



# Healesville Community Renewable Energy Inc

## Communications06 - Media Relations Policy

Policy Id	Communications06	Version	02
Policy Type	Communications	Subject	Media Relations
Approved	June 2025	Scheduled review	June 2028

### 1 Introduction

Local and state media are vital partners in achieving the goals of Healesville CoRE. 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 on Healesville CoRE's business will be conducted.

It is not the intention of this policy to curb freedom of speech or to enforce strict rules and regulations. Rather, the intention is to establish a framework for achieving an effective working relationship with the media. The organisation welcomes the opportunity to talk to the media and, through them, communicate and debate issues in the public arena.

### 2 Purpose

Healesville CoRE works with the media in order to

- advocate for the goals of Healesville CoRE
- promote the work of Healesville CoRE
- inform the public of the details of Healesville CoRE
- assist in fundraising for Healesville CoRE

In order to ensure that these purposes can be fulfilled this policy regulates the choice of people entitled to speak on behalf Healesville CoRE

The policy deals with the day-to-day relationship between Healesville CoRE and the media.

### 3 Policy

It is important that Healesville CoRE works with the media to communicate important public information messages about its work and its goals.

Healesville CoRE members and other volunteers must observe Healesville CoRE's Confidentiality Policy (Communications01).

In dealing with the media, Healesville CoRE members and other volunteers should be conscious that they may be seen as representatives of Healesville CoRE and should therefore avoid making comments that may damage the long-term reputation of Healesville CoRE.

Significant statements on behalf of Healesville CoRE shall be made as authorised by the Central Committee in reference to the principles listed above.

It should always be made absolutely clear whether the views put forward regarding any issue relating to Healesville CoRE are views of Healesville CoRE or views of an individual. At all times consideration should be given as to how the correspondence or interaction may affect the reputation of Healesville CoRE.

The Communications Manager (Ref: Central Committee Structure; Management01) is the primary Communications Officer for Healesville CoRE.

The Communications Officer will maintain a list of key contacts for distribution to local press and radio. The Communications Officer can also be contacted for preliminary discussions on any story or if a journalist or researcher is unsure who to approach for a comment.

The Communications Officer shall be responsible for the production of Healesville CoRE's regular newsletter.

The Communications Officer or the President shall authorise all media releases from Healesville CoRE and be responsible for publishing them on the organisation website.

Approaches from all press or radio should be directed to the Communications Officer or the President, who will discuss the nature of the story and then contact the appropriate Healesville CoRE member or member asking them to respond.

It is important to obtain advice from the Communications Officer or the President (preferably before the issue becomes public knowledge) on any issues that are likely to be complex or contentious.

No photos of clients or members should be released to the public via advertising, news media, or web without the approval of the Communications Officer, who shall satisfy themselves that Healesville CoRE's confidentiality policy has been observed.

Where a Healesville CoRE member or volunteer has had any significant interaction with media representatives on issues related to Healesville CoRE, it is the responsibility of the person concerned to notify the Communications Officer and to provide the name and media outlet of the reporter or writer

#### **4 Related Documents**

Communications01 - Confidentiality

Management01 - Central Committee Structure