Financial Counselling Victoria Inc (FCVic)

Policy Type: Operational Policy Number: OP002

Policy Title

MEDIA POLICY

Table of Contents

1.	Introduction – Media Policy	1
	Scope	
	Definitions	
4.	Policy	2
4	.1 Media representation by FCVic	2
4	.2 Media representations by members	2
5.	Relevant Documents	2
6.	Implementation	2
7.	Approved	2

1. Introduction – Media Policy

Financial Counselling Victoria ("FCVic"), as the peak body for financial counsellors in Victoria, is responsible for representing and conveying the views of the sector to the media and general public. This is primarily in the interests of achieving greater recognition of the importance of the work of FCVic members, the provision of relevant information to the public, and the promotion of funding needs for the work of FCVic members.

The purpose of this Media Policy is to ensure that FCVic maintains a consistent approach to managing its external communications and interactions with the media.

2. Scope

The Policy applies to all FCVic staff and its members when interacting with the media as representatives of the organisation.

3. Definitions

The media refers to all forms of print, radio, television and online news and information sources.

Financial Counselling Victoria Inc (FCVic)

4. Policy

4.1 Media representations by FCVic

The Executive Officer (EO) is the official spokesperson for FCVic, and is responsible for maintaining the public image and credibility of the organisation. It is the responsibility of the EO to ensure that all representations to the media accurately reflect and portray the purposes and objectives of the organisation.

The EO is responsible for initiating and responding to contact with the media, such as media releases or statements, both written and verbal.

In the event that FCVic is invited to comment to the media, the request will be referred to the EO in the first instance. Where the EO is not available to respond to the request, the request may be referred to the Chair of the Board.

The EO, at their discretion, may also authorise other personnel or members of FCVic to respond to specific media enquiries within their functional area of expertise.

4.2 Media representations by members

FCVic supports members who contribute to public discussions in relation to their work, including the making of submissions to government and other organisations. Through involvement in FCVic working groups or other project work, members have the opportunity to contribute to the organisation's public messaging.

Members wishing to engage the media on a topic should be supported to do so in their individual capacity as a professional practitioner.

Apart from authorised representations provided for in 4.1, FCVic members should not represent, or seek to or purport to represent, FCVic or its membership (other than the member concerned), or hold out in any way that they represent or are authorised to represent FCVic in any capacity. This in no way should be taken to prevent FCVic members from publicly representing themselves, or representing their agency where they are authorised to do so.

Relevant Documents

FCVic Governance Policies FCVic Constitution

Implementation

This policy is subject to approval by the FCVic Board. The Executive Office is responsible for the implementation and management of this policy.

7. Approved

Approved by FCVic Board:

Financial Counselling Victoria Inc (FCVic)

Contact Person:

For questions about this policy, contact the FCVic Executive Officer.

Dr Sandy Ross

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RATIFIED: 8-Dec-2020 **REVIEW:** Bi-annually

MONITORING FREQUENCY: Bi-annually

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