

Cyclekart Club of Australia Incorporated



MEDIA & PRESS POLICY

This document is part of a safety management framework that provides a safe system of operation for CCA activities. The complete framework is available to view at <https://cyclekarts.org.au/safety1st>

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1. Introduction

The Cyclekart Club of Australia (CCA) recognises the importance of effective, accurate and professional communication with the media and the public. This Media & Press Policy ensures consistency of messaging, protection of the Club's reputation, and alignment with the Club's values and existing governance documents.

2. Purpose

The purpose of this Policy is to:

- Provide clear guidelines for engagement with media and press outlets.
- Protect the integrity, reputation, and image of the Club.
- Ensure alignment with Club branding and messaging.
- Minimise reputational and legal risks associated with public communications.

3. Scope

This Policy applies to:

- Club Committee members and officials.
- Members when engaging with the media on behalf of the Club
- Members when involved or participating in club activities.
- External media representatives attending Club events or seeking comment from the Club.

It does not limit individual members' private communications, except where such communications misrepresent or have the potential to bring the Club into disrepute.

4. Principles

All media engagement must be guided by the following principles:

- Accuracy & Fairness – Information must be factually correct, balanced and not misleading.
- Respect & Inclusivity – Media communications must reflect the Club's culture of respect, inclusivity and sportsmanship and align with the clubs code of conduct
- Consistency of Messaging – All communications must follow the Club's approved Press Pack style, branding and language.
- Compliance – Engagement must adhere to applicable laws including privacy, copyright, and defamation legislation.

5. Media Engagement Protocols

- Only authorised spokespersons (i.e. Chair, Secretary, Media Officer) may provide official statements on behalf of the Club.
- All press releases must be approved by the Committee prior to distribution.
- Social media accounts representing the Club must follow the Club's Social Media Policy and branding guidelines.
- In the event of a crisis or incident, all media enquiries must be directed to one of the Clubs authorized spokespersons

6. Authorised Spokespersons

When seeking official comment the following club officers are appointed to receive communication and organize an official response.

- Chair – chair@cyclekarts.org.au
- Secretary – secretary@cyclekarts.org.au
- Media Officer – media@cyclekarts.org.au

All requests received by the officers above must be presented to the committee for consideration. A formal response will then be prepared and released.

It should be noted that when soliciting for official CCA comment, that any opinion sought, implied or garnered from individual appointed officers may not align with the CCA's official position and should not be taken as such.

7. Use of Images and Logos

- All use of Club logos, branding, and official imagery must comply with the Press Pack.
- Members must not modify, distort, or create unofficial versions of the Club's logo.
- Photographs, videos or personal information of members may not be published without their consent, consistent with privacy principles outlined in the clubs privacy policy.

8. Event Coverage

- Photography, videography, and live streaming at Club events must comply with Event Management and Safety Procedures.
- Media representatives must obtain appropriate accreditation or press passes from the Club before covering events.
- Safety considerations take precedence, and all media must comply with Event Marshalling and Track Control Procedures.

9. Member Responsibilities

- Members must not present themselves as spokespersons for the Club unless authorised.
- Members must not publish false, misleading, or harmful statements involving the Club or its activities.
- Members are encouraged to share approved media content to promote the Club in a positive light.

10. Breach and Consequences

Any breach of this Policy will be addressed in accordance with the Disciplinary Procedures outlined in the Members Handbook. Disciplinary action may include warnings, suspension of membership privileges, or termination of membership, depending on severity.