



NORTHCOTE JUNIOR FOOTBALL CLUB

Building strong community spirit through a positive football experience.

Communications Policy

Document Purpose

This document is designed to provide guidance to all Members, players, parents, Committee and team officials in ensuring that we create an environment where all communications within and beyond the Club meet their purpose, the desired audience and represent the Club in a positive light on all occasions.

The Communications Policy should be a tool for Club and team administrators, and provides guidance to parents and Members. It should be read in conjunction with the Child Safe Policy, the NJFC Constitution, Corporate Plan and other Club policies and procedures.

Aim

The Club aims to include and inform all its members regarding all aspects of the operation of our Club, including team performance, significant achievements and Club initiatives. Communication to all stakeholders will be clear, concise, timely and respectful on all occasions.

Background

Northcote Junior Football Club needs to communicate with multiple teams, with many players and families, layers of officials including Team Managers and Coaches, Committee Members, league officials, other Clubs, sponsors and stakeholders. Information flow in such an environment requires an organised approach and due care to ensure communication is balanced, timely and meets the needs of its audience.

The Communication Policy should allow for free communication of information, and for feedback and suggestions via multiple avenues to add value for individuals and the Club. We will endeavour to maintain communication channels that best suit the receivers of the communication and not just the conveyor of that information.

Application

The policy applies to all Club Members.

The policy applies to all communication including but not limited to:

- NJFC website
- Auskick website
- Newsletters
- General correspondence to Members
- Letters and emails to or from the Club

- Club Social Media (Facebook, Twitter, Instagram etc) platforms
- Team communication from Coach or Team Managers
- Communication with the league, sponsors, stakeholders and other Clubs

Principles

- All Club communication should be aligned through the Committee, Club, Auskick Coordinator/s, team, individual/family to provide consistency and avoid unnecessary repetition.
- Communication should be limited to Club/team matters only.
- Regardless of the subject matter, communication should be respectful, positive and consistent with the values and behaviours of the Club.
- The Club remains accessible to all Members and stakeholders and will always respond appropriately to all communications.
- The Club remains receptive to all ideas and suggestions and will treat them in a manner consistent with their intent.
- Communication on behalf of the Club can only be undertaken by those who are authorised to represent the Club.
- Club communication should clearly identify the author, position and Club.
- The Club will adopt/create communications channels to meet the needs of all Members.
- The policy applies equally to all.

Privacy

The NJFC collects personal information that is reasonably necessary for, or directly related to, its functions and activities. The NJFC will only use and disclose personal information for the purpose it was collected and in accordance with the Privacy Act.

Communications

Website

The Club will make available all relevant content on the NJFC website as the major repository of information. The website will include all policies and processes, Club contact information, fixtures, ground locations and most importantly with respect to this policy, how to communicate to and within the Club. The website is managed by the Communications Manager.

Auskick

Communication to Auskick participants and families will be primarily via email from the Auskick Coordinators using the closed email list provided via the Sports TG database. Such communication may include Auskick session dates and upcoming opportunities for grid games. Emails should always be sent via BCC. Auskick information is available at northcote-australia.sportingpulse.net

Newsletters

These will be issued by the Communications Manager, generally weekly to convey information from the Committee, President or Secretary, or to provide information about upcoming matches or events and any other relevant Club news. These will be distributed via email (BCC), the website and social media.

General correspondence to Members

These will be issued on an ad hoc basis, via the Communications Manager and/or Secretary. Such correspondence may include notification of important Club events (e.g. Family Day, Presentation Day) or administrative matters (e.g. notification of General Meetings). Emails should always be sent via BCC.

Email distribution groups

The Communications Manager will maintain an email distribution list for newsletters and information for general communication.

The Secretary will maintain an alternate current Membership contact list using the Sporting Pulse Information for official Club communications, such as notices of general meetings, or communication of urgent information, such as training cancellations.

Only these email distribution groups should be used for email communication from Club/team officials to Members; as such, it is essential for Members to ensure their email address(es) on the Club registration database are current in order to receive important communications via email. Emails should always be sent via BCC.

Letters, emails to or from the Club

The Secretary should be the addressee for all correspondence to the Club. The Secretary will ensure all correspondence is distributed appropriately and is responsible for ensuring all correspondence is responded to in a timely manner.

Only Committee Members or those individually authorised should be sending correspondence on behalf of the Club. Club correspondence is required to identify the individual, their position, and clearly identify the Club via letter head or signature block.

Club Social media posts (Facebook, Twitter, Instagram etc)

The nature of Facebook and other social media makes it accessible to all. It is administered by the Communications Manager and/or Social Media Manager, who will moderate and delete any inappropriate posts. All Members are responsible for the content they post and all posts must maintain the standards required by our values and behaviours and this policy. The NFNL also has a social media policy with which our Club must comply.

http://www.nfl.org.au/fileadmin/user_upload/by_laws_and_schedules/Schedule_23_Social_Media_Policy_Adopted_2011_.pdf

Team communication from Coach or Team Managers

Individual teams are responsible for communications to players and families within their playing group as it pertains to their team. The Team Manager is the link between the Coach, the Club and the players, parents and guardians and is responsible for the flow of information before, during and after matches. It is important that this communication is effectively managed to ensure players are aware of team and games news and times. It is equally important that the level and number of communications are appropriately managed. The team Coaching group may elect to produce a match report for distribution within the team but this will not be made publicly available. Emails should always be sent via BCC.

Urgent communication

In some instances it may be necessary to communicate with the Membership urgently, for example if training is cancelled or playing times are amended. In this case the Secretary and/or Team Managers will send a notice to that effect via email and via SMS.

Communication out of playing season

Off-season communication will occur less regularly and will generally come from the Club via email or website/social media postings. Pre-season communication will come from the Club until such time as a Team Manager is identified for the Age Level Squad. Communications from Age Level Squad Coaches will be forwarded by email from via the Team Manager in relation to training matters and events. Emails should always be sent via BCC. Other out of season communication should be sent only with

the express permission of Members and from one agree adult per team or Age Level Squad. This may be the Coach if a Team Manager is yet to be appointed.

Match day communication regarding Free Kick Players

Free Kick Players are transported to and from McDonell Park on match days, and a timetable for the bus arrival and departure times will be emailed to relevant Coaches and Team Managers, with a copy printed each week and pinned up at the clubrooms. Upon arrival at McDonell Park the bus driver signs each player in or notes otherwise. When the person transporting the player/s to away games collects the player/s they sign them out, then sign them in upon return. When the players depart to return home the bus driver signs them out. A template for this is provided as Appendix 1.

Communication with the league, sponsors, stakeholders and other Clubs

External communication should be managed by officers of the Club. Non- Committee Members should not have any direct contact with the league in an official capacity unless approved by the Committee.

The NFNL also has a specific policy with respect to contact with the media. All media queries with respect to the league should be directed to the league and no comment made. Media queries with respect to the NJFC should be directed to the President or the Secretary.

Communication to individuals via social media

In some instances, particularly for older teams, social media channels may be the most practical means of communicating with individual players. In such cases the Team Manager, Coach or Club official must maintain the standards expected of any Club Member in a public forum by ensuring all communication is respectful and appropriate. Another Club Official should be copied in if at all possible.

Photos

The Club endeavours to respect the wishes of members who have indicated they do not wish their image to be published on the Club website or Club Social Media pages

Guidance for Members

It is important to the Club that the officials of the Club remain accessible to ensure Members have appropriate channels for feedback, positive and negative, about the Club and its operations. It is only by creating feedback opportunities can we hear from our major stakeholders, the Members.

Members should direct their feedback appropriately and respectfully.

Issues relating to individual player performance should be discussed with the Coach in the first instance.

Individual team issues with respect to players should be directed to the Team Manager in the first instance.

If these channels do not meet their immediate needs, Members should always feel free to contact any Committee Member. Individual Committee Members have specific roles, for instance:

- the Child Safety Officers are the contacts for any concerns relating to the safety and wellbeing of a player;
- the Family Assistance Officer deals with individual player issues, hardship or related;
- the Registrar is in charge of all registration issues;
- the Player Placement & Grading Manager is the contact point for Coaches regarding team composition and grading requests, and for players/families regarding out of age requests;

- the Treasurer is the contact point for all financial correspondence including invoices and receipts;
- the Auskick Coordinator/s are responsible for all Auskick-related matters (northcote.auskick@gmail.com);
- the Property Manager is responsible for all Club property (including jumpers) and the sale of Club merchandise;
- the Football Operations Manager oversees football matters and facilities;
- the Secretary is the contact point for any formal correspondence and is responsible for the filing and/or archiving of any official correspondence to or from the Club.
- the President is responsible for any remaining Member issues, especially if any Member does not consider their concerns have been treated appropriately by the Club.

It should be noted that the Club constitution contains provisions for grievances and dispute resolution. This is available on the website

DRAFT

Date:

Player	Expected arrival time	Arrival confirmed	Transport to away game	Return from away game	Expected departure time	Departure confirmed

	Bus driver to sign
	Away transport to sign
	To be completed each week by Free Kick Coordinator