

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

This policy is to be reviewed no later than 25th October 2022

Purpose

International Needs Australia commits to communicating our work honestly and transparently to both donors and partners. In all communications with donors and the wider public, INA will give due respect to the dignity, values, history, religion and culture of the people with whom it works, consistent with principles of basic human rights.

Definitions

In regards to this policy, 'Communications' include 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 donors 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 and phone calls.

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 INA does not have and cannot obtain without incurring costs
- Information which breaches INA's privacy policy
- 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 fund raising material there will be clear communication regarding the tax deductibility of donations.

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.

In all fund raising materials 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 fund raising 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 he/she deems 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