

INTERNATIONAL NEEDS AUSTRALIA Board of Directors Policy

Title: 1.3 Policy on Communication & Transparency

Date of Adoption: 28th February 2002

Amended 19th March 2009

Amended 22nd June 2016

Amended: 25th October 2017

Amended: 28th June 2023

This policy is to be reviewed no later than 28th June 2026

Purpose

International Needs Australia commits to communicating our work honestly and transparently. In all communications with supporters and the wider public, INA will give due respect to the dignity of all people and local organisations with whom it works, consistent with principles of basic human rights.

Definitions

In regard to this policy, 'Communications' include written and pictorial moving or still for direct mail, brochures, newsletters, annual reports, letters, phone conversations, emails, electronic media, website, social media and speaking engagements.

Policy

INA is committed to keeping our supporters informed of our work. INA proactively publishes information about our work, and will respond to requests for additional information relevant to our programs either by providing the information or explaining why it cannot be provided. An Annual Report containing a statement of INA's purpose and goals, a financial report, summary of activities, program outcomes and details of Directors will be made available to supporters and the wider public each year within five months of the financial year end. This information can also be found on the INA website, where it is updated regularly. Updates about our programs are also communicated to supporters via newsletters, brochures, social media, letters, phone calls, and online and in-person events where we are invited by another organisation or entity.

In addition to the information INA shares proactively in the course of our work, we will demonstrate our commitment to transparency by sharing the following if requested:

- INA's legal status
- INA's purpose and governance structure
- Descriptions of and information about significant INA programmes
- INA's Policy Statements
- Formal agreements with other organisations
- INA press releases
- Research papers or reports.

Information that INA will not share includes;

- Information which breaches INA's privacy policy
- Information which INA does not have and cannot obtain without incurring costs
- Information which may put project participants, INA staff or INA partners staff at risk of harm
- Information which would compromise INA's marketing strategy

Standards for communications materials:

In all communication and fundraising material, there will be clear communication regarding the tax deductibility of donations.

General communication materials:

INA employees, representatives and partners will:

- before photographing or filming any person, assess and endeavour to comply with local conditions or restrictions for producing personal images
- before photographing/filming or using the life story of any person, obtain written or verbal consent from that person or their guardian/representative. This must include an explanation of how the photograph/film or life story may be used
- ensure photographs, films, videos, DVDs and life stories present all people in a dignified and respectful manner
- ensure images and stories are honest representations of the context and the facts
- ensure file labels of electronic images and publication of life stories do not reveal identifying information about any person
- ensure the publication of images and life stories will not place the subject under threat of insecurity or disadvantage.

Fundraising materials:

In all fundraising materials, at the time when collecting and producing the content, INA will be truthful and accurate, only making claims it can fulfil. There will be no material omissions or exaggerations of facts, no use of misleading photographs or any other communication that may tend to create a false impression or misunderstanding to the public. All fundraising materials will comply with the standards of the ACFID code of conduct.

In addition, INA will not denigrate other agencies or organisations by making false statements about them.

All printed fundraising texts as well as digital media will be approved by the Fundraising and Marketing Manager before going to print. The FRM Manager may delegate this responsibility as they deem fit but is ultimately responsible for all FRM materials.

Cross Reference

See also Finance and Admin Procedures: 6.4 Reviewing Communications Material Prior to Publishing