

Executive Board Meeting

11 Mar 2008

Agenda item no. 7

Prepared by: Roger Garland

Date: 6 Mar 2008

Topic: Communication policy

1. Recommendation

That the Executive Board review and comment on the attached draft Communication policy.

2. Background

- 2.1 The ICOM Australia business plan 2008 identifies priority:
 - 3.d) Develop a communication plan.
- 2.2 This policy was developed as a precursor to the plan to set a context and broader framework of intent.

3. Issues

- 3.1 Plans:
 - set the broad pattern of intent
 - directly address the vision and mission
 - are about the future.
- 3.2 Policies:
 - relate to specific ICOM Australia functions
 - identify the ICOM Australia's aims in relation to a particular function
 - aim to ensure standards of quality and accountability.
- 3.3 Executive Board members may wish to consider whether there is a broad need for a set of ICOM Australia policies underpinning our ambitious intention to develop a range of plans this year. Is there a need for policy in other areas?
- 3.4 The communication policy was developed to set a context to the communication plan identified for development in the annual business plan.
- 3.5 Development of policies may be a burden of extra work in the context of an already ambitious business plan and our volunteer capacities with ICOM Australia.

4. Attachment

ICOM Australia Communication Policy (version 0.a)

Attachment



Draft

Communication policy

Version 0.a 6 Mar 2008

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Responsible officer	tbc
History	This policy supersedes: What are the existing policies?
Review date	tbc
Related documents	
Contact	ICOM Australia GPO Box 2896 MELBOURNE VIC 3001 phone email etc

Document control

0.a	6 Mar 2008	Roger Garland (National Secretary)	Executive Board members	Review

1. Introduction

ICOM Australia is a part of the global network of museum and heritage professionals committed to the world's natural and cultural heritage. As a branch of the International Council of Museums it represents the international interests of its member museums and museum professionals across Australia and nearby regions.

ICOM Australia is committed to promoting an Australian perspective on the conservation, continuity and communication to society of the world's diverse natural and cultural heritage, present and future, tangible and intangible.

ICOM Australia complements Museums Australia in that both associations provide membership services and advocacy on behalf of the Australian museum community. ICOM Australia provides an international perspective while Museums Australia has a national focus.

As a non-governmental, non-profit body, ICOM Australia advocates:

- professional cooperation and exchange
- dissemination of knowledge and raising public awareness of museums
- training of personnel
- advancement of professional standards
- elaboration and promotion of professional ethics
- preservation of heritage
- combating the illicit traffic in cultural property.

2. Scope

2.1 Description

This policy outlines ICOM Australia's approach to external communication and the framework within which external communication is managed.

2.2 Purpose

This policy provides a framework within which:

- awareness of ICOM Australia is increased and the number of supporters maximised
- key messages are communicated and promoted consistently and effectively
- support from external stakeholders is maintained and developed.

2.3 Rationale

An effective communication policy is essential to the ICOM Australia's strategic priorities as described in the ICOM Australia's *Strategic Plan 2008-2010*. In particular:

- 4.3 Develop business practices, infrastructure and resources

3. Principles

3.1 The role of effective communication

Effective communication plays a significant role in building the success of ICOM Australia. Communicating appropriately converts potential members and supporters to actual members and supporters and maintains and nurtures existing constituents.

3.2 Consistent branding and key messages

Maximising awareness of ICOM Australia's commitment to promoting an Australian perspective on the conservation, continuity and communication to society of the world's diverse natural and cultural heritage, present and future, tangible and intangible

The ICOM Australia brand reflects its character and is used in all external communication. The key messages are:

1. ICOM Australia values human creativity and its contribution to understanding the past, shaping the present, and mapping the future
2. ICOM Australia believes heritage has a humanistic value
3. ICOM Australia values global dialogue based on intellectual, cultural and social diversity
4. ICOM Australia values transparent dialogue including cross-cultural understanding of human rights
5. ICOM Australia recognises museums' responsibility to society through their engagement with public issues of social change.

3.3 Reaching our audiences

ICOM Australia will match the most appropriate form of communication with target audiences. Where possible Communication methods will be based on market research, media analysis and may include:

- print and electronic publishing, including the website
- launches, media releases and events
- stakeholder collaboration
- advertising
- editorial in newspapers and features other media programs including radio, television, internet and podcast.

3.4 Working with the media

ICOM Australia's brand and key messages are communicated to international, national, regional and local media through the promotion of ICOM Australia policy positions, programs and activities.

3.5 Collaborations

The ICOM Australia's brand and key messages are promoted through collaborations with a range of organisations including:

- ICOM international
- Museums Australia
- Council of Australia Museum Directors

3.6 Relationship between member communication and external communication

ICOM Australia recognises the link between communication with members and communication externally beyond its members. It strives to ensure such communication is based on sound principles.

3.7 Stakeholders

ICOM Australia recognises the importance of effective communication with its key stakeholders and uses appropriate communication methods with members and supporters.

4. Definition of terms

External communication

The dissemination of information about ICOM Australia and its policy positions, programs and activities, verbally, visually or through written materials.

Member communication

The dissemination of information ICOM Australia members.

Key messages

ICOM Australia messages considered a priority for disseminating to target audiences.

ICOM Australia brand

Comprises visual brand elements including ICOM Australia's logo with key messages and the way members experience ICOM Australia.

Target audiences

An audience to whom communication about ICOM Australia is directed.

5. Definition of responsibilities

Chairperson

Responsible for

Vice chairperson

Responsible for

National secretary

Responsible for

Executive Board members

Responsible for

Public officer

Responsible for

Newsletter editor

Responsible for

Website manager

Responsible for

6. References

ICOM Australia Strategic Plan 2008-2010 (version 2.1, 18 Dec 2008)

7. Implementation

The ICOM Australia Executive Board is responsible for implementing and monitoring this policy.

7.1 Coverage

Whole of ICOM Australia programs, activities and operations.

7.2 Other related policies

TBC

7.3 Exclusions

None.

7.4 Monitoring

This policy is monitored regularly by ICOM Australia Executive Board.

This policy will be reviewed March 2010.