

Policy Number: **P03**
Policy Area: **Publicity**
Policy Title: **Public Communication**



Related Documents: P03.1 Public Communication Acknowledgement
P03.2 Guidelines for obtaining informed consent
P03.3 Permission to Publish form
OS03 Environmental Impact Reduction Strategy
OS02 Complaints Policy
G14 Privacy Policy

GMP is committed to ensuring that all Public Material is accurate, consistent and respectful of partners, staff and stakeholders and especially of primary stakeholders.

Public Material refers to any external communications, written or otherwise, that are shared publicly by GMP. This includes corporate material such as the Annual Report and website, as well as fundraising campaigns, social media content and interactions as GMP, video sharing, external emails and publicly available resources.

This policy applies to all information, stories and images collected for research, evaluation, and donor and supporter purposes.

1. The Executive Officer is responsible for the final sign off of all formal public materials. This sign off is to ensure that public materials are accurate, consistent with GMP's values and identity, and in compliance with this policy.
2. For less formal content, the Executive Officer may delegate this responsibility to the Communications Team.
3. Additional sign off is also necessary from the head of each program area (COCOA, IMA, ICP, embody), or their delegated representative for public material that relates to their project area. This sign off ensures public materials are accurate.

Complaints about Public Material

Complaints regarding public materials will be directed to the Executive Officer and will be processed according to the *GMP Complaints policy OS02*.

Recognition of partners

Respecting the role and value of our partners is critical to the integrity of our work and the gospel that we hold to. In our communication we will recognise of the role of our partners as active agents making a critical contribution in our shared projects.

Portrayal of Local People

Respecting the dignity, culture and values of the communities that we work in is critical to the integrity of our work and the gospel that we hold to. In particular we will ensure that our use of Content for publicity (**photos, videos, stories, interviews written or as sound recordings, personal information**) portraying women and men, boys and girls respects the dignity, values, history, religion and culture of the people portrayed and protects their safety and rights.

Specifically:

1. Content for publicity (**photos, videos, stories, interviews written or as sound recordings, personal information**) of women and men, boys and girls will present them in a dignified, respectful manner, portraying them as partners of equal value in the development process.
2. Content for publicity (**photos, videos, stories, interviews written or as sound recordings, personal information**) will honestly portray the diversity of local people including age, disability and other marginalised groups.
3. Content for publicity (**photos, videos, stories, interviews written or as sound recordings, personal information**) will honestly convey the context and complexity of the situations in which local people live.
4. Informed consent¹ will be obtained before collecting content for publicity (**photos, videos, stories, interviews written or as sound recordings, personal information**).
5. Origins of any content for publicity (**photos, videos, stories, interviews written or as sound recordings, personal information**) used will be known and any necessary permissions, including copyright releases, be held.
6. Care will be taken to ensure that the identification of or use of content for publicity (**photos, videos, stories, interviews written or as sound recordings, personal information**) of local people will not endanger the people they portray.

Collection and Storage of information, stories and images

GMP is committed to ensuring that the collection and storage of information, stories and images does not harm people or the environment. In regard to the environment, in

¹ Consent given after the proposed action and purpose is explained (in plain language and/or with the aid of printed/visual examples) and understood.

addition to *Policy OS03 Environmental Impact Reduction Strategy*, we will use technologies that reduce or eliminate the need for paper products.

In regard to people:

1. We will not seek to collect information, stories or images in ways that may endanger people or expose them to increased risk.
2. People's privacy will be guarded. File labels, meta data or text descriptions will not reveal information that would embarrass or put them at risk when images are sent electronically or published in any form.
3. We only utilise technologies for collection and storage of information that meet current safety and environmental criteria

Transparency

GMP is committed to transparency in its work. Documenting this commitment gives all our stakeholders a degree of predictability and confidence in the information that they can expect from us, assists them in making informed decisions and building trust, and having confidence in our work.

GMP will be transparent as to the support of funding partners in regard to particular projects, this includes Australian Aid/DFAT and the ACT Alliance. GMP implementing partners will be informed and guided in the way to acknowledge the particular partner. Staff will be advised as to the contribution of funding partner so that the contribution can be acknowledged.

Our presumption is that all information will be disclosed, unless there is a compelling reason for non-disclosure.

We will proactively make the following information public:

- a. Details of our mission, vision, values, goals and history.
- b. Details of our governance structure including names of Board Members and contact details of the Chair.
- c. Objectives, key activities and summary evaluations of projects.
- d. Official contact details for staff.
- e. Annual financial statements and project reports.
- f. Strategic plans.
- g. Project news.

We will generally not make the following information public (see G14 Privacy Policy):

- a. Staffing matters including private contact detail of staff.
- b. Contractual information.
- c. Correspondence.

- d. Donor information.
- e. Information that would endanger staff, partners, project participants, third parties or contractors.
- f. Any information whose release would adversely affect an activity.

Stakeholders may make a request for information which has been withheld and that request will be considered in light of the above.

The following information will be released on the basis of a request:

- a. A signed register of Board Members interests that are or could be perceived to be in conflict with those of the organisation.
- b. A list of any subcommittees with details of their purpose and composition.
- c. Non-sensitive content of minutes, agendas and other documents tabled at Board and Board sub-committee meetings.

Requests for other information must be in writing and directed to the Executive Officer, who will respond within two weeks. Where the response is to refuse the request, the response will include reasons for the refusal. If the stakeholder is not satisfied with the response, they may appeal to the Board Chair who will respond within two weeks, and whose response will be final.