carries out. Refer to the Legal Register for legislative reference for this policy.
Media Relations Standard	To be developed
Social Media Standard	To be developed
Website development guidelines	To be developed

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4. Definitions

Confidentiality	A situation where information is kept private. In relation to this policy confidentiality ensures that information is accessible only to those authorised to have access and is protected throughout its lifecycle.
Cyberbullying	<p>Cyberbullying is the use of technology to bully a person or group with the intent to hurt them socially, psychologically or even physically.</p> <p>Cyberbullying can occur in many ways, including:</p> <ul style="list-style-type: none"> • abusive texts and emails; • hurtful messages, images or videos; • imitating others online; • excluding others online; • humiliating others online; and • nasty online gossip and chat.
Cybersafety	Cybersafety is defined as the safe and responsible use of ICT. A cybersafe environment can be achieved by building on and promoting the respectful use of technology whilst at the same time working to minimise any risks.
Defamation	Defamation is false or damaging statements being made about a person(s) which can negatively impact their personal or professional reputation.
Framework	A system of rules, ideas, or beliefs that is used to plan or decide something.
Marketing	Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

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Our Community

Our Community is a person or persons with a direct or indirect association with SALAA, an Affiliated Club or the sport of Little Athletics.

Social Media definition

Social media is defined broadly to any online media which allows for user participation, interaction, or publishing. Commonly used social media tools include but are not limited to, Facebook, YouTube, Twitter, Instagram, and LinkedIn.
