



Communications Policy

Purpose

The purpose of this policy is to set out how Balcarrick Golf Clubs expectation with regard to how the Clubs Management Committee, members of the Club and staff, communicate on behalf of Balcarrick Golf Club. Communications may be internal or external.

Scope of Policy

This policy applies to all members, contractors and staff involved in internal and external communications within the club. It also applies to any party authorised by the club to engage in any communications on its behalf.

Policy

1. Guiding Principles of Communication

- Communications is regarded as a key priority.
- As a club, we take a proactive approach to communications.
- Communications is integrated into all club activities.
- Effective communication is the responsibility of everyone.
- There is a unified approach to communication and a consistency of messaging.
- Communications support our club business and golfing priorities.

2. Name, Logos and Branding

All names, logos and branding are protected and should only be used with the consultation and consent of the Honorary Secretary and the Management Committee. Standard templates of club's logo, branding documents, emails, etc., should be used when drafting any club communications. Templates can be obtained from the Honorary Secretary.

3. Internal Communications Policy

As a club, we aim to be clear, open, encourage and promote two-way communication amongst committees, members and staff.

We encourage suggestions, questioning, raising problems/issues, passing on relevant information and giving feedback.

We also encourage the use of other internal communication channels such as email, newsletters, and noticeboards as appropriate.

Internal communications should always include the originator's.

4. External Communications Policy

Due to the nature of Balcarrick Golf Clubs business and golf activities, as a club, we understand that from time to time an external party may have to communicate on our behalf to external stakeholders. This policy details the procedure that should be followed if doing so. Additionally, this policy highlights the importance of distinguishing personal communication from communication made on the club.

The following are in place to safeguard and protect everyone who communicates on behalf of Balcarrick Golf Club.

- Members and Staff should not give information to the media.
- Members and Staff are expected to use the utmost discretion when discussing club affairs.
- At all times, remember that personal opinion is personal, and you should ensure this is made clear.
- New external communications should be approved by the Management Committee.
- The Management Committee has operational responsibility for managing our public image and reputation.
- The club representative authorised to approve information releasable to the public media is the Honorary Secretary and or the management committee.
- The Honorary Secretary and or the management committee will authorise all public statements and media releases.
- Material used when completing presentations, speeches or any publication or article relating to the club business or golf activities in any public forum should also be cleared by the Honorary Secretary and the Management Committee.
- **Internal and external communication should always be replied to in a reasonable time frame of at least one week.**

5. Media Contact

Contact with the press, publications, radio, TV or lectures on matters concerning the Balcarrick Golf Club, requires the prior approval of the Honorary Secretary and the Management Committee. If a club member or staff member is asked for any information they should direct the query to the Honorary Secretary and ensure that clearance is given before giving any response.

Copying (cc) Internal Email Communication

Internal email correspondence within the club shall not be copied (including blind copied) to any external third parties without the expressed permission of the Honorary Secretary/management committee to confirm that it is appropriate to do so.

6. Working with the Community and Stakeholders

- The club has a broad range of Stakeholders, as follows:
- Members
- Volunteers
- Local Community
- Local Community Groups/Bodies
- Local & Regional Suppliers/Providers
- Sponsors
- Local & National Media
- Governing Body - Golf Ireland
- Fáilte Ireland
- Department of Tourism, Transport and Sport
- Fingal County Council

The Balcarrick Golf Club shall strive to communicate in an effective and professional manner, with stakeholders on a consistent basis. It shall also abide by any contractual obligations in relation to communications and shall ensure a strong working and supportive relationship with all its stakeholders.

The club has a Management Committee consisting of members who contribute their time on a voluntary basis.

Staff shall treat all committee and club members, who are making contributions of time, in a respectful and professional way.

Staff may from time to time come into possession of sensitive or important information. Staff should take care not to disclose any such information to the Joint Committee Management members, other staff members or club members without first clearing this with the Honorary Secretary.

At all times, staff members will work in the best interests of Balcarrick Golf Club.

6. General Data Protection Regulations (GDPR)

The club is subject to GDPR and must comply with any data requests under GDPR.

7. Club Spokesperson

The Honorary Secretary shall be the clubs spokesperson unless otherwise agreed by the Management Committee or delegated to another Club Officer.