



MEDIA COMMUNICATIONS POLICY

For those engaged in a University of Notre Dame Australia (UNDA) degree or course, UNDA Policies and Procedures also apply. Where there is a conflict between this policy and the UNDA policies, the UNDA policies should be followed.

Purpose

Te Kupenga acknowledges the role of staff in enhancing our organisation's reputation through communication of achievements to the media and contributing to public discourse and debate. This policy gives guidelines for ensuring staff remain within the Staff Code of Conduct.

Principles

- Only the Chief Executive and Board Chair can provide an official comment to the media on Te Kupenga business or our position on any matter.
- On appropriate occasions, the Chief Executive may authorise others to make official comments on behalf of the organisation.
- Staff may comment to the media within their area of expertise. They should provide their opinion as an academic or professional expert.
- Staff should ensure that their personal opinions and media posts are not misrepresented as official communications from Te Kupenga.
- Staff should not publicly debate opinions on official Te Kupenga business or position.
- In relation to the media, Te Kupenga staff will act in the best interest of the organisation and exercise academic freedom subject to their obligations as an employee.
- Staff should not engage with the media in any activity or comment which is designed to bring Te Kupenga into disrepute.
- All requests for official comment should be referred to the Chief Executive.

Approval & Review

The Media Communications Policy is subject to the normal three-yearly review. Review is the responsibility of the Governance Board.

Issued: 28 July 2023

Next review: June 2026