



## Public Relations Policy (Board)

<b>Policy Number:</b>	<b>BO-030</b>		
Date Approved:	February 2014	Approved By:	The Board
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Version 1			

### 1. Aim

Breakaway is committed to presenting a positive image of the organisation and the families it supports to community.

The purpose of this document is to set out the roles and responsibilities of the Board and the GENERAL MANAGER to implement this policy.

### 2. Scope

This policy applies to employees and volunteers of Breakaway including members of the Breakaway Board

### 3. Policy

All Board members are ambassadors for Breakaway and will advance the image and reputation of the organisation in the community.

#### 3.1 Spokesperson

- The Board will appoint a spokesperson on issues of public interest.
- The GENERAL MANAGER is authorised to speak on operational matters related to Breakaway or other matters as delegated by the Board.

#### 3.2 Marketing, Promotion and Advertising

- The Board ensures that the operational budget allocates funds for marketing, promotion and advertising.
- The GENERAL MANAGER is responsible for approving all marketing, promotion and advertising for Breakaway, including the material of other organisations referring to Breakaway.
- The GENERAL MANAGER is responsible for approving the use of the Breakaway logo on marketing, promotion and advertising documents, including the material of other organisations referring to Breakaway.
- All marketing and promotion activity shall include the logo and the brand of Breakaway.
- All marketing and promotion will represent children/young people with a disability and their parent/carers in a strengths based and ethical manner.
- The GENERAL MANAGER is responsible for ensuring that all appropriate consents are obtained before using the image of a child/young person with a disability and their parent/carer.

### 3.3 Crisis Management

- The Breakaway Chairperson, in consultation with the GENERAL MANAGER will convene an emergency/special meeting of the Board in the event of issues of crisis, emergency or matters which significantly impact on Breakaway.
- The Board will consider the engagement of professional advice in respect of such crisis.
- Any media statement in relation to a crisis will only made after it has been approved by the Board or their nominated representative.

This policy must be read in conjunction with the policies and procedures which supports this policy:

Feedback and Complaints Policy  
Public Relations and Media Policy  
Social Networking Usage Policy  
Technology Usage Policy  
Death of a Child/Young Person Policy  
Lockdown Policy  
Family Law and Access Policy  
Child Protection Policy  
Emergency Management and Evacuation Policy

### 4. References

Corporate Governance Principles and Recommendations ASX Corporate Governance Council  
'It's Your Business' NSW Department of Ageing, Disability and Home Care  
Associations Incorporation Act 2009 (NSW)  
Human Rights and Equal Opportunity Commission Act 1986 (Cth)  
Work Health and Safety Act 2011  
Racial Discrimination Act 1975 (Cth)  
Disability Discrimination Act 1992 (Cth)  
Anti-Discrimination Act 1977 (NSW)  
Sex Discrimination Act 1984 (Cth)  
Privacy Act 1988 (Cth)  
Privacy and Personal Information Protection Act 1998 (NSW)  
NSW Disability Service Standard 6

### 5. Persons Responsible

All employees and volunteers are responsible for:

- Compliance with all Breakaway policies and procedures.

Managers are responsible for:

- GENERAL MANAGER is responsible for matters to the Board as required by this policy

Board are responsible for:

- Approval of this policy
- Implementation of this policy

### 6. Definitions

**Breakaway** – all Breakaway Incorporated services and programs

**Board** – the governing body of Breakaway, comprised of elected or appointed members who jointly oversee the activities and legal responsibilities of the organisation

**Manager** – refers to the GENERAL MANAGER

**Staff** – refers to employees and volunteers of the organisation

**Family** – refers to the parents/caregivers of the children or young people that receive support from Breakaway

**Due diligence** – the degree of care and caution required by the circumstances of a person

**Fiduciary duty** – the highest standard of care imposed at either equity or law. The duty of caring for another's money.

**Governance** – is the legal authority of a Board to establish and be accountable for policies that will affect the life and work of the organisation.

**Risk** – the likelihood and consequence of something happening that will have an impact on objectives

**Risk management** – the process of identifying, assessing and judging risks, assigning ownership, taking actions to mitigate or anticipate them, and monitoring and reviewing progress

**Duty of care** – the obligation to take reasonable care to avoid causing harm to another person

**Vicarious liability** – situation in which an employer can be found liable for wrongs committed by employees in the course of the employer's work

**Ethics** - The basic concepts and fundamental principles of right human conduct. It includes study of universal values such as the essential equality of all men and women, human or natural rights, obedience to the law of land, concern for health and safety and, increasingly, also for the natural environment

**Vision** – where an organisation wants to be at the end of the planning period

**Values** – the core principles that guide an organisation's service delivery and management

***Document review history***

<b><i>Date</i></b>	<b><i>Section</i></b>	<b><i>Change</i></b>