



1. Purpose

- 1.1 This policy is designed to provide guidance to all Ashburton United Soccer Club Inc. (AUSC) members, players, parents, staff, coaches, team officials and referees, volunteers including parents, friends and guardians and the Committee of Management (COM) (together: **Stakeholders**) in ensuring that we create an environment where all communications within and beyond AUSC meet their purpose, the desired audience and represent AUSC in a positive light on all occasions.
- 1.2 We will endeavour to maintain communication channels that best suit the receivers of the communication and Not just the conveyor of that information.

2. Application

- 2.1 This policy applies to all Stakeholders and to all communication methods including, but not limited to:
 - a. Website
 - b. Stack Team App
 - c. Other Messaging/Communication Apps
 - d. Letters / emails to or from AUSC
 - e. MailChimp
 - f. Social Media (Facebook, Twitter, Instagram, LinkedIn) posts
 - g. Communication from Staff, Coaches or Team Managers to members, parents/guardians and/or players
 - h. Communication with Football Victoria, Sponsors, Stakeholders and other Clubs.

3. Principles

- 3.1 All club communication should be aligned through the committee, club, team and individual / family to provide consistency and avoid unnecessary repetition
- 3.2 Regardless of the subject matter, communication needs to be respectful, positive and consistent with the values and behaviors of AUSC
- 3.3 AUSC remains accessible to all members and stakeholders and will always respond appropriately to all communications
- 3.4 AUSC remains receptive to all ideas and suggestions and will treat ideas and suggestions in a manner consistent with their intent
- 3.5 Communication on behalf of AUSC can only be undertaken by those who are authorised to represent AUSC as part of their direct role responsibility
- 3.6 Club communication should clearly identify the author, position and club
- 3.7 AUSC will adopt / create communication channels to meet the needs of all members
- 3.8 The policy applies equally to everyone.

4. Communications

- 4.1 **Website** - AUSC will make available all relevant content on its website as the primary source of all information and acts as the major repository of information, if not all.
 - a. The website will include policies and procedures, registration and program information, contact information, fixtures, ground locations, sponsorship information, testimonials, player profiles, to name a few, and most importantly with respect to this policy, how to communicate to and within AUSC.
 - b. The website will be the main tool to relay our club values and purpose in line with the principles of the 'Ashy Way' and is the conduit through which to define a consistent club message for all social media posts.
 - c. The website is managed by the Media and Communications Representative.
- 4.2 **Stack Team App** – Communication to members and prospective members relating to any club sanctioned activities must be issued via the designated club communication platform Stack Team App.
 - a. This includes but is not limited to all Stakeholders as defined in the policy and includes but is not limited to communication relating to football programs, referee programs, coaching programs, apparel & uniforms and internal & external Club events.
 - b. This centralised approach ensures our Club can closely monitor its channels, maintain appropriate standards and protect our members, as well as AUSC brand.



- c. It provides for transparency, consistency and clarity of communication.
 - d. No communication should be made relating to any club sanctioned activities outside of this platform.
 - e. This applies to all Stakeholders unless otherwise authorised by AUSC Committee of Management.
- 4.3 Other Messaging/Communication Apps - (WhatsApp/Facebook Messenger/Discord etc.)**
- a. It is acknowledged that other messaging channels exist, such as WhatsApp.
 - b. These channels should only be used for informal or social engagement between players and should not be used to relay official Club information.
 - c. AUSC **does not** endorse nor does it support any communication via any other messaging or communication apps other than Stack Team App.
- 4.4 Letters / emails to or from AUSC**
- a. Only the Secretary, President or authorised individuals should be sending correspondence on behalf of AUSC.
 - b. Club correspondence must identify the individual, their position within AUSC and clearly identify AUSC via letterhead or signature block.
- 4.5 Internal Club communication for Committee of Management (COM) and Staff**
- a. COM and Staff use Email and MS teams as their main internal communication tool for operational matters, collaboration and project management.
- 4.6 Club Newsletter, member surveys and other promotional correspondence**
- a. AUSC uses MailChimp for distribution of club newsletters, members surveys and from time to time other promotional correspondence.
 - b. All communication to members via this medium, and information obtained by AUSC through the use of this medium is for the sole use of AUSC.
 - c. AUSC member contact information is maintained in accordance with the AUSC privacy policy.
 - d. MailChimp is managed by AUSC Administrator
- 4.7 Social Media posts (Facebook, Twitter and Instagram etc.)**
- a. The nature of Facebook and other social media makes it accessible to everyone.
 - b. It is administered by the AUSC Marketing and Communications representative who will moderate and delete any inappropriate posts.
 - c. All posts must maintain the standards required by our club values and behaviours in accordance with this document.
 - d. Football Victoria have a social media policy with which AUSC must also comply: Football Victoria - <https://www.footballvictoria.com.au/policies>
 - e. AUSC uses Facebook, Instagram, LinkedIn and Twitter as social media platforms which are designed to engage with our members as well as to promote our club and provide feel-good stories in a positive way to prospective new players/sponsors and supporters of AUSC.
 - i. It is controlled solely by AUSC Marketing and Communications Representative.
 - ii. Requests to promote Information/Stories on this page, need to be sent to the AUSC Marketing and Communications Representative for approval.
 - iii. This is to keep consistency with the information posted on this page.
- 4.8 Team communication from Coaches / Team Managers**
- a. Coaches or Team Managers are responsible for communications to players and families within their playing group as it pertains to the team, unless prior arrangement has been made for another person to post on their behalf.
 - i. In this situation, the person posting must identify the individual and clearly identify they have permission to post on behalf of another individual.
 - b. The Team Manager is the link between the coach, the players, parents / guardians and in association with the coach, should manage this process.
 - c. The Team Manager is responsible for the flow of information before, during and after matches.
 - i. It is important this is effectively managed to ensure players are up to date with change of game time / location etc.
 - ii. It is equally important that the level and number of communications are appropriately managed.
 - iii. Any communication of this nature should be channelled through the AUSC official club communication platform (**Stack Team App**).



4.9 Communication with governing bodies including Football Victoria, sponsors, stakeholders and other clubs:

- a. External communication should be managed by officers of AUSC (President, Secretary and Delegates), unless approved by the committee and / or President.
- b. Non-committee members should not have any direct contact with the leagues.

5. Guidance for members

- 5.1 It is important to AUSC that the COM and officials of AUSC remain accessible to its members. This is important in ensuring members have appropriate channels for feedback, positive and negative, directly football related, and other areas in relation to AUSC. It is only by creating feedback opportunities we can hear from our major stakeholders and our members.
- 5.2 Members should direct their feedback through the appropriate channels, however if a member feels their communication has not been treated appropriately, feedback can be forwarded to Club Secretary or Club President (see Complaints Resolution Policy for more information). For an indication of the appropriate channels for specific roles, see below:

Team Manager	<ul style="list-style-type: none"> • individual team issues
Club Administrator	<ul style="list-style-type: none"> • registrations and membership fees, • uniform and sale of club merchandise
Secretary	<ul style="list-style-type: none"> • governance and compliance related matters, • player welfare, hardship or related
President	<ul style="list-style-type: none"> • recruitment of coaches, players and support of the Junior teams
Vice President	<ul style="list-style-type: none"> • recruitment of coaches, players and support of the Senior teams
Treasurer	<ul style="list-style-type: none"> • financials
Canteen Manager	<ul style="list-style-type: none"> • canteen issues
Bar Manager	<ul style="list-style-type: none"> • bar issues
Events Coordinator	<ul style="list-style-type: none"> • event / fundraising issues
Media and Communications	<ul style="list-style-type: none"> • website, social media issues

5.3 This policy should be read in conjunction with other relevant Club policies:

- a. Complaints Resolution Policy
- b. Social Media Policy
- c. Privacy Policy

Policy	Created/Reviewed	Approved
1. Policy 2022	February 2022	AUSC Committee of Management 21-Feb-22
2. Review 2023		
3. Review 2024		