NEW LAMBTON FOOTBALL CLUB INCORPORATED

NEW LAMBTON FC JUNIORS

OUR COMMUNICATION PLAN AND POLICY

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Introduction

This Communication Policy and Plan outlines the modes and methods by which the New Lambton FC Juniors Committee will communicate to members, supporters and other key stakeholders on key matters.

A key overarching objective is to ensure stakeholders are always suitably informed.

1. Plan Purpose

Consideration shall always be given to the significance of the matter to be communicated and the timeliness of such information. As such, this plan allows the flexibility to communicate via alternate means to ensure that the aim of the communication and target audience is reached effectively.

2. The Plan

SETTING COMMUNICATION OBJECTIVES

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KEY MESSAGES FOR NEW LAMBTON FC JUNIORS

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DEFINE WHO ARE OUR KEY STAKEHOLDERS

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DEVELOP EFFECTIVE COMMUNICATION STRATEGIES

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ALLOCATE BUDGET AND RESPONSIBILITIES

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DEVELOP THE COMMUNICATION CALENDAR

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REVIEW RESULTS AND ADAPT THE PLAN

3. Our Communication Objective

We want to present the following messages:

1. Who we are
2. Our Programs and what we offer
3. Our Guiding Principles
4. Our Strategy
5. Cultural holidays
6. Celebrate individuals
7. Assist our supporters, sponsors and partners

4. Defining Our Key Messages

We want to continue to define the following key messages:

1. Who we are
2. Vision, Mission and Values
3. Our Guiding Principles
4. Elaborate on the Principles
5. Our Strategy and Strategic Plan
6. Our Operational Plan
7. Our Participation Plan

5. Defining Our Key Stakeholders

HIGHEST PRIORITY STAKEHOLDERS: PLAYERS / MEMBERS, COACHES, REFEREES

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HIGH PRIORITY STAKEHOLDERS: GENERAL PUBLIC

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MEDIUM PRIORITY STAKEHOLDERS: SUPPORTERS, SPONSORS, PARTNERS

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LOWER PRIORITY STAKEHOLDERS: GOVERNING BODY STAKEHOLDERS

6. Key Stakeholders Communications Calendar

	PLAYERS MEMBERS	COACHES MANAGERS REFEREES	GENERAL PUBLIC	SPONSORS PARTNERS	GOVERNING BODY
JAN	• Pre-season • Newsletter • General info	• Pre-season • Newsletter • General info	• Pre-season • Newsletter • General info	• Pre-season • Recognition • Newsletter • General info	• Education
FEB	• Registration • Newsletter • General info	• Registration • Newsletter • General info	• Registration • Newsletter • General info	• Recognition • Newsletter • General info	• Education
MAR	• Club survey • Newsletter • General info	• Education • Club survey • Newsletter • General info	• Club survey • Newsletter • General info	• Recognition • Club survey • Newsletter • General info	• Team Submissions • Education
APR	• Season • Newsletter • General info	• Education • Season • Newsletter • General info	• Season • Newsletter • General info	• Season • Recognition • Newsletter • General info	• Education
MAY	• Newsletter • General info	• Education • Newsletter • General info	• Newsletter • General info	• Recognition • Newsletter • General info	• Education
JUN	• Club survey • Newsletter • General info	• Education • Club survey • Newsletter • General info	• Club survey • Newsletter • General info	• Recognition • Club survey • Newsletter • General info	
JUL	• Newsletter • General info	• Newsletter • General info	• Newsletter • General info	• Recognition • Newsletter • General info	
AUG	• Newsletter • General info	• Newsletter • General info	• Newsletter • General info	• Recognition • Newsletter • General info	
SEP	• Club survey • Newsletter • General info	• Club survey • Newsletter • General info	• Club survey • Newsletter • General info	• Recognition • Club survey • Newsletter • General info	

OCT	• Recognition • Newsletter • General info	• Recognition • Newsletter • General info	• Newsletter • General info	• Recognition • Newsletter • General info	
NOV	• AGM notice • Newsletter • General info	• AGM notice • Newsletter • General info	• AGM notice • Newsletter • General info	• AGM notice • Recognition • Newsletter • General info	
DEC	• Club survey • Newsletter • General info	• Club survey • Newsletter • General info	• Club survey • Newsletter • General info	• Recognition • Club survey • Newsletter • General info	

7. Dates of Significance / Cultural Celebrations

- New Year's Day - 1st of January
- Australia Day - 26th of January
- International Women's Week - 1st week of March
- Easter - Varies each year
- Queen's Birthday - 21st of April (Date varies between states)
- ANZAC Day - 25th of April
- Labour Day - 1st of May (Date varies between states)
- Mothers' Day - 2nd Sunday of May
- National Sorry Day - 26th of May
- National Reconciliation Week - 27th of May to 3rd of June
- Pride Month - 1 June to 30 June
- Mabo Day - 3rd of June
- NAIDOC Week - 1st week of July
- Australian National Flag Day - 3rd September
- Fathers' Day - 1st Sunday of September
- Remembrance Day - 11th of November
- International Day of People with Disability - 3 December
- Christmas Eve - 24th of December
- Christmas Day - 25th of December
- Boxing Day - 26th of December

8. Budget Allocation and Authority

	PLAYERS MEMBERS	COACHES MANAGERS REFEREES	GENERAL PUBLIC	SPONSORS PARTNERS	GOVERNING BODY
OWNER	President	President	President	President	President
OTHERS	Vice President Secretary	Vice President Secretary	Vice President Secretary	Vice President Secretary	Vice President Secretary
BUDGET	$500.00	$500.00	$500.00	$500.00	$0.00

9. Reviewing Results and Adapting the Plan

In order to review the effectiveness of our communication plan we will complete the following and evaluate the success of communicating your key messages in order to make improvements:

- Quarterly online survey
- In-person interviews
- Key stakeholder forum or session
- Monitor media

1. Policy Purpose

This Policy is designed to provide guidance to all New Lambton Football Club Juniors (NLFCJ) members, players, parents, staff, coaches, team officials and referees, volunteers including parents, friends and guardians and the Committee (together: Stakeholders) in ensuring that we create an environment where all communications within and beyond NLFCJ meet their purpose, the desired audience and represent NLFCJ in a positive light on all occasions. 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

This Policy applies to all Stakeholders and to all communication methods including:

- Stack Team App
- Website
- Other Messaging / Communication Apps
- Letters / emails to or from NLFCJ (including Media Releases, etc)
- Social Media (Facebook, Twitter, Instagram, etc) posts
- Communication from Staff, Coaches or Team Managers to members, parents / guardians and / or players
- Communication with Newcastle Football, Northern NSW Football, Football NSW, Football Australia, Sponsors, Stakeholders and other Clubs

3. Principles

i. All club communication should be aligned through the committee, club, team and individual / family to provide consistency and avoid unnecessary repetition

ii. Regardless of the subject matter, communication needs to be respectful, positive and consistent with the values and behaviors of NLFCJ

iii. NLFCJ remains accessible to all members and stakeholders and will always respond appropriately to all communications

iv. NLFCJ remains receptive to all ideas and suggestions and will treat ideas and suggestions in a manner consistent with their intent

v. NLFCJ Communication on behalf of NLFCJ can only be undertaken by those who are authorised to represent NLFCJ as part of their direct role responsibility

vi. Club communication should clearly identify the author, position and club

vii. NLFCJ will adopt / create communication channels to meet the needs of all members

viii. The policy applies equally to everyone

4. Communications

i. **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. The Club uses TeamApp as the primary means of communication with members. TeamApp can be downloaded from the App Store or Google Play, or go here: Download the App today!

   b. 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 and uniforms and internal and external Club events.

   c. This centralised approach ensures our Club can closely monitor its channels, maintain appropriate standards and protect our members, as well as the NLFCJ brand.

   d. It provides for transparency, consistency and clarity of communication.

   e. No primary communication should be made relating to any club sanctioned activities outside of this platform.

   f. This applies to all Stakeholders unless otherwise authorised by the NLFCJ Committee.

   g. Notwithstanding the above, NLFCJ may promote and communicate various functions, events, news items, etc via other secondary channels.

ii. **Website:** NLFCJ will make available all relevant content on its website as the primary source of all reference 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 NLFCJ.

   b. The website will be the main tool to relay our club values and purpose in line with the principles of the “NLFCJ 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.

iii. **Other Messaging / Communication Apps (Facebook Messenger, WhatsApp, etc.)**

   a. It is acknowledged that other messaging channels exist, such as Facebook Messenger and 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. NLFCJ does not endorse nor does it support any communication via any other messaging or communication apps other than Stack Team App.

iv. Letters / Emails to or from NLFCJ

- **a.** Only the Secretary, President, Vice President or authorised individuals should be sending correspondence on behalf of NLFCJ.
- **b.** Club correspondence must identify the individual, their position within NLFCJ and clearly identify NLFCJ via letterhead and / or signature block.

v. Internal Club Communication for Committee and Staff

- **a.** Committee and Staff use email (Google) and Asana as their main internal communication tool for operational matters, collaboration and project management.

vi. Club Newsletter, Member Surveys and Other Promotional Correspondence

- **a.** NLFCJ uses Stack Team App and Google 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 NLFCJ through the use of this medium is for the sole use of NLFCJ.
- **c.** NLFCJ member contact information is maintained in accordance with the NLFCJ privacy policy.
- **d.** Google is managed by NLFCJ Administrator.

vii. Social Media Posts (Facebook, Twitter, Instagram, etc.)

- **a.** The nature of Facebook and other social media makes it accessible to everyone.
- **b.** It is administered by the NLFCJ Marketing and Communications Representative and other authorised Committee members 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 NSW have a Social Media Policy with which NLFCJ have adopted and must also comply. This is accessible from the NLFCJ website.
- **e.** NLFCJ uses Facebook, Instagram and Twitter as social media platforms which are designed to engage with our members as well as to promote our Club and provide stories in a positive way to prospective new players / sponsors and supporters of NLFCJ.
    - **i.** It is controlled solely by the NLFCJ Marketing and Communications Representative.
    - **ii.** Requests to promote information / stories on this page, need to be sent to the NLFCJ Marketing and Communications Representative for approval.
    - **iii.** This is to keep consistency with the information posted on this page.

viii. Team Communication from Coaches / Team Managers

a. Coaches and / 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 NLFCJ official club communication platform (Stack Team App).

ix. Communication with Governing Bodies

This includes Newcastle Football, Football NSW, sponsors, stakeholders and other clubs:

a. External communication should be managed by officers of NLFCJ (President, Vice 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. Media Releases

a. Only the Secretary, President, Vice President or authorised individuals should be sending Media Releases on behalf of NLFCJ.

b. Media Releases should contain:

i. Appropriate Club logo, etc

ii. The heading “Media Release”

iii. Date

iv. Headline, Lead, Body and End

v. Relevant quotes, where possible

vi. Contact details, including name, phone number and email address

c. Media Releases should be distributed to the following (as a minimum):

i.	NLFCJ Stack TeamApp	
ii.	NLFCJ website	
iii.	NLFCJ Facebook, Instagram and Twitter accounts	
iv.	ABC Newcastle	newcastle@abc.net.au
v.	2NUR FM	news@2nurfm.com
vi.	Newcastle Herald	news@newcastleherald.com.au
vii.	The Local	mark@hunterlocal.com.au
viii.	Newcastle Football	admin@newcastlefootball.com.au
ix.	Northern NSW Football	reception@northernnswfootball.com.au
x.	City of Newcastle	mail@ncc.nsw.gov.au
xi.	MP Tim Crackanthorp	newcastle@parliament.nsw.gov.au
xii.	MP Sonia Hornery	wallsend@parliament.nsw.gov.au
xiii.	MP Jodie Harrison	charlestown@parliament.nsw.gov.au
xiv.	Cr Peta Winney-Baartz	pwinneybaartz@ncc.nsw.gov.au
xv.	Cr Katrina Wark	kwark@ncc.nsw.gov.au
xvi.	Cr Margaret Wood	mwood@ncc.nsw.gov.au

d. Recipients of Media Releases should always be BCC'd to protect the confidentiality of recipients' contact details.

6. Media Protocol

i. Volunteers are not permitted to make any comments to the media on behalf of NLFCJ. All media communication is managed by the NLFCJ Executive.

ii. Any queries for a statement to the media should be referred to an NLFCJ Official.

iii. This protocol does not limit your ability to make comments as an ordinary citizen.