



MEDIA POLICY

BYLAW 12

***Effective from 18th June 2005.
Revised August 2008***

Purpose and Scope :

The purpose of this policy is to set out procedures involved in making public/media comments. All Skate Australia staff must inform the Chief Executive Officer (CEO) when intending to speak to the media or when directly approached by the media to comment. If the CEO is unavailable then staff must contact the Skate Australia President. The CEO or the President will advise and work with staff according to the media policy.

Comment on behalf of Skate Australia Inc.:

The CEO, the President, or their nominee may provide comment on any aspect of Skate Australia affairs. Other Staff may comment on matters within their areas of responsibility only.

In general staff should only disclose official information when required to do so by law, when the need arises as part of their normal duties and when the information has been officially approved for release.

Media Releases:

The National Office Staff are the only staff with authority to issue media releases on behalf of Skate Australia Inc. All media releases must be on official medial release letterhead.

It is the responsibility of the staff to ensure that the person quoted in the media release approves the text of the media release prior to distribution.

If a media release is drafted by other than National Office staff then it must be signed, approved and distributed by the CEO.

Should an event occur, or be likely to occur, which may have a significant detrimental impact upon the reputation of Skate Australia only the President or their nominee are authorized to comment.