

## SPOKESPERSONS POLICY

### POLICY

1. In accordance with Engineers Australia's mission to be recognised as a trusted source of information representing the profession and all disciplines of the engineering team, Engineers Australia spokespersons are expected to follow protocols to ensure consistency across Engineers Australia's public messages and communications to protect the reputation and good standing of Engineers Australia.
2. Engineers Australia aims to create a coordinated and consistent approach for all communications by authorised spokespersons. The accompanying Spokespersons Procedure has been developed to guide corporate positioning activities for the organisation to achieve the greatest effect on its target audiences.
3. Interactions with the media, political stakeholders and general public should be as easy and accessible as possible, particularly among divisions of Engineers Australia, while maintaining a high degree of transparency and accountability across the organisation.
4. To effectively raise the public profile of Engineers Australia among members within the media, across all levels of government and with the general public, it is important that authorised spokespersons communicate consistently and adhere to Engineers Australia's agreed positions.
5. This consistency aims to build a better understanding of the engineering profession and the views and opinions of our members. This will assist with positioning Engineers Australia as a trusted source of accurate, impartial, credible, objective and timely information on matters relevant to members of Engineers Australia and the engineering profession.
6. No person is to make a public statement or comment on behalf of Engineers Australia unless they are specifically authorised to do so.
7. 'Public statement' or 'comment' includes: media releases, written articles or correspondence, interviews, communication via social media/online networks and electronic media, representations at meetings/events/conferences, on industry, professional and/or government bodies and any other occasion whereby any comment is publicly issued or reasonably expected to be transmitted in a public manner.
8. All authorisations to spokespersons can only be made by those authorised persons specified at clauses 9 and 10 of the Spokespersons Procedure.
9. The Board authorises occupants of the following positions to make public statements on behalf of Engineers Australia:
  - a. The National President;
  - b. Chief Executive Officer;
  - c. Executive General Manager Communications and Member Service (or equivalent title);
  - d. National Manager Public Affairs;

- e. National Manager Media;
  - f. Relevant General Manager/Division Manager; and
  - g. Division Presidents.
10. Authorised spokespersons may comment on issues according to their area(s) of expertise/knowledge and according to Engineers Australia’s agreed position.
  11. It is the responsibility of the authorised spokesperson to ensure that all public comment is made in accordance with Engineers Australia’s agreed position.
  12. ‘Agreed position’ refers to any position statement endorsed by the Board or Chief Executive Officer (CEO).
  13. Any member of Engineers Australia, including former Office Bearers, is free to comment publicly as an individual on any subject raised in any media and may use their credentials such as Engineers Australia post-nominals. In such instances, all reasonable steps must be taken to ensure that these views are clearly separate from the views of Engineers Australia.
  14. Should any authorised spokesperson or member of Engineers Australia make public comment(s) in contravention of the policy or procedure, Engineers Australia reserves the right to issue a correcting statement and/or make reparative public statements.
  15. Inappropriate or unauthorised public statements may constitute a breach of the Engineers Australia’s Code of Ethics and may result in disciplinary action.

**WHO DOES THIS POLICY APPLY TO**

16. This policy applies to:
  - Engineers Australia’s employees
  - Office Bearers and other volunteers
  - Members

**LINK TO RELATED POLICIES AND/OR PROCEDURE(S)**

- Spokespersons Procedure

Date Approved by Board: November 2016	Date of Effect: November 2016	Review Date: November 2019
Responsible Officer: Executive General Manager, Communications and Member Service		