



# Media Relations Policy

## INTRODUCTION

As an organisation whose vision is to promote equity across our sector to empower all women and embrace their strengths, Women and Firefighting Australasia Inc (WAFWA) may engage with the media to promote its aims or events, or may be contacted by the media for comment on issues.

This policy deals with relations with media organisations including newspapers, magazines, journals, bulletins, newsletters, radio programs, television programs, online journals, online news websites, weblogs and podcasts. For social media, see the Social Media Policy.

## PURPOSE

This policy states who is authorised to represent WAFWA to the media, the principles for media comment and how media requests are managed.

## AUTHORISED MEDIA REPRESENTATIVES

The WAFWA President is WAFWA's authorised media representative.

No other member of WAFWA or the WAFWA Board may represent WAFWA to the media without the approval of the Executive Committee of the Board.

The WAFWA Executive Committee may authorise a WAFWA member or Board member to be an authorised WAFWA media representative on a particular issue or event.

## MEDIA RELEASES

Media releases must be approved by the Executive Committee of the Board.

## WAFWA MEMBERS

WAFWA members and Board members may identify themselves as such when making public comment as private individuals, but must not imply that they are an authorised representative of WAFWA.

## PRINCIPLES

The following principles guide WAFWA's relations with the media:

- Media comment will be made in accordance with WAFWA's Code of Conduct and Values.
- We will provide information that is objective, balanced and accurate.
- We will not knowingly mislead the public, media or members on an issue or news story.
- We will be open and accessible in our dealings with the media, while complying with the law and maintaining confidentiality.
- WAFWA is apolitical. We may comment on the policies or actions of an organisation, government or government agency, but will not comment on political party platforms, positions or issues.

- Personal information about, or photographs or videos of, Wafa members or Board members will not be released to the media without the consent of the individual concerned.
- When representing Wafa, media representatives must not use ranks, titles, uniforms, logos or insignia of any other agency or organisation or imply that they in any way represent another agency or organisation.

## MEDIA REQUESTS

All media enquiries, including requests for filming and recording, must be sent to [info@wafa.asn.au](mailto:info@wafa.asn.au).

The Secretary is responsible for ensuring that all media requests are dealt with promptly and for keeping records of all contact with the media.

## AUTHORISATION

Board Minutes – 1 July 2019  
Women and Firefighting Australasia Inc.

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Drafted by	Anne Pickles	Approved by Board on	1 July 2019
Responsible person	Board Secretary	Scheduled review date	1 July 2022