North Launceston Football Club Incorporated

Standard Operating Guidelines

Communications Policy

First Edition as ratified by the North Launceston Football Club Inc. Committee of Management on 5th May 2010

Introduction

Purpose of Policy

The COM is responsible for communicating the purpose, vision, activities and future direction of NLFC to its various stakeholders both internal and external by establishing and increasing awareness of NLFC programs, policies, opportunities, goals and achievements. The purpose of this document is to establish policies governing official club publications, communication with the mass media and AFL Tasmania (AFL Tas) that reflect on the role, scope, mission, stature, and identity of NLFC.

Policy Objectives

To ensure that printed matter for public distribution reflects the goals and image of NLFC, it is desirable that uniform practices be followed in planning, editing, designing, purchasing, and producing such materials.

To ensure that verbal communication transactions in respect to NLFC policies between NLFC, its stakeholders, its zone clubs and with (AFL Tas) is accurate and timely.

Roles and Responsibilities

Committee of Management

The COM is responsible for ratifying all NLFC publications including but not limited to membership applications, pamphlets, booklets, corporate partner brochures, fliers, posters, newsletters, player induction kits and other similar printed matter. In ratifying such publications the COM shall consider the need for and purpose of publications and to ensure that they are consistent with NLFC branding and image and such shall contribute to and reflect favorably on NLFC.

All NLFC communications shall have - North Launceston Football Club Incorporated, Northern Bombers logo, ABN, postal address, email and phone/facsimile number displayed clearly on front page.

The COM is responsible for nominating COM members to act as sub-committee heads.

The COM is responsible for nominating a COM member to take responsibility as NLFC Media Spokesperson.

The COM is responsible for nominating a COM member to take responsibility as Zone Communicator,

The COM is responsible for nominating a COM member to take responsibility as Website Co-ordinator and this shall normally be NLFC's Public Officer.

Sub-Committees

The sub-committee head is responsible for promoting a motion to the COM requesting approval of a publication supported by a COM briefing paper providing background, scope of the publication, evidence to support the publication's adherence to NLFC standards and statements in respect to the publications budget requirements and overall sub-committee's annual budget.

NLFC Communication Activities

NLFC Website

The COM shall be consulted about the content of information to be displayed on NLFC's website via NLFC's Public Officer. It is imperative the editorial content and design of the NLFC website reflect favorably on NLFC and the role of the COM will be to assist in that effort. The COM will not be responsible for the technical set-up of NLFC's website but only with editorial content.

NLFC Newsletter

The COM shall be consulted about the content of information to be displayed in NLFC's Newsletter via NLFC's General Manager who shall take carriage of coordinating the Newsletter inclusive of inviting articles, drafting and distribution. It is imperative the editorial content and design of NLFC's website reflects favorably on NLFC and the role of the COM will be to assist in this effort. The COM will not be responsible for the technical setup of the Newsletter but only with editorial content.