

## 1. Objective of Policy

The objective of this Policy is to provide guidelines for:

- (a) media management within Motorsport Australia; and
- (b) the coordination of any contact between Motorsport Australia and the media.

## 2. Scope of Policy

- (a) This Policy applies to Motorsport Australia Directors, management, staff, officials and volunteers.
- (b) This Policy covers all dealings with the media, including crisis management, and provides the framework for Motorsport Australia to deal with the media and ensure consistency and professionalism at all times.
- (c) For the purposes of this Policy, media contact includes providing information via media releases or statements, responding to media enquiries in person, over the phone and via email, interviews or briefings, disclosing information to the media, comments on radio, television or in publications, content on social media, addressing a seminar or conference where the media are present, and media activities for all types of events.

## 3. Definitions

Capitalised terms used in this Policy have the following meanings unless stated otherwise:

- (a) **Motorsport Australia** means the Confederation of Australian Motor Sport Ltd. trading as Motorsport Australia and all subsidiaries and related entities;
- (b) **Volunteer** means an unpaid/honorary representative engaged on authorised and approved Motorsport Australia business, including but not limited to Officials, Stewards and Commission and Committee members.

## 4. Media Relations

The Motorsport Australia Media Department will maintain and build healthy and productive relationships with media organisations and representatives by various means including:

- (a) establishing consistent lines of communication between Motorsport Australia and the media;
- (b) maintaining, developing and improving media email distribution lists;
- (c) event attendance and entertaining.

## 5. Media Comment

- (a) Motorsport Australia is committed to being open and transparent and will provide Directors and Senior Management for media events. The Director Communications & Content will endeavour to grant as many interview requests as possible.
- (b) **Motorsport Australia Directors (Board members)**
  - (i) Directors are not to grant any media requests unless approved by the Director Communications & Content.
  - (ii) The Director Communications & Content must be made aware of potential Board decisions or issues that may arise to allow for adequate planning and advice.
  - (iii) Motorsport Australia Directors will always be informed of a pending media interview when appropriate.
  - (iv) If a Director is contacted by the media without prior notice, they must immediately direct the call/enquiry to the Director Communications & Content.
- (c) **Staff**
  - (i) Staff must not comment to media on any Motorsport Australia issues under any circumstances, on or off the record.
  - (ii) If any staff are contacted by any media outlet, they must immediately direct the call/enquiry to the Director Communications & Content.
  - (iii) Staff will advise the Director Communications & Content or Chief Executive Officer of likely events, announcements or issues that may attract media interest and ensure information provided to the media team is accurate.
- (d) **Officials/Volunteers**
  - (i) Officials/Volunteers must not comment to media on any Motorsport Australia issues under any circumstances, on or off the record.
  - (ii) If any Officials/Volunteers are contacted by any media outlet, they must immediately direct the call/enquiry to either the Director Communications & Content.
  - (iii) When signed on and 'on duty' for events, Officials/Volunteers must not post to social media channels, personal or otherwise, until they have completed their duties for the day.

## 6. Spokespeople

- (a) Only approved spokespeople may deal with the media on behalf of Motorsport Australia. Approved spokespeople are nominated by the Motorsport Australia Board, the Chief Executive Officer or the Director Communications & Content.
- (b) Approved spokespeople are the:
  - (i) President;
  - (ii) Chief Executive Officer;
  - (iii) Director of Motorsport and Commercial Operations
  - (iv) Director Communications & Content
- (c) All Motorsport Australia spokespeople must undergo appropriate media training where applicable and/or advised.

## 7. Critical Incident Management Procedure

- (a) The Motorsport Australia Media Department will assist in managing crisis situations internally and externally.
- (b) **Critical Incident – on track/at event**  
Refer to the ***Motorsport Australia Critical Incident Management Plan***

## 8. Social Media Policy

Refer to Motorsport Australia Social Media Policy (applies to Motorsport Australia Staff, Officials, Volunteers and Members)

## 9. Photography Accreditation

- (a) It is the role of the Motorsport Australia Media Department to maintain and carry out the process of photography accreditation.
- (b) The Media Accreditation Policy [can be found here](#).

## 10. Implications for Non-Adherence

- (a) Any breach of this Policy may result in disciplinary action being taken by Motorsport Australia. Disciplinary action may include but not be limited to suspension of duties or obligations or termination of employment or other arrangements with Motorsport Australia.
- (b) Compliance with this policy will enable Motorsport Australia to meet its management objectives.
- (c) Non-compliance may expose Motorsport Australia to unnecessary risk and impact its brand and reputation.

## 11. Related Rules, Policies or Procedures

- (a) Motorsport Australia Critical Incident Management Plan
- (b) Motorsport Australia Social Media Policy
- (c) Motorsport Australia Brand Identity Guides

## 12. General

- (a) The Policy Manager is the Director Communications & Content to whom any questions in relation to this Policy should be directed.
- (b) This Policy will be reviewed every two (2) years if not sooner.

Policy Creation Date	October 2023
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