

COMMUNICATIONS POLICY

PURPOSE AND SCOPE

Brisbane School of Theology is committed to effective dissemination and receipt of official information and communication within the organisation and with students, stakeholders and the media.

The purpose of this policy is to provide guidance to Brisbane School of Theology in developing and implementing communications strategies.

This policy applies to all Board members, faculty, staff, volunteers, students and residents.

PRINCIPLES

Communication systems and equipment are provided, for reasonable use, to achieve the organisation's objectives.

Clear, consistent and equitable communication within the organisation is essential for effective operations.

All communications are presented in plain English language or where necessary translated into Chinese for the benefit of our Chinese students and stakeholders.

External communication, including with the media, aligns with the organisation's strategic objectives.

OUTCOMES

Students and stakeholders are informed of activities and operations.

External communication increases awareness and understanding of Brisbane School of Theology and relevant issues for Christian ministry and missions.

Internal communication supports good knowledge management and operations within the organisation.

RISK MANAGEMENT

Brisbane School of Theology has mechanisms in place to ensure that communications are effective and regularly monitored. All staff, volunteers, students and Board Members are made aware of this policy and are provided with ongoing support to assist them to effectively use internal communication systems.

ROLES AND DELEGATIONS

To enable an effective communication flow, the roles and delegations inform the responsibilities of relevant persons in the organisation.

| Role | Delegation/Tasks |
|---|---|
| Board of Directors | <p>Approve the Communications Policy. Comply with the Communications Policy. Contribute to internal and external communication strategies and activities.</p> <p>Chairperson Liaise with media and respond to media releases as necessary with the support of the Communications and Promotions Officer, in consultation with the Principal.</p> |
| Management | <p>Comply with the Communications Policy. Contribute to internal and external communication strategies and activities. Actively contribute/write articles of interest for Brisbane School of Theology's communications.</p> <p>Principal/CEO Liaise with media and respond to media releases as necessary with the support of the Communications and Promotions Officer. Endorse draft media releases and other communications prepared by the Communications and Promotions Officer. Endorse the production of external communications. Communicate academic matters that affect staff and faculty, with the support of the Registrar.</p> <p>Operations Manager Oversee the financial management of the communications budget. Oversee internal communications with regards to operational matters with the support of the Communications and Promotions Officer.</p> |
| Staff and Faculty | <p>Comply with the Communications Policy. Contribute to internal and external communication strategies and activities. Actively contribute/write articles of interest for Brisbane School of Theology's communications. Update the content of the communications database as necessary.</p> <p>Communications and Promotions Officer Produce e-news communications, newsletter, media releases and marketing collateral. Produce web content that is up-to-date and relevant. Produce social media content and monitor and respond to stakeholder engagement. Monitor and evaluate stakeholder engagement in relation to external communications produced.</p> |
| Volunteers, students and residents | <p>Comply with the Communications Policy. Contribute to internal and external communication strategies and activities. Actively contribute/write articles of interest for Brisbane School of Theology's communications. Update the content of the communications database as necessary.</p> |

POLICY DETAIL**PURPOSE OF COMMUNICATIONS**

Brisbane School of Theology communicates for several purposes, to:

- increase awareness of the organisation, its goals, its work, and its needs
- enhance community understanding of its ministry and commitment to gospel work
- share knowledge with its stakeholders on topics like ministry and mission related news and developments, and training information, and
- share knowledge internally for effective organisational management.

Communications are undertaken to assist and support the achievement of Brisbane School of Theology's strategic objectives, rather than mere information distribution and receipt.

TYPES OF COMMUNICATIONS**1. Outgoing communication**

Outgoing communication is information and knowledge that is initiated, developed and distributed by the organisation for an external audience.

In developing effective communications, Brisbane School of Theology considers the following:

- what is to be communicated
- the intended audience
- whether it is consistent with the strategic objectives of the organisation
- the skill and professionalism of the writer/communicator, and
- the ongoing evaluation of stakeholder interactions with various communications.

2. Incoming communication

Incoming communication is information and knowledge that is sought or received from an external source to the organisation. Incoming communication supports Brisbane School of Theology in achieving its strategic objectives and the provision of services to students.

Responding to incoming communication includes a process that:

- determines and assesses the information or knowledge being communicated
- identifies key personnel to respond (e.g. in the event of a student inquiry the Secretary is the first point of contact), and
- communicates with the external source in a timely, courteous and professional manner.

3. Internal communication

Internal communication is information and knowledge that is shared within Brisbane School of Theology amongst staff, faculty, board members, volunteers, students and residents.

Information is shared for the purpose of enhancing effective organisational management and fostering a cohesive Christian community environment.

Internal communications can be disseminated to relevant people using the following (but not limited to):

- Meeting minutes
- Student e-news
- Notice boards
- Email
- Phone
- Face-to-face interactions, and
- SMS broadcast.

REFERENCES

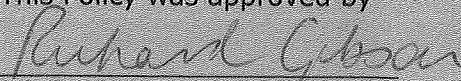
There is a range of policy and legislative documents that inform this policy that include:

- BST Internet Email Policy
- Privacy Policy
- Data Management Policy
- Intellectual Property Policy
- *Privacy Act 1988* (Cth) and the National Privacy Principles
- *Copyright Act 1968* (Cth)

Policy Area:
Communications

Version: 1.0

This Policy was approved by



Richard Gibson
Principal

Approved:

13.7.15

Next Review: