

Media Policy

Policy Code: GOV-009 **Version:** 2.0 **Effective Date:** 07 December 2012

Purpose:

The purpose of this Policy is to outline the approach for managing the College's contact and relationship with the media to develop a positive public image. This Policy aims to ensure the College manages its media liaison successfully by providing traditional and new media outlets with access to constructively engage with representatives of the College.

The College aims to present an authoritative voice on all matters pertaining to its operations and values.

Definition of "College" – *The Australian College of Natural Medicine Pty Ltd (ACNM) trades as Endeavour College of Natural Health, College of Natural Beauty, FIAFitnation and Wellnation. For the purpose of this Policy, any reference to 'College' or 'the College' should be considered a reference to each or any of these respective trading names.*

Scope:

- All employees and contractors
- Representatives within the College's governance structure such as the ACNM Board, Academic Board and College Council

Policy Statement:

The College is an apolitical institution providing education programs in the Australian Higher Education and Vocational Education sectors. The College acknowledges the impact of the news media and works to foster strong media relations and a positive, progressive media image.

To achieve this, the College will:

- Ensure all employees have a clear understanding and adhere to the Policy guidelines and procedures detailed herein.

Principles

The College's media profile is important to its positioning in the marketplace. Media exposure influences how the College is viewed by the general public, consumers and competitors. To develop healthy and transparent public debate, the College nominates a range of staff to make media comment as required.

- The CEO, or their nominee, speaks on behalf of the College Council and the ELG Board
- All enquiries about matters relating to corporate governance or finance must be directed to the CEO
- In showcasing the College's teaching and learning the relevant academic expert and modality leader is the nominated spokesperson
- As experts in their teaching field the Heads of Department / Associate Heads of Department are encouraged to speak on behalf of their department and may make appropriate public comment to contribute to awareness and / or present research in their field
- Members of staff shall not represent themselves as spokespeople for the College, unless authorised to do so by the Head of Marketing
- No individual staff member is to represent themselves as speaking on behalf of the College without authorisation or when expressing a personal opinion outside of their area of expertise
- Any request by the media for confidential information regarding the College must be referred to the Head of Marketing
- Be factual. Be discerning about information provided to the media, but don't give out information that may be untrue or is not sourced appropriately.

Comment on the following issues should be avoided unless authorised by the Head of Marketing:

- Policy Issues

- Unannounced future directions of the College
- Future funding or sponsorship arrangements
- Political / religious or contentious community issues
- Confidential information about the College including intellectual property or financial information
- information regarding individuals that may be confidential or identify an individual directly or indirectly.

Media Contact

- The Office of the Head of Marketing is responsible for developing relationships with the media. All proactive contact with the media is conducted through this department.
- All incoming media enquiries must be immediately communicated to the Head of Marketing for action.
- Ongoing publicity or promotional agreements between the College and any media outlet must be reported to the Head of Marketing.
- From time to time experts within the College may express views which are within their expertise area, but may be perceived as be controversial, and / or cause offence to some stakeholder groups. All employees must consult with the Head of Marketing prior to commenting to, providing information to or being interviewed by any media outlet.
- Academic freedom and intellectual inquiry is valued by the College and should be protected. In the context of public and media comment, the definition of academic freedom does not expand to cover areas in which the College representative is not an expert in the subject. Comments made by academic staff should only relate specifically to their area of expertise.
- Academic papers, journal articles or conference presentations that claim to represent the College's view or official position must be forwarded via the authoring staff member's relevant line manager for Director of Education and Head of Marketing approval prior to formal submission, public presentation or general release.
- The College explicitly regards it as irresponsible for staff members, both general

and academic, to engage with the media in any activity or comment which is malicious or deliberately damaging to the College.

- Staff (academic and administrative) or students who to express an opinion that deliberately and intentionally harms the College's reputation will be subject to disciplinary measures.

Related Procedures:

Not applicable

Definitions: Not applicable

Further Information:

Related Policies: [Free Intellectual Inquiry Policy – Higher Education](#)
[Social Media Policy](#)

Benchmarking: Western Sydney University

Supporting Research and Analysis: Not applicable

Related Documents: Not applicable

Related Legislation: Not applicable

Guidelines: Not applicable

Policy Author:	Head of Marketing
Policy Owner:	Head of Marketing
Contact:	Head of Marketing yvonne.spencer@endeavour.edu.au
Approval Body:	College Council Meeting date: 07 December 2012
Policy Status:	Revised
Responsibilities for Implementation:	All employees
Key Stakeholders:	<ul style="list-style-type: none"> • <i>National Managers</i> • <i>Executive team</i>