



University of WA Cricket Club - Communications Policy

Last Approval Date: September 2024

Review Date: September 2024

Purpose

This policy has been developed to assist University of Western Australia Cricket Club (**UWACC**) stakeholders understand the club's policies on communication, in particular regarding social media usage, and internal and external communication of UWACC activities and operations. This will help develop members' engagement with the club, and notify people of their responsibilities, thereby minimising risks and protecting the club and its members.

Application of Policy

This policy will be applicable to the following people and in the following circumstances:

- (a) an individual is representing UWACC, whether in an official role or in circumstances in which that individual holds themselves out to be representative of or related to the UWACC;
- (b) an individual who has an interest with UWACC operations including past players, parents and non-member supporters; and
- (c) where any content is communicated (including posted on any social media accounts) in relation to the UWACC that may affect the club's business, products, services, events, sponsors, affiliations, members and/or reputation.

This policy does not apply to the personal use of social media where it is not related to, or cannot be reasonably seen as related to the UWACC or its business, teams, products, services, events, sponsors, affiliations, members and/or reputation.

Social Media

Definition

Social Media generally refers to internet based technology facilitating the sharing of ideas, thoughts and information through the building of virtual networks and communities, providing quick electronic communication of content.

These include social networking sites, video and photo sharing websites, review sites, broadcasting applications and instant messaging applications (for example, Facebook, X/Twitter, Instagram, WhatsApp, SMS, Snapchat, TikTok, Tumblr, Yelp amongst many others).

Use of Social Media

You must be authorised by the UWACC Committee before engaging in social media as a representative of the club.

As part of the UWACC community, all stakeholders are considered an extension of the club. As such, determining when you are representing yourself or representing the UWACC can be difficult to determine, in particular regarding those stakeholders holding official roles at the club such as committee members or coaching staff. As such, it is particularly important that all individuals part of the UWACC ensure their actions online are generally appropriate for all audiences and consistent with the values of the club.

General Guidelines for Social Media Use

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| Common Sense | If you are unsure whether sharing content is appropriate, seek advice from others before doing so, or refrain from sharing |
| Privacy | Refrain from sharing content you would not like everyone to see. Content can quickly become public through a variety of means, even if intended to be private. |
| Causing Offence | You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate. |
| Honesty | Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source of facts before sharing content. Be transparent and honest. |

Reasonable Use If you are an employee of the UWACC, ensure your personal use does not interfere with your work commitments.

Respect Confidentiality Maintain the privacy of UWACC confidential information, including information not publicly accessible or widely known.

Err on the Side of Caution If in doubt, do not post, share or upload.

Communications Policy

Compliance with Law

Do not post or provide links to content containing illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Comply with all laws governing copyright in relation to material owned by others and UWACC's own copyrights and brands.

Respect for the Club

Do not use the UWACC intellectual property or imagery on your personal social media without prior approval of the club. This includes, but is not limited to imagery which has been posted on UWACC official social media accounts or websites. Do not create an official or unofficial UWACC presence using the organisation's trademarks or name without prior approval from the UWACC.

Do not imply you are authorised to speak on behalf of the UWACC unless you have been given official authorisation to do so. Where permission has been granted to create or administer an official social media presence, you must adhere to the UWACC Communications Policy.

Communications with Minors

The UWACC discourages communicating in writing or electronically with minors under 18 years of age individually. If communication with a minor is necessary to disseminate relevant club information, the UWACC expects that information to be provided to parents or guardians either before or simultaneously to its provision to the relevant minor. All written communication between the UWACC committee and / or coaching staff, and any player or potential player under 18 years of age is to be done via email and is to include a parent's email within all email correspondence.

Any inappropriate or illegal conduct in communicating with minors is unacceptable. In circumstances in which the UWACC becomes aware of such activity, it will be dealt with immediately and police or other relevant agencies may be contacted as necessary.

Club Parent Communication

The UWACC understands that parents take a keen interest in the involvement of their children (whether adult children or minors) at our Club, both on and off the field.

UWACC is a Premier Cricket Club, and we treat each of our players as responsible young adults. Accordingly, if they have a concern about anything at the Club (selection, club policies etc) we encourage them to directly raise it with a captain, committee member, the player welfare sub-committee or coach.

The UWACC values honesty and feedback from our players and so we hope that players would not feel concerned that any comments made to the club's representatives would in themselves have an adverse impact on their involvement. Of course, we also recognise that younger players may not necessarily always feel comfortable having difficult or challenging conversations with adults in senior positions and so we do welcome some feedback from parents as set out below.

Regarding players that are minors, the Club's Communications Policy requires that all written communications to players under the age of 18 are to be provided to that players parents or guardians by email.

In respect of players aged over 18, in certain limited circumstances, it will be appropriate for a parent or guardian to engage with the club directly, particularly where the player is not able to communicate directly with us. In the event that a parent or guardian has a complaint, would like to provide feedback, or has any other concerns they would like to raise with the club, they are to communicate directly with the Club President by email at ucc.pres@gmail.com. This is really intended to be a channel of last resort, utilised in the event the player does not feel comfortable addressing an issue through the other avenues noted above, or it is inappropriate for the player to address the complaint through those methods.

Please note also that the Club's Child Protection Officer is Christian Bauer and he can be contacted on 0407 991 611.

Communication with Cricket Operations Staff, Captains and Players

UWACC recognises parents, past players and other non-member supporters take a keen interest in the club's on-field performance. The club places full support in those who are responsible for the clubs on-field preparation and game day operation. The primary obligation of the Club's Cricket operations personnel (inclusive of coaches, captains and members of the playing group) is to the Club and its current players, and there is no obligation on them to engage with parents, past players or supporters regarding cricket operation matters.

Should any parents, past players and other non-member supporters wish to raise a concern, issue or provide feedback that relates to any cricket operation matter please contact UWACC Vice President, Kevan Penter on 0419 346 918.

Breach of the Communications Policy

If you notice communications or content published in breach of this policy, report the circumstances immediately to the Club President.

Depending on the circumstances of the breach, disciplinary action may be taken.

Employees of the UWACC in breach of this policy may face disciplinary action, including termination of employment.