



## MEDIA POLICY AND PROTOCOL

### **Media Policy**

A key objective of the Western Region Football League (**WRFL**) is to create and maintain a quality environment that provides access to, and encourages active participation in, Australian Rules Football at all levels throughout the Western Suburbs of Melbourne.

The WRFL also has a critical role as a community leader by promoting an activity which maintains health and wellbeing, and actively engages people within their communities.

A consistent and positive approach to representing the WRFL, promoting its objectives and encouraging further participation is therefore essential in all external and internal WRFL communications.

This Media Policy and Protocol applies to all stakeholders in the WRFL, including its Clubs and the officials and members of the Clubs, the Umpires' Association, the Trainers' Association, the Executive Board and the WRFL Administration. If there are any instances of non-compliance with this Policy & Protocol, the incident(s) of non-compliance may be investigated by the WRFL and further action may be taken under the WRFL Rules & Regulations.

### **Protocol – how to deal with the Media**

The WRFL's protocol for managing incidents and/or promoting a WRFL stakeholder or participant is set out below. If any WRFL participant has any questions regarding this information, they should first contact their Club or Association. The matter may then be referred by the Club or Association to any one of the list of contacts in this document.

#### **1. Response to Media inquiries related to WRFL related issues**

All Media inquiries regarding WRFL related issues must be referred to the WRFL contacts listed in this document. No other staff member or official has any authority to speak to the Media.

Please take the details of the Media contact, the reason for the call (if notified) and indicate that they will be called back by the WRFL representative as soon as possible. Please provide these details to the relevant WRFL representative when you advise them of the Media inquiry.

All Media inquiries should be dealt with efficiently and courteously with due regard to the fact that the Media may be working to deadlines which require a prompt response.

**2. Response to Media inquiries related to specific Club/Association issues and incidents**

All Media inquiries should be dealt with efficiently and courteously with due regard to the fact that the Media may be working to deadlines which require a prompt response.

**3. Preparing Media releases, promotional documents, interviews etc.**

All Clubs, Associations and other stakeholders in the WRFL should refer all inquiries to the WRFL Media Manager for advice, even if the matter is Club/Association specific.

**4. Where and what assistance is available to assist in publically promoting your Club or Association**

The WRFL makes the professional services of its Media Manager available to all Clubs and Associations and it is highly recommended that Clubs and Associations avail themselves of this valuable resource.

**WRFL Media Contacts**

If any of the incidents set out above occur and are required to be referred onto a WRFL representative, or for queries or further information about this Media Policy & Protocol, please contact:

**Kirstie Fitzgerald**

WRFL Media & Communications Officer

BH: 03 9315 5400

AH: 0432 628 351

**Bob Tregear**

WRFL Chief Executive Officer

BH: 03 9315 5400

AH: 0418 348 986

**David Newton**

WRFL General Manager

BH: 03 9315 5400

AH: 0410 628 067

**Date:** 12<sup>th</sup> April (2011)