



COMMUNICATIONS POLICY

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SECTION 1 COMMUNICATIONS POLICY FRAMEWORK

1.1 Policy statement

Tropical Fruits is committed to effective, accessible, transparent and equitable dissemination and receipt of information and communications within the organisation, and with stakeholders and the media.

1.2 Purpose and scope

The purpose of this policy is to provide guidance to Tropical Fruits in developing and implementing communication strategies.

This policy applies to all Management Committee members, sub-committee members, volunteers, staff (including consultants/contractors), and encompasses:

- The purpose of the organisation's communication
- Communication tools and mechanisms
- Feedback and complaints from stakeholders
- Privacy and confidentiality
- Website Management
- Social media
- Marketing and promotion
- Liaison with the media

1.3 Definitions

Confidentiality	Information is accessible only to those authorised to have access and is protected throughout its lifecycle.
Consent	Voluntary agreement to some act, practice or purpose. Consent has two elements: (a) knowledge of the matter agreed to, and (b) voluntary agreement.
Complaint	An expression of dissatisfaction made to the organisation about its staff, products or services where a response or resolution is explicitly or implicitly expected.
Complainant	A person or organisation raising a complaint.
Complaint handler	The person identified to investigate the complaint and respond to the complainant.
Plain English	Plain English refers to clear and concise messages, written with the ease of comprehension of the reader in mind and with the right tone of voice. Plain English writing includes the use of active verbs, short sentences and reader-appropriate words; for more information, refer to the Plain English Campaign .
Easy English	Also known as 'easy-read' or 'easy-to-read', Easy English is a simple and controlled writing style developed for people who have difficulty reading and understanding information. It identifies the key points a person needs to know and the most direct and concise way to say it. Images relevant to the message are usually incorporated.
Feedback	Comments provided to the organisation about its staff or services through formal (e.g., survey, feedback forms) or informal (e.g., phone or email conversations) means. Feedback can be positive or negative, including compliments and complaints.

Identifiable information	Individual records/information containing age, sex, statistical or other components that could enable an individual's identity to be reasonably ascertained and breach their privacy.
Information management	The creation, collection, storage, access, use and disposal of information assets.
Personal information	Information or an opinion about an identified individual, or an individual who is reasonably identifiable: (a) whether or not the information or opinion is true; and (b) whether or not the information/opinion is recorded in a material form.
Privacy provisions	The collection, protection and disclosure of personal information provided to the organisation by members, Management Committee and subcommittee members, staff, volunteers, guests, partners and other stakeholders.
Record	A document, electronic or other device in which information is kept.
Respondent	The person or persons who are the subject(s) of a complaint. Note: in some circumstances, complaints may not relate to a respondent, but may be in relation to a service, process or activity.
Sensitive information	a) information or an opinion about an individual's: i. racial or ethnic origin ii. sexuality or practices iii. political opinions iv. membership of a political association v. religious beliefs or affiliations vi. philosophical beliefs vii. membership of a professional or trade association viii. membership of a trade union ix. criminal record
Social media	Online tools or websites (e.g., Facebook, YouTube, Instagram, etc.) that engage, create and share user-generated content, data and comments.
Social media identification	Online name, ID, username or user account name of individuals when using online or social media tools and programs.
Universal Communication	Communication strategies designed to support access and participation of all people, including those who may have minimal literacy, cognitive ability or are from a non-English speaking background.

1.4 Principles

- Communication with members, staff, media and other stakeholders, is a key activity of the organisation.
- Clear, consistent and equitable communication within the organisation is essential for effective organisational strategies and operations.
- All communication is presented in plain English. Refer to the [Plain English Campaign](#).
- Communications are presented in Easy English when appropriate.
- External communication is broadly representative of community needs.
- Communication strategies ensure access, equity, timeliness, accountability and integration.
- The organisation understands that some information may be sensitive in nature and holds information in accordance with the [Privacy Act 1988](#) and the [NSW Privacy and Personal Information Protection Act 1998](#).

1.5 Outcomes

- Tropical Fruits staff, Management Committee, sub-committee members and community are consulted and engaged through the provision of information of the organisation’s activities and operations.
- Organisational communication practices increase awareness of Tropical Fruits and enhance the organisation’s position in community.
- Internal communication practices support sharing of knowledge, good management and operations within Tropical Fruits.
- External communication strategies are considered in organisational planning as part of its formal quality improvement program.

1.6 Delegations

Management Committee	<ul style="list-style-type: none"> • Endorse and ensure compliance with this Communications Policy. • Contribute to internal and external communication strategies and activities. • Respond to complaints relating to the Club Manager, and via the Club Manager, to complaints relating to Management Committee members and to high level or escalated complaints from community, staff or stakeholders as required. • Be familiar with the organisation’s legislative requirements regarding communication, privacy and the collection, storage and use of personal information.
Secretary	<ul style="list-style-type: none"> • Advise the Management Committee on strategic and operational Communications matters and participate in decisions relating to these. • Lead the Communications sub-committee
Club Manager	<ul style="list-style-type: none"> • Comply with this Communications Policy. • Contribute to internal/external communication strategies and activities. • Receive, record and manage feedback and complaints and direct these to the Management Committee for handling as required. • Oversee the operations of the organisation’s website in collaboration with staff and external consultants. • Oversee and/or maintain, develop and disseminate Tropical Fruits materials, including promotional materials. • Update content of the communication database • Oversee the production of Tropical Fruits newsletter. • Ensure website and social media are reviewed and maintained. • All primary liaison with media is responsibility of the Club Manager in collaboration with the Chair, including developing and responding to media releases. This responsibility may be delegated to an appropriate member of the team. • Act as the primary contact to communicate between the organisation and the Management Committee. • Endorse or advise on draft media releases prepared by other staff. • Oversee production of external communications. • Manage feedback and complaints processes. • Have a working knowledge of the organisation’s legislative requirements regarding communication, privacy, and the collection, storage and use of personal information.

	<ul style="list-style-type: none"> • Ensure systems are in place to communicate appropriately and adequately protect the privacy of personal information of community, staff members and stakeholders.
Staff and volunteers	<ul style="list-style-type: none"> • Comply with this Communication Policy. • Where possible and relevant, contribute to internal/external communication strategies and activities. • Actively contribute/write articles and collate items of interest for the organisation's communications. • Receive feedback and complaints and report to the Club Manager or Chair if related to the Club Manager. • Act in accordance with legislation and organisational systems in place to protect privacy and personal information.

1.7 Policy implementation

This policy is developed in consultation with relevant staff and is approved by the Management Committee.

This policy is to be part of all orientation processes and all Management Committee members, sub-committee members, volunteers, staff and other internal stakeholders are responsible for understanding and adhering to this Communications Policy.

This policy should be referenced in relevant policies, procedures and other supporting documents to ensure that it is familiar to all staff and relevant volunteers and is actively used. This policy will be reviewed in line with the organisation's quality improvement program and/or relevant legislative changes.

1.8 Risk management

Tropical Fruits develops and implements communications systems and actions relating to privacy and confidentiality to ensure they are effective and regularly monitored and comply with relevant legislation.

All Management Committee members, sub-committee members, volunteers, and staff (including consultants and contractors), volunteers, students and Management Committee and sub-committee Members are made aware of this policy and are provided with ongoing support to assist them to effectively use internal and external communication systems and to establish and maintain privacy and confidentiality.

SECTION 2 EFFECTIVE COMMUNICATION

Tropical Fruits implements mechanisms and tools to communicate effectively internally, and externally with its stakeholders and the broader community in order to enhance the organisation's operation and achieve its strategic goals.

2.1 Purpose of communication

Tropical Fruits communicates for several purposes, to:

- Increase awareness of the organisation and its goals
- Enhance community understanding of its target group
- Promote events and other work of the organisation

- Share knowledge and improve understanding of its stakeholders and the broader community
- Share knowledge within the organisation to ensure effective organisational management
- Raise funds ethically and sustainably
- Ensure events are as effective as possible in advancing Tropical Fruits' strategic objectives

Communication strategies and activities are undertaken to assist and support the achievement of broader organisational strategic goals.

2.2 Types of communication

Tropical Fruits communication types include:

- Internal: information and knowledge that is shared within the organisation.
- Incoming: information and knowledge that is sought and/or received from an external source.
- Outgoing: information and knowledge that is initiated, developed and distributed by the organisation for an external audience.

2.2.1 Environmental communication

- All signage is clear and easy-to-understand and is easily visible, e.g., signage relating to health and safety and program information.
- The organisation's service environment is clutter-free, e.g., signage is updated when relevant and removed when out-of-date.

2.2.2 Internal communication

Internal communication is information and knowledge that is shared within the organisation and between staff, students, volunteers, Management Committee and sub-committee members. Effective internal communication is essential for good organisational management. All Management Committee members, sub-committee members, volunteers, staff are responsible for contributing to the organisation's communication strategies and activities.

A range of mechanisms and tools are used for internal communication. These include:

- **Staff, team and specific activity meetings**
Meetings between members of staff, Committee, sub-committees and activities are held regularly to provide opportunity for information-sharing and decision-making on a range of strategic and, operational and matters.
- **Management Committee and sub-committee meetings**
Management Committee and sub-committee meetings support effective governance for the organisation. Management Committee meetings may also include time for staff (and occasionally contracted consultants or other stakeholders) to communicate with the Management Committee on a range of activities, operational or general issues for the organisation.
- **Email and electronic calendars**
The use of email and electronic calendars may be used for effective communication amongst Management Committee members, sub-committee members, volunteers, and staff. These tools are a simple and effective way to share information. These tools also provide a record and may be considered as a means of formal documentation.

All staff are expected to use email.

Information is also shared internally through other communication mechanisms, such as:

- Documents on shared, web-based folders
- Social Media including but not limited to Messenger and Facebook
- Other online messaging tools

2.2.3 Incoming communication

Incoming communication is information and knowledge that is sought and/or received from a source that is external to the organisation. Incoming communication supports the organisation to work towards its goal/s, and strategic plan.

Tropical Fruits receives incoming communication from the following sources:

- Existing, potential members
- Activity, policy, events and other activity partners
- Broader community services sector organisations
- Government departments and funders
- Engaged and potential consultants
- Media

A range of mechanisms and tools are used to receive incoming communication, including those described in outgoing communication below.

Other means of receiving incoming communication:

- **Member and stakeholder consultation**

In recognition of the role that members and other stakeholders play in assisting in strategic endeavours, Tropical Fruits undertakes consultation with members and stakeholders.

Tropical Fruits recognises the importance and value of utilizing a co-design framework for the purposes of planning and improving programs to better meet member needs and achieve positive outcomes.

Consultation may be through informal or formal means such as surveys, site visits, event feedback, research or contracting consultants. Members and community may also participate in sub-committees and advisory/steering groups as a mechanism for providing expert input into activities and services.

2.2.4 Outgoing communication

Outgoing communication is information and knowledge that is initiated, developed and distributed by Tropical Fruits for an external audience.

Refer to the Corporate Image Section of this policy for information on corporate image, branding and copyright which is relevant to all organisational communication.

Tropical Fruits provides outgoing communications to the following audience:

- Members, potential members
- Funders – government and other organisations
- Engaged and potential consultants
- Event, policy and other activity partners
- Government departments and branches
- Media

To develop outgoing communication, Tropical Fruits conceptualises and develops effective communication structured around the following:

Component	
Element	Details
What	Identify broadly what it is that is to be communicated
Message	Use a message(s) to communicate
Audience	Identify who the audience is, adapt the message accordingly
Messenger	Identify who will do the communicating and why
Mechanism	How will the message be communicated?
Review	Was the message received, understood? Did it create interest? Was there any feedback?

A range of mechanisms and tools are used to distribute outgoing communication. These include:

- **Organisation website**
www.tropicalfruits.org.au
 The website is a primary tool for distributing outgoing information to a broad audience. Information about the organisation’s goal, events, social programs, governance, activities, current activities and news items is maintained by the staff and external contractors working under instruction from the Club Manager. Web content should be clear, concise, engaging and written in plain English. Content should be updated at least monthly.
- **Tropical Fruits Newsletter and Annual Report**
 Tropical Fruits newsletter is produced regularly with a primary target audience of members, staff, Management Committee and sub-committee members, partners and other stakeholders. Committee members and staff may be consulted to contribute information and write stories which are collated and may be edited by the newsletters’ Editor.
- **Email updates**
 Email updates produced by the organisation include:
 Informational style emails to members sent in bulk or to selected groups
- **Facebook**
 Tropical Fruits currently hosts a Facebook Pages and one ongoing group:

 - i. Tropical Fruits Inc
 - ii. Bush Fruits Tropical Fruits Landcare Group
- **Messenger**
 Messages received from external parties are monitored and responded to by the Production Assistant and/or Communications team. Additionally, ad-hoc groups are set up to facilitate communication and information sharing for members of sub-committees and other working groups.
- **Organisational documents**
 Tropical Fruits produces a number of organisation and event-specific documents that provide information about its plans, achievements and activities. Documents such as annual reports, strategic plans, event flyers may be provided to members, stakeholders, funders and regulators.

Organisational documents for outgoing communication will also be distributed internally, to all staff and Management Committee members.

- **Events, forum and meeting representation**

Management Committee and staff members participate in relevant events, local forums, and advisory groups representing the organisation. Participation also allows for information gathering so that the organisation is better informed and better able to provide services for members.

- **Media communication**

Tropical Fruits may produce or respond to media releases on behalf of the organisation. Media releases may be developed to promote an event or activities achievement.

The organisation may partner with other organisations in producing or responding to a media release. The Club Manager and/or Chair hold responsibility for liaison with the media, including approving media releases. Writing media releases has the oversight responsibility of the Club Manager.

- **Stakeholder meetings**

Staff may participate in meetings with relevant stakeholders to provide support, share information about current activities and issues, and to gather feedback. Regular contact with stakeholders is part of the organisation's operations. All staff are responsible for developing and maintaining effective relationships with stakeholders.

2.3 Record-keeping

All documents bearing the organisation's name and/or logo, including digital and electronic materials, must be saved in the electronic and/or hard copy filing systems. Documents that are created digitally are saved digitally and are viewed as the source of truth of the document. Printed copies of these are viewed as uncontrolled.

SECTION 3 CORPORATE IMAGE

The organisation acknowledges that all its communication activities should be delivered with the intent of effectively informing members, stakeholders and the broader community of the organisation's goals, events, activities and outcomes.

The purpose of this Section is to provide guidance to Tropical Fruits in developing and maintaining a clear and consistent language and branding to improve awareness of Tropical Fruits and enhance access to information about goals, services programs and outcomes.

Tropical Fruits' corporate image refers to logos, design elements, typography, templates and any other visual identification that identifies or relates to the organisation.

This Section applies to all Committee members, sub-committee members, volunteers, staff and other stakeholders.

This Section also ensures that Tropical Fruits':

- Language and branding are consistent and clear throughout all activities
- Corporate image supports the access to information and services
- Corporate image enables the general public to identify and recognise Tropical Fruits

- Corporate image supports and increases the credibility of the information provided by Tropical Fruits
- Corporate image conveys the organisational values of being Fun, Safe & Inclusive

3.1 Branding

3.1.1 Logo

Tropical Fruits name and logo are copyright and must only be used for communication that is directly related to the organisation and not for personal use.

The organisation's logo is to be used on all external documentation. All outgoing communication must carry the organisation name and/or logo; this communication includes letters, reports, flyers, activity materials, leaflets and emails.

3.1.2 Typography

The preferred font and formatting details for published documents and letters at Tropical Fruits are:

Tropical Fruits formatting	
Item	Format
Font	Calibri
Font colour	Black
Text size	11 point
Preferred spacing	1.5
Text alignment	Align left
Date format	January 1 st 2021
Tropical Fruits Pink	Pantone 219c

3.1.3 Design templates

In order to provide clear information and a consistent style for organisational documents, Tropical Fruits has developed a range of templates with the organisation branding and style for external documents.

Electronic copies of the organisation's templates are located at in our internal drive (NAS) under Stationery/ Logo

3.1.4 Corporate stationery

All stationery, such as letterhead paper, envelopes, business cards and invoices must display the organisation's logo.

3.1.5 Organisation description

A consistent organisation message demonstrates a cohesive, focused and professional organisation for members, stakeholders and the broader community. The approved summary is to be used in the development of external service, event and activity reports, proposals, grant submissions, agreements and media communications.

The **About Tropical Fruits** description is found at tropicalfruits.org.au/about-us

3.1.6 Promotional material

Tropical Fruits retains its branding and style in all promotional material and publications. Photographs for documents and publications for promotion are located a secure, internal digital system.

3.2 Language and terminology

3.2.1 Plain English

Tropical Fruits documents, publications and other forms of communication are to be written in plain English. For more information, refer to the [Plain English Campaign](#).

3.2.2 Australian English vs. American English Spelling

All documents should be written using Australian English.

3.2.3 Correspondence address blocks and signatures

Email correspondence

Emails are a main tool for distributing internal and outgoing information to staff, stakeholders and broader networks. Emails provide simple and individual information on members, services, events and other organisational activities.

All emails sent from a Tropical Fruits are the property of the organisation and may be subject to review by Management or requested via subpoena by the courts. All emails sent from Tropical Fruits representatives are written in a professional manner, are clear, concise and with privacy and confidentiality in mind. Communication about members internally or externally will only include information relevant to the topic and will be marked as confidential. A consistent format for Tropical Fruits emails includes:

Item	Description	Example of item
Salutation	Include a standard salutation line when sending an email to members.	Dear Name, Hi Name or Name,
Email content	Suggested font for any email is Arial or Arial Narrow, size 10 or 11, colour black or the MS Outbox default colour.	Arial 12pt Dear John
Closing line	Include a standard closing line when sending an email to members.	Regards Kind regards Fruity regards
Staff member signature	Use a consistent email signature containing the following details: <ul style="list-style-type: none">• Name• Position• Organisation name• Contact details• Organisation website• Organisation logo	Fruity regards, Marie Reilly Tropical Fruits Club Manager fruits@tropicalfruits.org.au www.tropicalfruits.org.au Telephone: 02 6622 6440 Mail: PO Box 6305, South Lismore, NSW 2480

		Pronoun: She/Her <u>Learn about pronouns</u> Tropical Fruits is a non-profit LGBTIQ community organisation, run for our community by our community. Logos and confidentiality notice to be added.
Acknowledge ment of traditional custodians	An acknowledgement of the traditional custodians of the land is to be included underneath the signature block.	<i>Tropical Fruits acknowledges the Widjabul/Wia-bal People of the Bundjalung Nation and pays our respect to Elders past, present and emerging.</i> <i>This always was and always will be Aboriginal land.</i>

Letterhead correspondence

Formal correspondence is an essential tool to inform members, stakeholders and broader networks of decisions, invitations, official activities or directions of the organisation. A consistent format for formal correspondence includes: letters of offer of employment; thank you letters to donors; covering letters for signed contracts.

Letterheads must only be used for official Tropical Fruits correspondence. Staff are forbidden to use Tropical Fruits letterhead on any personal correspondence or documents of any kind.

SECTION 4 WEBSITE CONTENT

The website presents a comprehensive overview of Tropical Fruits and provides information on its mission, governance, news, events, membership, activities and fundraising. It also provides a point of contact via contact forms.

The website has been developed and managed by an external consultant in collaboration with the Club Manager. All staff are responsible for maintaining the organisation's website.

The website also contains the following information:

- Acknowledgement of local Aboriginal custodians
- An opportunity to donate on-line via Tropical Fruits website
- Online Membership form

SECTION 5 MEDIA COMMUNICATIONS

Tropical Fruits recognises that a diverse range of media such as newspapers, radio, television and the internet are primary sources of information for many people regarding the organisation's programs and events and play an important role in how the organisation is perceived.

The purpose of this Section is to provide guidance on responding and commenting on organisational operations and strategies through media outlets in order to communicate and enhance transparency and fully realise the organisation's goals and strategic outcomes.

5.1 Media liaison

Tropical Fruits Chair and/or Club Manager hold full responsibility for liaising with media, including developing and responding to media releases and providing media interviews. Other staff may contribute to the development of media releases with final endorsement and/or presentation by the Chair and/or Club Manager.

Any communication to the media by staff must be authorised by the Club Manager or in absence of the Club Manager by the Chair. When approached by the media, staff are to respond by taking details and forwarding inquiry to the Club Manager or the Chair. The Club Manager or Chair also have authority to delegate this function as appropriate.

5.2 Purpose of media communication

Tropical Fruits liaises with the media in order to:

- Advocate for and represent the community and member group
- Support LGBTIQ+ directions or media campaigns
- Create awareness and understanding of the organisation and its events.
- Promote the work and outcomes of both the organisation and its members
- Contribute to public and sector discussion on LGBTIQ+ issues highlighted through the media.

5.3 Media release

Tropical Fruits may produce or respond to media releases on behalf of members and/or the organisation. Drivers for producing or responding to media releases include: the promotion of a major event, activity achievement, positive member outcomes, to generate a feature story, radio or TV report, advocacy on behalf of members and LGBTIQ+ communities, or to counter any negative media coverage relating to the organisation, its members and the LGBTIQ+ communities.

Tropical Fruits may collaborate with other organisations in producing or responding to a media release.

Situations where a media release may be appropriate include:

- Responding to a request from a media entity
- Responding to an existing media release or a publication
- Promotion or launch of a major Tropical Fruits activity or event
- Communicating a position on a particular issue relevant to the organisation's operations.

Refer to the organisation's *Media Release Template* for further guidance.

5.4 Developing and maintaining media relationships

Following any type of media communication, including positive or negative, the Club Manager, the Chair will telephone or email the media contact to provide feedback on the media opportunity and to further strengthen the relationship with the organisation.

Information about the organisation may be provided to a media contact as a means of engaging media entities and to support any organisational-initiated media communications. An organisational information pack may include:

- Strategic plan
- Latest Annual Report
- Activity and events flyers
- Other relevant information about the organisation.

Tropical Fruits understands media deadlines and time constraints and tries to respond promptly to any media enquires as a matter of priority, if possible.

5.5 Content of media communications

Tropical Fruits complies with relevant privacy and defamation obligations, including the Privacy Act 1988 and does not identify individuals, groups or organisations without consent, and does not engage in derogatory, demeaning or personal attacks.

Media communications are broadly representative of the organisation's members, or specifically related to the community it serves, activities or events.

5.6 Style of media communications

All Tropical Fruits initiated print and digital media releases identify the organisation as the author and where possible include the following:

- Organisation's logo
- Contact details
- Reference to the organisation's website.
- Date of release

All media communications are:

- Presented in Plain English.
- Clearly define the issue, the organisation's views and what the organisation is seeking.
- Provides clear explanations where acronyms and specific terminology is used.

Refer to the organisation's *Media Release Template* for further guidance. For more information on branding and language style, refer to the corporate image Section of this policy.

5.7 Record-keeping

An electronic copy of all media communications is saved in the organisation's system of record / filing system in the internal drive (NAS).

Following any media release or communication including print material and interviews, the Club Manager and/or Management Committee Chair will:

- Inform staff of the activity
- Provide a copy to be posted on the organisation's website

Feedback provided from members, stakeholders and the community regarding media releases or communications is to be forwarded to the Club Manager and the person responsible for the activity.

The Club Manager and responsible person will collate the feedback and inform staff and Management Committee members, and where necessary respond to feedback.

SECTION 5 MARKETING AND PROMOTION

Tropical Fruits is committed to accurate and relevant information about how its activities and events are disseminated and made available to members, stakeholders and the broader community in a clear and timely manner.

The purpose of this Section is to provide guidance on planning, developing and reviewing marketing and promotional strategies and how this material is distributed and promoted to ensure that events and activities are accessed.

This Section ensures that the organisation's:

- Promotional materials meet the needs of members as well as the broader community
- Information is accessible and easily understood by people with diverse communications needs
- Information reflects the diversity of its operations
- Promotional material is visible and identifiable to members, stakeholders and the general community
- Information is spread through a variety of different communication channels, such as printed material and online data that is available
- Promotional activities are consistent and delivered appropriately
- Marketing and promotional material is consistent with the organisation's values, legal requirements, related policies and codes of conduct

5.1 Publications

The organisation uses different types of publications to deliver information to the public. Publications may include:

- Organisational brochures
- Flyers and posters
- Newsletters
- Website information
- Photographic material.

When publishing documents, the organisation considers the following:

- Organisation's corporate image and branding
- Copyright legislation
- Information is accurate and up to date, with the source noted as appropriate
- Publication modalities and distribution paths
- Organisational values – is it Fun, Safe & Inclusive

For more details on Tropical Fruits corporate image, refer to **Corporate Image Section** of this policy.

5.1.1 Copyright notice

Copyright protection starts when a work is first recorded, written down or made, although there are exceptions for unpublished photographs. Copyright protection is automatic: there is no registration requirement or other formality, and no fees are payable.

Tropical Fruits demonstrates copyright protection by including the copyright symbol and a copyright statement on all published materials. The copyright notice is to be placed on the reverse of the title page of printed publications and on the home page (or a linked page) of electronic documents.

The standard copyright notice is:

© Tropical Fruits [insert year] Australia.
This work is copyright. You may download, display, print and reproduce this material in unaltered form only (retaining this notice) for your personal, non-commercial use or use within your organisation. Requests for further authorisation should be directed to: Club Manager, Tropical Fruits PO Box 6305 Lismore NSW 2480.

Contact details may also be placed on the reverse/last page of the publication following the copyright notice. Standard contact details are:

Logo Tropical Fruits PO Box 6305 Lismore NSW 2480 Telephone: 02 6622 6440 Website: www.tropicalfruits.org.au

5.2 Other publications

Festival Guide, Association Reports, and other publications are produced as needed.

5.2.1 Newsletter

Tropical Fruits (online and print) newsletter is a primary tool for distributing information to the organisation's members, stakeholders and broader networks. The newsletter provides information on activities, events, resources, relevant partnerships and news of what is happening in the organisation.

The Fruit Juice Editor holds responsibility for co-ordinating the production and distribution of Tropical Fruits Update newsletter. The Club Manager and Secretary approve the final draft of the newsletter.

5.2.2 Emails

Emails are a main tool for distributing outgoing information to stakeholders and broader networks. Emails provide simple and individual information on activities, events and other organisational activities. For information on email formatting, refer to Section 3 of this policy.

5.3 Distribution

Any printed and online promotional material should be distributed to relevant stakeholders.

5.3.1 Distribution list

The Production Assistant is responsible for maintaining a communication distribution list of relevant members and organisations and their contact details. Online promotional material is uploaded to the organisation's website and distributed appropriately to networks as required.

5.3.2 Distribution list changes

Organisations or individuals who request to be added to the distribution list will be contacted by an automatically generated email and added to the list if appropriate.

5.3.3 Maintenance of contacts

The Production Assistant is responsible for updating any information provided by organisations and informing other Management Committee members, subcommittee members, volunteers, staff, of any significant change(s).

5.4 Advertising

The Club Manager oversees all aspects of the organisation's advertising, including recruitment, in all media.

5.5 Record-keeping

A copy of all marketing and promotional material is to be saved in MS Word and PDF format in the organisation's system of record / filing system and is managed by the Production Assistant.

5.6 Feedback

All feedback received relating to marketing, promotion activities and publications is to be forwarded to the Club Manager. Significant positive or negative feedback is managed and recorded as per Section 7 of this policy.

SECTION 6 SOCIAL MEDIA

Social media is an important way in which communication and business is undertaken with communities, members, staff members and other organisations.

The purpose of this Section is to provide guidance on using social media platforms as a practical instrument to improve participation, engagement with the community and stakeholders, enhance transparency and fully realise the organisation's goals and strategic outcomes.

Tropical Fruits' social media strategies and processes ensure that anyone using social media tools on behalf of the organisation, produce communications that are of a consistently high quality, collaborative, appropriate, transparent and accountable. Social media tools also:

- Are recognised as an integral part of the organisation's communication
- Enable collaboration and engagement, both with the community and stakeholders
- Support responsible and accountable practices
- Are Fun, Safe & Inclusive

This Section applies to all Management Committee members, subcommittee members, volunteers and staff, volunteers.

This Section ensures that the organisation:

- Uses social media platforms to share and promote access to information, activities and events
- Creates opportunities to listen to and engage with local communities,
- Empowers staff members to use social media to respond quickly to members and emerging issues
- Supports a consistent and quality online experience
- Uses social media in a manner that is consistent with the organisation's values, legal requirements related policies, and codes of conduct.

This Section does not provide guidance on:

- Management Committee members, subcommittee members, volunteers, staff and other stakeholders
- Use of social media platforms.

6.1 Social media background

For the purpose of this policy, social media is defined as any online tools or websites that engage, create and share user-generated content, data and comments that might impact on the organisation itself or the people who access the organisation. This encompasses tools and programs that allow and promote any user to publish, discuss and share media content.

6.2 Social media plan

As part of the organisational communication strategy, Tropical Fruits undertakes social media activities based on a structured *Social Media Plan* which clearly outlines the organisation's objectives, social media platforms, responsibilities, audience, content, delivery of content and outcomes, and allows for evaluation and the measurement of the impact of social media activities in the organisation.

The social media plan and activities are managed by the Secretary and Club Manager and their responsibilities include:

- Generating content
- Selecting target audiences

The Production Assistant and/or weekly social media Editors are responsible for respond appropriately to comments, including deletion of comments that do not comply with the organisation’s Fun, Safe and Inclusive values. To seek advice from the Secretary or Club Manager where comments are complaints or may harm the reputation of Tropical Fruits.

6.2.1 Goals

The organisation goals with its social media platforms include:

- Advance and safeguard the reputation of Tropical Fruits
- Engage with stakeholders and the wider community
- Promote recruitment of members to activities and as event volunteers
- Advocate for specific issues and engage in and promote discussion
- Ensure all content aligns with the organisations goals to promote Fun, Safe and Inclusive events for all members and guests.

6.2.2 Platforms

Tropical Fruits utilises a variety of social media platforms to communicate with members, stakeholders and the broader community. Facebook is currently the primary tool, with re-use of Instagram to occur in 2021.

Tropical Fruits engages members, stakeholders and the broader community by providing the content that includes:

- Event promotion
- Positive organisational outcomes that reflect the organisations goals of being a Fun, Safe & Inclusive. Sharing and adding positive comments about other organisations achievements and LGBTIQ+ community generally
- Organisational campaigns
- Fundraising activities
- Operations changes or news
- Provide fun content and community support

6.2.3 Content delivery

Tropical Fruits delivers social media content and responds to messages in a timely manner, establishing clear and frequent posting schedules to each social media platform.

The priority of the organisation’s response to its content or posts will depend on the nature of the broader community messages or comments. These include:

Priority of organisational response	Nature of comments/messages or posts
1	Inappropriate post/comments
2	Complaints
3	Negative feedback
4	Questions
5	Other feedback

6.2.4 Evaluation

To continually improve, the organisation evaluates its social media presence by analysing the goals, online measuring tool and the tangible outcomes for the organisation. These include:

Social media goals	Online measuring tool	Organisational outcomes
Improve engagement and reach and raise positive profile and from communication	Facebook Insights (Metrics)	Improved engagement and reach and raised positive profile and enhanced communication

This supports the organisation in identifying:

- Unpopular social media platforms
- Possible changes or upgrade of the social media plan
- Content strengths and trends
- Trends and shifts in members, stakeholders and community interactions
- Donors and potential donors

6.3 Organisational identification

The organisation presence on social media platforms is defined by its online name, id, username or organisational account name when using online or social media tools and programs.

Tropical Fruits official names and accounts include:

Platform	Official name
Facebook Pages with linked Messenger	The Tropical Fruits Inc
Facebook Groups	Bush Fruits Tropical Fruits Landcare (Facebook group) Various additional groups are created and maintained on a needs basis, from one Committee year to the next, to support communications between subcommittee and other working groups' members

6.4 Social media protocol

6.4.1 Official use

Official use is when Management Committee members, subcommittee members, volunteers, or staff member, uses official social media platforms identified as a representative of Tropical Fruits with permission from the Club Manager and/or Secretary. Information provided in these messages/posts must:

- Comply with *Tropical Fruits Code of Conduct*
- Follow organisational social media content protocols

6.4.2 Personal use

Personal use is when a Management Committee member, Communications subcommittee editor, volunteer or staff uses social media platforms identified as themselves and not officially as a representative of Tropical Fruits although identifying themselves as affiliated with the organisation in their activity content. This could include photos, profile, current job, etc.

6.4.3 Inappropriate use

Inappropriate use of official and related organisational social media platforms includes, but is not limited to:

- Conducting a private business on social media websites

- Adding posts or comments to their own or the organisation's pages and groups, that are negative or critical of Tropical Fruits
- Using discriminatory, defamatory, abusive or otherwise objectionable language against people or organisations
- Stalking, bullying, trolling or marginalising any individual or group
- Uploading confidential information regarding the organisation's business

It is the direct responsibility of Management Committee member, Communications sub-committee editor, volunteer or staff to comply with the above guidelines and to advise the Club Manager of any unauthorised activity.

Inappropriate or incorrect use of organisational social media platforms is considered serious misconduct, as it affects the organisation values, credibility and professionalism with its members, stakeholders and the broader community.

Engaging in any type of social media misconduct will be managed according to Tropical Fruits Human Resources Policy and may include disciplinary actions, or in some instances, dismissal.

Following any inappropriate use of social media, the Club Manager will consider:

- Risk assessment and corrective measures
- Corrective measures action plan and responsibilities
- Issuing a media release
- Emailing or phoning anyone affected if practicable

6.4.4 Authorised access

The Club Manager and Secretary are authorised to manage social media platforms. The Secretary and Production Assistant are delegated to manage access to social media tools including accounts.

6.4.5 Systems and security

All Tropical Fruits computer systems and facilities, including social media tools, follow due process in terms of user responsibilities, copyright, access, hacking, monitoring and security breaches.

The nature of social media platforms depends on self-regulated communication channels where all individuals are able to provide feedback, complaints and either positive or negative comments. In order to ensure that Tropical Fruits social media channels are responsible and useful to the broader community, the organisation makes sure that the following comments/posts or messages are described as inappropriate and are subsequently deleted:

- Offensive, abusive or discriminatory information or language
- Graphic (violent, offensive, etc.) content
- Illegal content
- Comments about identifiable Management Committee members, Communications subcommittee editors, volunteers, staff and other stakeholders.

6.4.6 Feedback and complaints

The organisation does not delete any negative feedback or criticism and commits to acknowledging feedback as long as it is made respectfully and does not breach the conditions mentioned above.

When negative feedback is received through social media platforms, the Club Manager will acknowledge the feedback by posting the following message:

We regret that your experience with Tropical Fruits has not been positive and we would like to invite you to formally submit your comments using the details below:

Email: fruits@tropicalfruits.org.au

Phone: 02 6622 6440

Mail: Tropical Fruits, PO Box 6305, South Lismore NSW 2480

Thank you very much for the time you have taken to pass on this information; we appreciate and value your comments.

If the negative feedback or criticism is defamatory, threatening or personal, the comment will be removed.

Following this message, the Club Manager will evaluate and consider:

- Contacting the user by private message and offering a solution or further help
- Informing the Management Committee of the outcome.

SECTION 7 COMPLIMENTS AND COMPLAINTS

Tropical Fruits is committed to transparent and effective compliments and complaints management processes for participants and stakeholders, to improve the quality of its activities and events.

The purpose of this section is to provide guidance to Tropical Fruits Management Committee members, Communications subcommittee editor, volunteer, staff and other associates in receiving, collating, resolving and responding to feedback, complaints and compliments about the organisation's staff, volunteers, activities, events and operations.

All Tropical Fruits Management Committee members, subcommittee members, volunteers and staff, are given information about the complaints and feedback management process as part of their induction.

This section does not provide guidance on:

- Employee performance management, internal grievances and complaints management – refer to the Human Resources Policy
- Grievances between Management Committee members – refer to Governance Policy

Tropical Fruits:

- Recognises that members and stakeholders need avenues to give compliments or raise complaints with the organisation and are entitled to have their concerns addressed in ways that ensure access and equity, timeliness, accountability and transparency.
- Acknowledges that any person or organisation participating in our activities and events, or those affected by its operations, has the right to provide feedback and/or make a complaint.
- Understands that complaint information may be sensitive in nature, respects the complainant's right to confidentiality and will handle complaints in a fair, equitable and timely manner.
- Conveys the process for communicating feedback and complaints to all Management Committee members, subcommittee members, volunteers, staff and stakeholders.

This section ensures that:

- Feedback, including complaints, is considered an important part of Tropical Fruits operational and project planning and as part of continuous improvement
- Responses to complaints and other feedback are delivered in a consistent and timely manner

- All staff and Management Committee members are able to receive a complaint or other feedback.
- The resolution of the complaint to the satisfaction of the complainant is a goal of Tropical Fruits' complaints handling process.

7.1 Communication of compliments and complaints processes

7.1.1 Information and methods of communication

Information on compliments and complaints management processes will be made available to members and stakeholders through a range of mediums, including the information in 7.1.2 being available:

- As a leaflet
- On our website
- Or given verbally by any staff or Management Committee member

7.1.2 Promoting processes

The organisation promotes accessibility for compliments and complaint receipt by providing members and stakeholders the opportunity to use a range of mediums to register a complaint or feedback. Contact details for compliments and complaints should be promoted as:

Providing Compliments and Complaints to Tropical Fruits

Members and stakeholders are welcome to contact any Tropical Fruits staff member or committee member; alternatively, feedback can be submitted using the details below:

Email: via Tropical Fruits website Contact link on homepage

Phone: 02 6622 6440

Mail: Tropical Fruits

PO Box 6305

South Lismore, NSW 2480

A Tropical Fruits *Compliments and/or Complaints Form* can be accessed online. Alternatively, you can request a form using the contact details above.

The provision of feedback and/or complaints will not affect your participation in Tropical Fruits' activities and events.

All compliments and complaints, including telephone and the primary email, are directed to the Club Manager.

7.2 Complaints management

Tropical Fruits complaints management process follows the stages of complaint management recommended by the Commonwealth Ombudsman¹ as per below.

7.2.1 Receiving a complaint

When a staff member or committee member receives a complaint, complaint recipients are to complete the organisation's *Compliments and Complaints Record Form*, attaching any additional information they deem necessary to provide. If a volunteer (aside from committee member) receives a complaint, they should refer the matter to a member of staff.

¹ Commonwealth Ombudsman, Better Practice Guide to Complaint Handling, Commonwealth Ombudsman, Canberra, Australia, 2009.

Complaints can be:

- **Formal complaints:** primarily received through written communication and may also be received via phone, email or face-to-face
- **Informal complaints:** can be received through face-to-face conversation, telephone, email or letter to any staff member. Complaints should be acknowledged by the receiver and the appropriate response provided following the organisation's process outlined in this policy
- **Complaints regarding activities and events:** formal and informal complaints about Tropical Fruits activities and events are to be raised at the organisation's Management Committee, staff or sub-committee meetings where relevant. Staff and volunteers involved in the activity about which a complaint has been lodged should be notified on receipt of the complaint, if appropriate
- **Complaints received in a non-acceptable manner:** complaints received in a non-acceptable manner should be managed in the same manner as feedback
- **Complaints involving stakeholders and partners:** the organisation does not involve itself in complaints concerning stakeholders and partner agencies. Tropical Fruits does not have the power or mandate to formally resolve disputes between external parties. The organisation may, however, refer the complainant to the relevant party.
- **Complaints alleging criminal or fraudulent conduct:** allegations of fraudulent or criminal conduct should be raised directly with the Club Manager and/or the Management Committee (excluding any individual implicated in the allegation) and reported to the police. The organisation will make itself available to assist the police with their investigation.
- **Complaints regarding Management Committee members, subcommittee members, volunteers and/or staff:** whether formal or informal, these complaints are reported to the Club Manager. The relevant staff member will co-ordinate a response to the complaint in conjunction with the Club Manager. Complaints may include:
 - **Complaints involving staff and volunteers:** the Club Manager will be the complaint handler.
 - **Complaints involving the Club Manager:** should be referred to the Management Committee in line with Tropical Fruits' Governance Policy. The Management Committee can nominate the Chair or other Management Committee members are to manage the complaint with or without consulting the Risks and Grievance sub-committee (RAGS) or an independent mediator.
 - **Complaints involving Management Committee members:** should be referred by the Club Manager to the Management Committee as a whole. The Management Committee member will be given an opportunity to respond to the complaint in a one-on-one setting with an appointed Management Committee member. The Management Committee will manage the complaint collectively with the exclusion of the relevant Management Committee member. The Management Committee will keep the organisation's Club Manager informed of the progress and outcome of the complaints process. Action taken arising from a complaint about a Management Committee member or a member of a subcommittee will be taken in accordance with the organisation's *Constitution* and *Governance Policy*.

- **Complaints involving contractors and/or consultants:** will be managed by the Club Manager. In addition, to assist in resolving the matter, the complaints handler may wish to forward the complaint to the contractor/consultant's organisation.

The contractor/consultant may not wish to engage in a formal complaint management process. However, the organisation will continue with the process to provide a response to the complainant in accordance with the principles of this policy.

Where a contractor/consultant does not engage in the complaints process or where a complaint outcome finds the contractor/consultant to be at fault, the organisation must determine if the contract between Tropical Fruits and the consultant/contractor should be terminated.

- **Complaints involving volunteers** are to be dealt with by the Club Manager in accordance with the processes identified in accordance with the organisation's Human Resources Policy.

7.2.2 Recording compliments and complaints

When receiving complaints, staff members are required to complete a *Compliments and Complaints Record Form*. This document only records factual information that can be supported by evidence; alternatively, in those situations where this cannot be done, it is noted where the information has yet to be substantiated.

The Club Manager will register all complaints in the organisation's *Compliments and Complaints Register*. Complaints involving Tropical Fruits staff, Committee members, subcommittee members, volunteers, staff will be managed as per Section 7.2.1. For more information, refer to *Human Resources Policy*.

Complaints forms provided by members, stakeholders and the general public are communicated to the Club Manager and are completed containing all relevant information.

For information required in the organisational complaints forms refer to Section 7.2.10.

7.2.3 Acknowledging a complaint

All complaints submitted to Tropical Fruits should be acknowledged appropriately and in a timely manner. The recipient of a complaint acknowledges receipt of the complaint within ten (10) working days. Dependent upon the nature of that complaint, other responses may include thanking the individual/group, or informing them of the value of the complaint.

In some cases, complaints may require a further response or resolution. The staff member in receipt of the complaint will also provide guidance on the next steps in the process. This may include:

- Complaint management process
- Timeframe for response
- Request for preferred contact method.

7.2.4 Assessing complaints

Comprehensive assessment of a complaint is critical for effective complaint management and will identify the following:

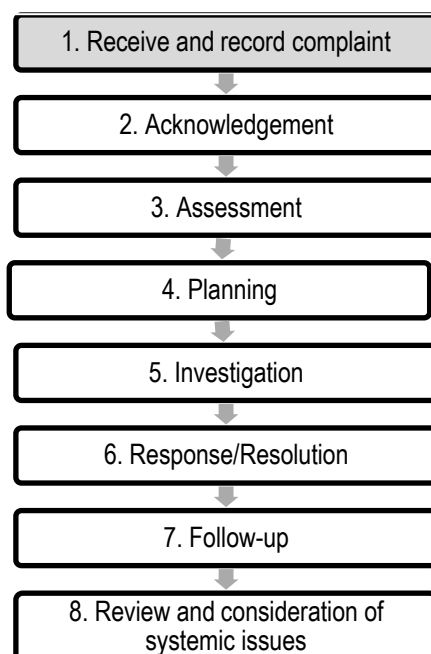
- If the complaint can be resolved at first contact
- If the complaint requires more information, mediation or an investigation
- The priority of the complaint
- Those staff members or Management Committee members who have the appropriate training to deal with such complaints
- If the complaint will be subject to litigation.

Following the acknowledgment of a complaint, the Club Manager will assess the information and appoint a complaint handler. The Club Manager may consult with the complainant to agree on a resolution process. Once the assessment process is complete, the Club Manager will inform the relevant parties:

- Complaint handler (name and contact details of the person who will be responding)
- Organisational follow-up plan/actions as part of the complaint management process.

Complainants have the right to privacy and confidentiality and matters should not be discussed with any other Tropical Fruits representatives other than the Club Manager and the complaint handler.

7.2.5



Planning

Most complaints can be easily resolved; however, the assessment of the complaint will determine if further investigation is required.

The Club Manager and the complaint handler are responsible for developing a plan in accordance with Better Practice Guide to Complaint Handling, Commonwealth Ombudsman, Canberra, Australia, 2009².

² Better Practice Guide to Complaint Handling, Commonwealth Ombudsman, Canberra, Australia, 2009.

7.2.6 Investigation

Tropical Fruits ensures that impartial, confidential, transparent and independent investigation processes are in place to resolve complaints and to provide tangible solutions for complainants. This means that the organisation's complaints processes:

- Seek objective solutions that are founded on evidence and facts
- Are private
- Provide special care to protect any identifying details
- Welcome the complainant's feedback, comments and involvement.

It is not always possible to resolve each complaint following an investigation process. In such cases Tropical Fruits complaint handler will explore other alternatives and try to reach a settlement with the complainant.

Complaint respondents are provided with an opportunity to respond to any issues raised by the complainant, including providing relevant information and supporting documentation at the request of the complaint handler. The complaint handler may (where appropriate) involve the respondent in mediation with the complainant.

7.2.7 Response/resolution

Following the results of the investigation, the response to a complaint will be co-ordinated by the Club Manager or the complaint handler. However, all staff may be involved in responding to a complaint either through communication with the complainant, reviewing documentation or implementing practice changes as a result of a complaint or feedback.

The response to a complaint concerning Tropical Fruits events or activities, operations, publications, resources and staff members generally includes the following details and information:

- Complaint details and date of receipt
- Complaint handler contact details
- Investigation results
- Complaint process timeframe
- Privacy and confidentiality actions
- Outcomes
- Contact details to expedite any requests for further information.

Additional information, resolution and actions arising from complaints involving Committee members, subcommittee members, volunteers and staff are managed internally and confidentially as per the organisation's Human Resources Policy and Governance Policy.

Within 30 days of the complaint being resolved, the organisation will follow-up with the complainant to review their satisfaction with the actions taken.

7.2.8 Review and considerations of systemic issues

Tropical Fruits understands that following a complaint process, the findings of the investigation or resolution may point to administrative or operational issues inside the organisation.

Feedback (both positive and negative) is to be considered in operational planning as well as implementation and review activities in the areas of governance, risk management, member services, project management and work health and safety.

The complaints register is regularly reviewed to inform service planning and continuous improvement.

In order to maintain quality services, the organisation ensures that the following mechanisms are in place to confirm that complaints processes are effective and regularly monitored:

- Evaluation and number of complaints about a particular matter
- Monitoring of increase in complaints
- Analysis of complaints characteristics
- Changes in organisation's operations following complaints
- Yearly reports.

Reports and findings of complaint management processes are discussed and reviewed by the Club Manager and the Management Committee.

7.2.9 Organisational complaints forms

- *Compliments and Complaints forms* are available to members, stakeholders and the general public. There is specific information on the Tropical Fruits website outlining how to lodge a complaint.
- *Verbal complaints by participants* – staff provide the participant with a hard copy of the Compliments and Complaints form
- *Compliments and Complaints register* - Tropical Fruits' complaints register is located in the Feedback folder on the internal drive (NAS)

The above documents and related evidence are to be saved as PDFs in the relevant folder. Hard copy evidence is to be stored securely with HR files.

SECTION 8 PRIVACY AND CONFIDENTIALITY

Tropical Fruits is committed to protecting the privacy and confidentiality of members, Management Committee members, sub-committee members, volunteers, staff and other stakeholders in the way information is collected, stored and used.

The *Privacy Act 1988 (Cth)* (Privacy Act), [Australian Privacy Principles \(APP\)](#) and registered privacy codes govern the way in which we must manage personal information.

This policy provides guidance on how the organisation collects, uses, discloses and otherwise manages personal information and provides guidance on legal obligations and ethical expectations in relation to privacy and confidentiality.

Tropical Fruits collects and holds two types of information which are covered by this policy Section: personal and organisational information.

Tropical Fruits is committed to ensuring that information is used in an ethical and responsible manner and recognises the need to be consistent, cautious and thorough in the way that

information about Management Committee members, subcommittee members, volunteers, members, stakeholders, staff, is recorded, stored and managed. The Privacy Act sets out organisational obligations in relation to personal information. The same standards are applied to personal information held in relation to Committee members, subcommittee members, volunteers, staff and members.

Some exceptions apply, including the practicality that the organisation is not required to comply with the Privacy Act and associated standards when dealing with employment records of past and current employees. Despite this, however, we endeavour to meet these recommended standards

This Section ensures that:

- Tropical Fruits provides quality services in which information is collected, stored, used and disclosed in an appropriate manner complying with both legislative requirements and ethical obligations.
- All staff and Management Committee members understand their privacy and confidentiality responsibilities in relation to personal and organisational information about Tropical Fruits, its members, staff and stakeholders. This understanding is demonstrated in all work practices.

8.1 Consideration of personal information privacy

8.1.1 Open and transparent

Tropical Fruits considers privacy of personal information as defined by the Privacy Act to ensure that the organisation protects and manages peoples' personal information in an open and transparent manner.

Tropical Fruits acknowledges the importance of treating other information (that is not personal information) in a confidential manner. However, we may share information with other involved individuals and organisations where it would be in the best interests of the member, or other individual, to do so (and provided it is lawful to do so).

8.1.2 Anonymity and pseudonymity

Wherever it is lawful and practicable, individuals will have the option of not identifying themselves, use a pseudonym or request that the organisation do not store any of their personal information. This includes removal or redaction of personal details originally provided to the organisation by individuals, if their personal circumstances change. This option will not be possible when anonymity is impracticable or prevents Tropical Fruits from dealing with individuals who have not identified themselves or who have used a pseudonym.

8.2 Collection of personal information

8.2.1 Purpose for collecting information

The personal information which Tropical Fruits collects, holds, uses and discloses will vary, depending on how individuals interact with the organisation programs and services. Generally, the organisation will collect, use and hold personal information if it is reasonably necessary for, or directly related to, the performance of our functions and activities, which may include but are not limited to, the following purposes:

- performing staff members' functions, including work health and safety obligations
- recruiting and engaging staff and contractors
- undertaking compliance with legal obligations
- conducting organisational functions, operations and development activities
- researching and evaluating events and activities
- investigating and responding to complaints about general operations

- auditing, investigating and responding to allegations of fraud
- performing services and support to members
- community development activities and fundraising
- contract management
- managing and responding to correspondence, complaints and enquiries.

8.2.2 How information is collected

Tropical Fruits collects personal information through a range of channels, including:

- paper-based and electronic forms (including online forms)
- face-to-face meetings
- telephone, email, and fax communications
- organisation website and other linked websites
- social media websites and accounts.

There may be some instances where personal information will be collected indirectly because it is unreasonable or impractical to collect personal information directly from the individual. The individual will be notified about these instances in advance, or where that is not possible, as soon as reasonably practicable after the information has been collected.

8.2.3 Types of personal information collected

Tropical Fruits may collect and hold personal information about an individual that can identify the individual and is relevant to the contact with that individual (e.g., in the case of staff members, the information is relevant to employing that individual or, in the case of members, the information is relevant to providing an individual with services).

The kinds of information typically collected include name, address, phone number and email address and may also include the following:

- records relating to staff members, payroll matters, recruitment, disciplinary and counselling matters for staff, contractors and job applicants, including security clearances and police record checks
- records relating to work health and safety matters, including accident and injury records, compensation and rehabilitation case files
- applications, instruments of appointment, and other records relating to the performance of our administrative functions and activities
- correspondence, invoices, receipts and other records relating to goods and services supplied to, provided by or purchased by us
- records including Management Committee members, membership lists, subcommittees and working groups
- distribution and mailing lists relating to the dissemination of publications, reports, newsletters and other information of interest to members, stakeholders and the broader community
- documents relating to contracts, grants, funding agreements and other procurement processes
- reports and other records relating to internal and external audits, performance as an employee and allegations of fraud and compliance investigations
- documents relating to feedback and complaints
- member requests for access to documents held by Tropical Fruits

8.2.4 Failure to provide information

If the personal information provided to Tropical Fruits by an individual is incomplete or inaccurate, the organisation may be unable to provide that individual with the services that they are seeking.

8.2.5 Internet users

When an individual accesses Tropical Fruits' website, we may collect additional personal information about them in the form of their IP address and domain name.

8.2.6 Holding personal information

Any personal information held is stored on both electronic files and hard copy files in accordance with this policy and other internal policies.

8.3 Dealing with personal information

8.3.1 Use and disclosure

Tropical Fruits only use personal information for the purpose(s) for which it was given, or for purposes which are directly related to one of the functions or activities of the organisation or reasonably related activities. Personal information may be provided to government agencies, other organisations or individuals only if:

- the individual has consented to its disclosure
- it is required or authorised by law; or
- it will prevent or lessen a serious and imminent threat to somebody's life or health.

8.3.2 Marketing and promotion

Tropical Fruits does not use or disclose any type of personal information for the purpose of direct marketing or promotion of the organisation without the consent of the individual.

The organisation may use personal information, other than sensitive information, only if the individual has consented to the use or disclosure of the information for that purpose. A *Media Consent Form* is required to be signed by the individual.

Management Committee members, subcommittee members, volunteers, staff and are asked to provide consent for this purpose when participating in Tropical Fruits activities and events.

8.4 Integrity of personal information

8.4.1 Data quality

Tropical Fruits ensures that the personal information collected, used and disclosed is accurate, up-to-date, complete and relevant.

8.4.2 Data security

Tropical Fruits takes all reasonable steps to protect the personal information held. These include steps against loss, interference, unauthorised access, use, modification or disclosure and other information misuse. These steps also comprise reasonable physical, technical and administrative security safeguards for electronic and hard copy records as identified in the following text.

Physical safeguards include:

- locking filing cabinets and unattended storage areas when the office is closed.
- physically securing the areas in which the personal information is stored
- not storing personal information in public areas

- positioning computer terminals and fax machines so that they cannot be seen or accessed by unauthorised people or members of the public; and
- Regularly and securely disposing of, destroying or de-identifying information that is no longer required by the organisation.

Technical safeguards include:

- using passwords to restrict computer access, and requiring regular changes to passwords
- establishing different access levels so that not all staff can view all information
- ensuring information is transferred securely
- installing virus protection and firewall software.

Administrative safeguards include the existence of policies and procedures for guidance.

8.5 Access to, and correction of, personal information

Individuals have a right of access to personal information under the Privacy Act and may request access to information held about them. Access will be provided unless there is a sound reason under the Privacy Act or other relevant law.

Situations in which access to information may be withheld include:

- where the provision of access may create a threat to the life or health of an individual
- access to information creates an unreasonable impact on the privacy of others
- the request is clearly frivolous or vexatious, or access to the information has been granted previously
- the information is relevant to existing or anticipated legal proceedings; or
- denial of access is required, either by legislation or law enforcement agencies.

Amendments may be made to personal information to ensure it is accurate, relevant, up-to-date, complete and not misleading, taking into account the purpose for which the information is collected and used.

If an individual's request for changes to personal information is refused, the individual may submit a written statement about the requested changes which will be attached to the relevant record of personal information. A written notice will be provided to the individual that sets out our reasons for the refusal (unless it would be unreasonable to provide those reasons), including details of the mechanisms available to the individual to make a complaint. Responses to a request to access or amend personal information will be provided within a reasonable period.

The Club Manager is responsible for responding to queries and requests for access/amendment to personal information.

8.6 Collection, use and disclosure of confidential information

Other information held may be regarded as confidential, pertaining either to an individual or an organisation. The most important factor to consider when determining whether information is confidential is whether that information can be accessed by the general public.

Staff members are to refer to the Club Manager before transferring or providing information to an external source if they are unsure if the information is sensitive or confidential to the organisation or members, staff and stakeholders.

8.6.1 Information obtained through employment

All Committee members, subcommittee members, volunteers and staff, Management Committee members, contractors, volunteers and students agree to adhere to the *Code of Conduct* when commencing employment, involvement or a placement. The Code of Conduct outlines the responsibilities in relation to the use of information obtained through employment/involvement/placement.

The Code of Conduct states that individuals will:

“Use information obtained through their involvement, employment or placement only for the purposes of carrying out their duties, and not for financial or other benefit, or to take advantage of another person or organisation.”

8.6.2 Staff information

The *Human Resources Policy* details how the organisation handles staff records to manage privacy and confidentiality responsibilities, including the storage of and access to staff personnel files and the storage of information of any applicants who have unsuccessfully applied for a position within the organisation.

8.6.3 Stakeholder information

Tropical Fruits works with a variety of stakeholders, including private consultants, and may collect confidential or sensitive information about stakeholders as part of a working relationship. Staff members do not disclose information about stakeholders that is not already in the public domain without stakeholder consent.

The manner in which staff members manage stakeholder information will be clearly articulated in any contractual agreements that are entered into with a third party.

8.7 Complaints and Feedback

If you are a staff member and wish to make a complaint about a breach of the Privacy Act, APP, or a privacy code that applies to the organisation, the matter should be raised with the Club Manager. If this is not possible or appropriate, the delegations indicated in the *Human Resources Policy* in regard to grievance management should be followed. Staff members who are deemed to have breached privacy and confidentiality standards set out in this policy may be subject to disciplinary action.

If a member or stakeholder wishes to make a complaint about a breach of the Privacy Act, APP or a privacy code that applies to us, a complaint should be raised in line with the complaints policy in Section 7 of this policy.

8.8 Tropical Fruits Public Privacy Policy Statement

Commitment to Privacy

Tropical Fruits is committed to protecting privacy and confidentiality. The Privacy Act 1988 (Privacy Act), Australian Privacy Principles and registered privacy codes govern the way in which we must manage your personal information.

This policy sets out how we collect, use, disclose and otherwise manage personal information and provides guidance on our legal obligations and ethical expectations in relation to privacy and confidentiality.

Our privacy policy is designed to ensure that personal information is collected, stored, used and disclosed in an appropriate manner complying both with legislative requirements and ethical obligations. We take positive steps to ensure that all our staff, Management Committee and volunteers understand their privacy and confidentiality responsibilities in relation to personal and organisational information. This understanding is demonstrated in all work practices.

Consideration of personal information privacy

- **Open and transparent**

We have designed our practices to ensure that we will collect, store, use and manage personal information in an open and transparent manner.

We also acknowledge the importance of treating other information (that is not personal information) in a confidential manner. However, we may share information with other involved individuals and organisations where it would be in the best interests of the member, or other individual, to do so (and provided it is lawful to do so).

- **Anonymity and pseudonymity**

Wherever it is lawful and practicable, we will give the option not to identify yourself, to use a pseudonym or to request that we do not store any of your personal information.

Collection of personal information

- **Purpose for collecting information**

The personal information which we collect, hold, use and disclose will vary depending on your interaction with us.

Generally, we will collect, use and hold your personal information if it is reasonably necessary for, or directly related to, the performance of our functions and activities. These functions and activities may include, but are not limited to, the following:

- performing staff members' duties, including work health and safety obligations
- recruiting and engaging staff and contractors
- providing a service to you or to someone you know
- providing you with information about our organisation
- facilitating our internal operations, including complying with legal obligations
- conducting organisational functions, operations or activities
- researching and evaluating programs and activities
- investigating and responding to complaints about our services or general operation
- auditing, investigating and responding to allegations of fraud
- contract management; and
- managing and responding to correspondence and enquiries from individuals and organisations.

We collect all personal information in accordance with the Privacy Act.

- **How information is collected**

We collect personal information through a range of different channels, including:

- paper-based and electronic forms (including online forms)
- face-to-face meetings and interviews.
- Telephone and email communications
- organisation website and other linked websites; and
- social media websites and accounts.

- **Types of personal information collected**

We may collect and hold personal information about you that can identify you and is relevant to providing you with our services. The kinds of information we typically collect include name, address, email address, telephone number and may be contained in the documents such as:

- records relating to work health and safety matters, including accident and injury records, compensation and HR files.
- applications, instruments of appointment, and other records relating to the performance of the administrative functions and activities
- correspondence, invoices, receipts and other records relating to goods and services supplied to, provided by or purchased by us
- distribution and mailing lists relating to the dissemination of organisational publications, reports, newsletters and other information of interest to our members, stakeholders and the broader community
- documents relating to contracts, grants, funding agreements and other procurement processes; and
- documents relating to feedback and complaints.

- **Internet users**

If you access our website, we may collect additional personal information about you in the form of your IP address and domain name.

- **Our website uses cookies**

The main purpose of cookies is to identify users and to prepare customised web pages for them. Cookies do not identify you personally, but they may link back to a database record about you. We use cookies to monitor usage of our website and to create a personal record of when you visit our website and what pages you view so that we may serve you more effectively.

Our website may contain links to other websites. We are not responsible for the privacy practices of linked websites, and linked websites are not subject to our privacy policies and procedures.

Holding personal information

Any personal information we hold is stored on both electronic files and hard copy files in accordance with this policy and other internal policies.

Dealing with personal information

- **Use and disclosure**

We only use your personal information for the purpose(s) for which it was collected (as set out above), or for purposes where you would reasonably expect us to, and which are related to one of the functions or activities of the organisation. Your personal information may be provided to government agencies, other organisations or individuals if:

- you have given us your consent to do so
- we are required or authorised by law to do so; or
- by providing the personal information we will prevent or mitigate a serious and imminent threat to somebody's life or health.

We do not disclose personal information to overseas recipients.

Marketing and promotion

We do not use or disclose any type of personal information for the purpose of direct marketing or promotion of our organisation.

Integrity of personal information

- **Data quality**

We take reasonable steps to ensure that information collected used and disclosed is accurate, up-to-date, complete and relevant. As outlined in The Privacy Act 1988.

- **Data security**

We take reasonable steps to protect the personal information held. This includes implementing physical, technical and administrative safeguards against loss, interference, unauthorised access, use, modification or disclosure and other information misuse. These steps also comprise reasonable physical, technical and administrative security safeguards for electronic and hard copy records.

Access to, and correction of, personal information

You have a right to access your personal information and upon request we will provide access unless the Privacy Act or any other relevant law permits or requires us to withhold access. If we refuse you access, we will provide you with a written notice that sets out the reasons for the refusal (unless it would be unreasonable to provide those reasons).

We will respond to a request to access or amend information within 5 days of receiving the request.

Amendments may be made to your personal information to ensure it is accurate, relevant, up-to-date, complete and not misleading, taking into account the purpose for which the information is collected and used. If a request to amend information does not meet the above criteria, we may refuse the request.

If we refuse your request for changes to personal information, you may submit a written statement about the requested changes which we will attach to the relevant record of personal information. We will provide you with a written notice that sets out our reasons for our refusal (unless it would be unreasonable to provide this information), including details of the mechanisms available to you to make a complaint.

We will respond to a request to access or amend personal information within a reasonable period.

Complaints and Feedback

If you wish to make a complaint about a breach of the Privacy Act, Australian Privacy Principles or a privacy code that applies to us, please contact us using the details provided below and we will take steps to investigate and respond to your complaint. If you are not happy with our response, you may send your complaint directly to the Office of the Australian Information Commissioner

For more information on how to make a complaint please see our Complaint and Feedback section on Tropical Fruits website: <https://www.tropicalfruits.org.au/feedback/>

If you have any queries or concerns about our privacy policy or the way we handle your personal information, please contact the Club Manager

Postal address: PO Box 6305, South Lismore NSW 2480

Email address: fruits@tropicalfruits.org.au

Phone: 02 6622 6440

SECTION 9 INTERNAL REFERENCES

9.1 Supporting Documents

Compliments and Complaints

- Compliments and Complaints Information Sheet
- Compliments and Complaints Form
- Compliments and Complaints Register.

Included in the Human Resources Policy

- Code of Conduct and Ethics.

9.2 Referenced Policies

- Governance Policy
- Human Resources Policy

SECTION 10 EXTERNAL REFERENCES

10.1 Legislation

- Privacy Act 1988
- NSW Privacy and Personal Information Protection Act 1998
- Federal Circuit Court of Australia (Consequential Amendments) Act 2013
- Privacy Amendment (Enhancing Privacy Protection) Act 2012
- State Records – State Records Act 1998 (NSW)

10.2 Resources

- Commonwealth Ombudsman, Better Practice Guide to Complaint Handling, Commonwealth Ombudsman, Canberra, Australia, 2009.
- Privacy Law Reform, Resources
<http://www.oaic.gov.au/privacy/privacy-resources/all/>

10.3 Websites

- Social Change Media
www.media.socialchange.net.au/using_media/Contents.html
- The Plain English Campaign
www.plainenglish.co.uk
- Commonwealth Ombudsman
www.ombudsman.gov.au
- Australian Government, Office of the Australian Information Commissioner
<http://www.oaic.gov.au/>
- Australian Privacy Law Reform Information
<http://www.oaic.gov.au/privacy/about-privacy>

10.4 Others

- Itango Project, Social Media Workshop, Infoxchange Australia 2011. www.infoxchange.net.au