



# Oaktree

## Communications Policy

THE OAKTREE FOUNDATION AUSTRALIA

Approved Date 31/07/2020	Approved By The Board
Next Review Date 31/07/2023	Policy Owner Legal Team

# 1. Purpose

Oaktree supports the notion that all Oaktree Representatives, funding partners, partner organisations and community stakeholders have a right to accessible, consistent, timely, and accurate information about Oaktree's work. We believe that a culture of open, informed, and respectful communication is important to accomplish our organisational goals and have a positive community impact.

The purpose of this Communications Policy (the Policy) is to provide a framework for Oaktree's dealings with all communications and media, including relevant privacy considerations. This framework will keep with our commitment to integrity, inclusivity, and respect for all. The policy outlines Oaktree's organisational commitment to the use of images and messages in communications in a manner that respects the dignity, values, history, religion, language, and culture of any affected people and is authentic to the context, person, and terms of consent given.

# 2. Scope

The Policy applies to all of the following people, known hereafter as 'Representatives':

- a) all volunteers and employees and team leaders, including interns and work experience students;
- b) all contractors (e.g. consultants), engaged to deliver services directly to volunteers or children; and
- c) all Board members and Sub-Committee members; at all times, both during and outside normal working hours, when they are representing Oaktree.

This policy covers all communications, activities and materials produced or shared by Oaktree representatives. Communications materials include Oaktree's website, social media pages, stories, newsletters, appeals and campaigns, advertisements, brochures, reports, images and all other print and digital media produced for public audiences. It also includes communications activities such as speaking engagements, training and conferences, liaising with media, representatives networking in the sector, personal social media and email communications. It also includes all related materials collected for research, evaluation and donor and supporter purposes.

# 3. Statement of Commitment

The Policy ensures that in all communication with the public, Oaktree will ensure that all documents produced for both internal uses and wider circulation will comply with appropriate State and Federal laws, DFAT requirements, the ACFID Code of Conduct and ACFID's Fundraising Charter where public materials relate to fundraising.

In line with the Policy, Oaktree commits to:

- a) Acting in a timely, transparent, and accurate manner;
- b) Complying with appropriate State and Federal laws, DFAT requirements, the ACFID Code of Conduct, and ACFID's Fundraising Charter where public materials relate to fundraising, for all documents produced for both internal uses and wider circulation;
- c) Ensuring that the collection of information, images and stories does not harm people or the environment;
- d) Portraying children in a respectful, appropriate way with prior obtained consent from both the child and a parent or guardian before taking and using images;
- e) Preventing sexual exploitation, abuse, and harassment in all communications;
- f) Not making statements about other ACFID Members with the intention of creating a reputational or other advantage to themselves;
- g) Obtaining free, prior and informed consent, acknowledging people's right to information; and
- h) Obtaining and using public materials in accordance with the ethical principles and ethical decision-making framework as outlined in Oaktree's Communications Procedures, which aid and inform Oaktree staff and volunteers about the images, messages and stories that Oaktree publishes.

All representatives are required to comply with this Policy, the Communications procedures and the Code of Conduct. These documents will be made available to all representatives.

Breach of the Policy, the Communication procedures, or the Code of Conduct, constitutes an act of misconduct and is grounds for disciplinary action and/or termination of engagement with Oaktree.

### 3.1 Related Documents

This Policy is complimentary to, and to be read alongside the Communications procedures, which outline the specific protocols Oaktree has in place for the approval of public materials. The Policy is also informed by, and relates to:

- Oaktree's Fundraising Policy;
- Oaktree's Privacy Policy; and
- Oaktree's Code of Conduct.

These documents will be made available to Oaktree Representatives.

## 4. Focal Person

The Head of Community Engagement at Oaktree has the primary responsibility for ensuring that all communications are accurate, up-to-date, accessible, respectful, and compliant with this Policy, and other related Oaktree Policies.

## 5. Review and Updates

Oaktree will review and update this policy and all related procedures every three years to ensure its relevance and applicability.