



TULLAMARINE FOOTBALL CLUB COMMUNICATION PLAN

Rationale

This communication plan outlines the modes and methods by which the Committee of Management will communicate to members, supporters and other stakeholders on key matters. A key overarching objective is to ensure stakeholders are always suitably informed.

General Principles

Consideration will always be given to the significance of the matter to be communicated and the timeliness of such information. As such the plan allows the flexibility to communicate via alternate means to ensure that the aim of the communication and target audience is reached. Due consideration should also be given to access availability for communication recipients thus ensuring they have the ability to receive the associated communication.

Methods of Communication

Numerous methods of communication exist as noted below. The Committee of Management will determine the most suitable means of reaching the target audience however, as a minimum, will adopt at least two forms of communication from the available mediums below. All communications will have consistent messaging to ensure there is no confusion over messaging. The communication medium chosen will also have regard for the Constitution rules and obligations.

Mediums of Communication:

- Club website (www.tullamarinefc.org.au) – best used for general communications of information relevant to the broad group of stakeholders as well as general followers. The website can be utilised to relay timely information in conjunction with one of the more directed modes of communication.
- Telephone call – best utilised to target a small audience. Also most suitable to deal with confidential or sensitive information.
- Meeting or Seminars – best utilised when a communication message requires discussion or debate. Suitable notification needs to be publicised of an upcoming event of this nature. Meetings are also a suitable medium to deal with confidential or sensitive information.
- Flyers and Posters – communication means only for general information purposes. This method is not deemed suitable as a sole method to disseminate timely and specific information. The communication method should only be used when the target audience is quite broad.

- Facebook – a timely means of communicating with stakeholders. Consideration must be given to the fact that stakeholders will only receive the communication if they have previously subscribed to the Tullamarine Football Club Facebook. Consistent with the website, Facebook is best utilised for general communications.
- Email – can be utilised for both targeted and broad audience messaging. Specific emailing is also suitable to deal with confidential or sensitive information. Consideration must be given to the fact that it may be difficult to know if the message has reached the target audience particularly as personal details held may not necessarily be the most up to date or the recipient may not regularly check their emails.
- Text Messaging – can also be used in a consistent manner with emails. Consideration must be given to the fact that it may be difficult to know if the message has reached the target audience particularly as personal details held may not necessarily be the most up to date.
- Letters – can be used as a substitute to email where no suitable email contact details are held.
- Local Media outlets – broad communications can be made through mediums such as Local newspapers, EDFL website, Local radio etc of important events or club initiatives.

Plan Review

This plan will be reviewed annually to ensure it remains relevant to club operations and reflects both community expectations and legal requirements.

Signature

Signed:  _____
 Club President

Date: 4 APRIL 2017

Signed:  _____
 Club Secretary

Date: 6/4/17

Next policy review date is 4 APRIL 2018