



1st September 2015

COMMUNICATIONS POLICY

Policy aims to

- Reinforce the importance of communication as a priority issue for WA Squash
- Demonstrate WA Squash's commitment to continually improving its communications systems and procedures;
- Provide direction to all WA Squash staff and elected Board Members;
- Identify priority areas for improved communication;
- Reinforce the need for improving individual communications skills;
- Demonstrate WA Squash's commitment to good governance;
- Recognise and respect current workload and communication skill levels of staff when staging the implementation of the operational strategy; and
- Support the objectives of WA Squash's Strategic Plan, namely:

Transparent and accountable decision making; - Foster strategic partnerships; - Foster community leadership; - Meet our statutory and regulatory obligations; - Enable community participation in determining strategic direction; - Provide customer-focused services; - Inform the community of WA Squash and Squash Club matters.

Levels of communication

There are five levels of communication and each level has a different purpose. This Policy recognises that each situation requires a different application.

- Information - to provide information on WA squash's decisions, policies, plans and strategies. This is single direction communication flow.
- Consultation - to obtain public feedback to inform decision making processes. Two-way direction communication flow.
- Involvement - to work directly with our Clubs or players on developing and implementing solutions to agreed problems or opportunities. Seeks genuine input into decision-making processes.

- Collaboration - to partner with Clubs or players on developing and implementing solutions to agreed problems or opportunities. Formal agreement between parties to achieve common outcomes.
- Empowerment - to provide the Squash community with the resources and authority to make their own decisions regarding problems or opportunities. WA Squash delegates authority to another group to perform a specific role or service.

Key elements of the Policy

The key elements of the Communications Policy are:

- WA Squash's image, identity and public perception - creating a positive and clear image and identity that reflects who we are;
- Public relations - creating a media-conscious environment;
- Knowing the Squash community - understanding the key issues which affect different groups within the Squash community;
- Informing the Squash community - using a variety of mediums;
- Consulting with the squash community - see the Squash Community Consultation Policy;
- Involving the Squash community in decision-making processes - through both the Squash Community Consultation Policy and a range of other strategies; and
- Developing internal communications - by continuously improving WA Squash's written, graphic, verbal and non-verbal communication.

Implementation

Behind the Policy sits an operational strategy that takes each element, identifies actions, resources, responsibility, timelines and performance measures. The Board of WA squash will be responsible for determining priorities on an annual basis.

Monitoring and evaluation

This Policy will be reviewed annually. The review will measure the extent to which we have achieved the following outcomes:

- Improved WA Squash's image and identity;
- Informed the Squash community;
- Satisfied the Squash community;
- Engaged the squash community

Keeping you informed

We will give you regular information about our activities in the following ways:

- Our website
- Information on display at Squash Centres
- A wide range of information leaflets
- Articles in the news media
- Direct contact with Clubs
- Our annual report.

If there is other information you require please contact the WA Squash Office. (In some cases a fee may apply.)

Contacting us

Calling in person

You may visit the WA Squash Office at Level 1, Plaza Level West Fortescue Centre,
Terrace Road, East Perth WA
Telephone 08 9225 7255 Fax 08 9225 7266

Writing

You may write to:

The General Manager

WA Squash

PO Box 6010

EAST PERTH WA 6892

E-mail info@wasquash.asn.au

Website: www.squash.org.au/wa