



Communication policy

ICOM-A-POL-001

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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:

- a) ICOM Australia values human creativity and its contribution to understanding the past, shaping the present, and mapping the future
- b) ICOM Australia believes heritage has a humanistic value
- c) ICOM Australia values global dialogue based on intellectual, cultural and social diversity
- d) ICOM Australia values transparent dialogue including cross-cultural understanding of human rights
- e) 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 authorising ICOM Australia official and public communication in all forms.

National secretary

Responsible for authorising public communication in all forms.

Executive Board members

Responsible for overseeing and monitoring ICOM Australia communications

Public officer

Responsible for communication under Commonwealth, State and Territory legislation in relation to compliance

Newsletter editor

Responsible for development of print and electronic newsletters.

Website manager

Responsible for managing authorised content.

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

To be developed.

7.3 Exclusions

None.

7.4 Monitoring

This policy is monitored regularly by ICOM Australia Executive Board.

This policy will be reviewed March 2010.