



CLUB COMMUNICATIONS POLICY

Effective Communications is a key element of any sporting club. The ability to communicate with stakeholders ensures that initiatives are achieved and success realised. It also helps build an inclusive environment. The following provides communications guidelines for the Mountain Creek Netball Club

It is the aim of MCNC Committee that all club communications be:

- Positive,
- Polite, friendly, and courteous,
- Clear,
- Concise,
- Accurate, and
- Where appropriate Instructional (call to action).

Club communication methods (in order of preference) are:

- Face to Face (Preferred, including: meetings, discussions, presentations, and forums);
- Telephone;
- Electronic Media (Email or SMS);
- Social Media (Facebook).

Key Stakeholders:

- Sunshine Coast Netball Association (SCNA);
- Other Sunshine Coast Clubs (in our division);
- Mountain Creek Primary and High Schools;
- Coaches and Managers;
- Parents & Players (Club in General);
- Committee members.

Communication Guidelines, by key stakeholder:

• **SCNA:**

- All communications with SCNA Committee are to be conducted via the Club President or Vice President. Where neither of these people are available a member of the club executive committee (Club Secretary, Registrar or Treasurer) may be delegated to communicate with SCNA.
- All communications with the SCNA fixtures coordinator are to be via the Club Secretary or Registrar.
- Where communication from SCNA is received, the person receiving the information is to communicate the information provided to all club committee members at the earliest opportunity.
- Communications with SCNA is likely to be conducted via: meetings or emails.

• **Other Sunshine Coast Clubs (in our division):**

- The main point of contact with other Sunshine Coast netball clubs will be the Club registrar and the Club Netball Operations sub-committee (Managers Co-Ord, Coaches Co-Ord, and Carnival Co-Ord). The umpire Co-Ord may also need to contact other clubs on umpiring issues.
- Communications with other clubs is likely to be conducted via: meetings, email, or SMS.

• **Mountain Creek Primary and High Schools:**

- All communications with Mountain Creek (MC) Schools should be conducted via the Club School Liaison Officer - SLO (or President / Vice President where the SLO is not available).
- Communications with schools is likely to be conducted via: meetings or emails.





- **Coaches and Managers:**

- All communications with Team Managers and Coaches should be via the Club Managers Coordinator or Coaches Coordinator (as applicable). (or Registrar where neither of the respective coordinators are available).
- Communications for coaches & managers is likely to be conducted via: meetings, emails, or SMS.

- **Players and Parents (Club in General):**

- All communications with players and parents (i.e. club communications) is made by the Communications sub-committee staff. Other committee members are to pass information to this team for update of club media.
- Communications with players and parents is made via: Club Website, Club eNewsletter, Social Media (Facebook, Instagram, etc..) and club emails.

- **Committee members:**

- Communications between committee members is encouraged to ensure all committee members are kept abreast of issues and initiatives.
- Communications between committee members is made via: meetings, and club emails.

Communication & Brand Representation:

Where committee members create club communications they are to use approved club branding (logos & images) and positive and friendly language at all times.

Use of Photos in Club Communications:

The use of photos in communications is to be in accordance with SCNA Photo policy and only where parents have provided permission (during the registration Process) to use photos of their children. The registrar can provide details of those parents and children who do not wish to have photos of their children used in club communications.

Positive or Pointless Program:

The positive or pointless program is a key tenet of our clubs communication policy and its principles and messaging is to be utilised and promoted in club communications wherever possible.

