

# ChildFund Australia: COMMUNICATIONS PROCEDURES

<b>1. Introduction.....</b>	<b>2</b>
1.1 Intent.....	2
1.2 Scope.....	2
1.3 Definitions.....	2
<b>2. The ChildFund brand and identity.....</b>	<b>2</b>
2.1 Defining ChildFund Australia .....	2
2.2 Attribution.....	4
2.3 ChildFund and the INGO sector .....	4
2.4 Written communication style .....	5
2.5 Visual identity .....	5
<b>3. Content creation .....</b>	<b>5</b>
3.1 Approval processes .....	6
3.2 Use of freelancers .....	6
3.4 Purchased content .....	7
<b>4. Consent &amp; safeguarding .....</b>	<b>7</b>
4.1 Informed consent.....	7
4.2 Child safeguarding .....	8
<b>5. Media relations.....</b>	<b>8</b>
5.1 Media spokespeople .....	8
5.2 Press releases.....	9
5.3 Negative media reporting.....	9
<b>6. ChildFund Ambassadors .....</b>	<b>10</b>
<b>7. Communications staff inductions .....</b>	<b>10</b>
<b>8. Annex .....</b>	<b>11</b>

## 1. Introduction

### 1.1 Intent

ChildFund Australia is committed to communicating the stories of the children, families and communities with whom we work with our supporters, stakeholders, Alliance partners and the public at large, in an authentic manner. ChildFund Australia utilises the New Voice tone (which incorporates the personality traits of clarity, stronger together, ambitious and is child-rights focused).

The *Communications Policy* outlines the steps we take in our work and with our people, to ensure we do no harm to children. The principles contained within this policy ensure that ChildFund Australia's communications will accurately and authentically describe the activities of the organisation and the stories of the children and communities with whom we work.

The *Communications Procedures* describes the practical actions we perform to apply this policy, as we strive to publish content that is in keeping with our core Communications Principles.

### 1.2 Scope

The *Communications Procedures* provide guidance to all ChildFund Australia staff, in Sydney and country/regional offices. In particular, they are intended to provide practical instructions to those individuals working in the communications and marketing functions who are responsible for many public communications.

### 1.3 Definitions

The definitions covered in the *Communications Policy* also apply to the *Communications Procedures*.

## 2. The ChildFund brand and identity

### 2.1 Defining ChildFund Australia

When providing descriptive commentary of ChildFund Australia, and our work with children and families in developing countries, there are several established formats available:

- Vision and mission: our ultimate objective, and how we are working towards this goal.
- ChildFund descriptor: a short, descriptive summary of each ChildFund Australia office, in Australia and overseas.
- Key messages: these reflect how we work, what we believe, and how we operate.
- Organisational values: these reflect who ChildFund is, and where we are heading in the future; our values are a vital foundation for how we work together.
- New Voice tone (which incorporates the personality traits of clarity, stronger together, ambitious and is child-rights focused).

Each of these communication pieces can be used to build a picture of ChildFund Australia and our work overseas. While the vision and mission cannot be edited, other statements can be adapted as required. The New Voice tone serves to represent our brand personality.

See Annex for ChildFund descriptor; Key Messages

## 2.2 Attribution

In all written communications (print and online), ChildFund Australia should provide clear information to readers about the structure of the ChildFund Alliance, and the role of country offices and local partners in program implementation.

### **Our place in the ChildFund Alliance**

To explain ChildFund Australia's place within our global Alliance, please use the statement below. This should appear on all digital and offline publishing channels, where there is a need to include 'About ChildFund' information. Where space permits, please use the relevant ChildFund descriptor for each office.

*ChildFund Australia is a member of the ChildFund Alliance – a global network of 12 organisations which assists almost 23 million children and families in 70 countries.*

### **Country offices**

Please refer to the ChildFund Country Office Name when referencing programs in any public communications. After including the Country Office name in the first instance, you can thereafter refer to the organisation as simply ChildFund. For example:

*ChildFund Sri Lanka is working to improve literacy and numeracy among primary school children. Through this innovative program, ChildFund is increasing the skills of teachers working in remote and rural communities in the north of the country.*

The same approach should be used for country offices managed by ChildFund Australia. For example:

*ChildFund Vietnam is keeping children safe online through the Swipe Safe program. Working directly with children and communities, ChildFund is providing information on how to maximise the opportunities of the worldwide web while avoiding the risks.*

### **Local partners**

Where ChildFund is working with a local organisation to implement projects, please include the partner's name in copy. For example:

*ChildFund Cambodia and Kampuchean Action for Primary Education (KAPE) have launched the Easy2Learn project in Battambang Province. Through this initiative, ChildFund and KAPE are focused on improving literacy and numeracy outcomes in rural primary schools.*

## 2.3 ChildFund and the INGO sector

ChildFund Australia has many characteristics in common with other international aid organisations and, to a large extent, similar values, beliefs and ways of working.

There are many instances where public communications are conducted jointly – for example, during advocacy campaigns, in multi-agency media statements, and sharing of content via digital engagement activities.

When working independently and in partnership, it is important that ChildFund Australia communications are always supportive of other organisations in our sector.

This not only ensures compliance with the [ACFID Code of Conduct](#) which prohibits member agencies from denigrating others in the sector, but is also in keeping with ChildFund's identity, and the importance we place on the values of partnership and respect.

## 2.4 Written communication style

For English-language communications, please refer to the *ChildFund Australia New Voice Writing Style Guide* to ensure that the terms we use, and the copy we write, has a common style and feel across the organisation.

In keeping with the ChildFund Alliance brand guidelines, all ChildFund Australia communications should only use san serif typefaces such as Calibri, Arial, Helvetica. Occasional exceptions will be allowed for marketing materials.

For everyday communications, including letters, emails and internal reports, please use the following wherever possible:

- Calibri at 11pt-12pt;
- paragraphs unjustified with no paragraph indents;
- one-line spacing between paragraphs; and
- one space only between sentences.

[See Annex for Written Style Guide](#)

## 2.5 Visual identity

All ChildFund communications, both internal and external, must adhere to the *ChildFund Australia Brand Guidelines*, which complies with the ChildFund Alliance brand rules and includes information on how to recognise the support of the Australian Government, as our largest donor.

ChildFund has also developed a set of Style Guides for specific projects – for instance, ChildFund Pass It Back and the Childhood Campaign. These style guides comply with the overarching Brand Guidelines but have a distinctive look and feel.

For word and powerpoint documents, templates are available which are based on the agreed ChildFund brand colours and typography. It is not mandatory to use these templates, and they can be adapted as required.

[See Annex for ChildFund Australia Brand Guidelines; ChildFund Alliance Brand Guidelines; Global Community Style Guide; Childhood Style Guide; World Rugby and ChildFund Partnership Brand Guidelines; ChildFund Australia powerpoint template; ChildFund Australia word doc template](#)

## 3. Content creation

ChildFund Australia's communications staff are responsible for the development and distribution of a wide range of content, in multiple formats and to various audiences, in Australia, our countries of operation, and globally.

To ensure that all materials produced by staff and contracted freelancers are produced in line with the Communications Principles outlined in the *Communications Policy*, we have a range of internal procedures and policies in place to ensure that we publish content that is of the highest integrity, authentically reflects the organisation, and has the greatest impact among audiences.

[See Annex for Communications Policy \(which outlines the Communications Principles\)](#)

### 3.1 Approval processes

In Australia and country offices, it is important to ensure that in all communications:

- written copy has the correct tone, style, and adheres to organisational key messages;
- visual content (photos or footage) is respectful of the individuals featured, and appropriate consent procedures have been undertaken;
- the ChildFund brand elements, including logos, colours, typography and other design features, are used appropriately;
- recognition is given to the relevant partner or donors as required;

In ChildFund Australia's Sydney office, the *Approval Process for Comms & Marketing Projects* outlines which communication projects require formal internal review. The *Project Sign-off Form* should be used for these projects to ensure that the relevant staff have overview of the communication materials being produced.

In ChildFund Australia's country offices, where communications materials are being produced for local audiences (and are often in local language) it is the responsibility of the country director to establish and maintain a systematic process of internal feedback and review.

### 3.2 Use of freelancers

ChildFund Australia often contracts freelance staff to undertake communications work. In the majority, this includes the use of graphic designers, copywriters, and videographers.

In all instances where contractors are being used to produce communication materials, communications staff (in Sydney or country offices) should be included in the review process.

All contracted individuals/organisations must comply with ChildFund Australia's Child Safeguarding Policy; Communications Policy and Consent Policy in undertaking the work outlined in the Freelance Brief.

#### **Graphic designers**

ChildFund communications staff can often provide internal graphic design support, but this will be dependent on current workloads. In some instances, it may be more effective to use professional graphic designers.

Non-communications staff considering whether graphic design services are needed should refer to the *ChildFund Australia Graphic Design Process Chart*.

[See Annex for ChildFund Australia Graphic Design Process Chart](#)

## Videographers

Where videographers are being sourced, it is compulsory to issue a formal contract to the freelancer, so that ChildFund Australia retains either sole or shared rights to the stills/footage being produced.

This is to ensure that ChildFund retains control over the distribution of the material and can protect the identity of the individuals featured in the visual content.

ChildFund communications staff can provide example contracts and freelancer briefs to ensure that the assignments meet the objectives and internal policies of the organisation. All videographers must comply with ChildFund Australia's Child Safeguarding Policy, Communications Policy and Consent Policy when undertaking their work for ChildFund.

## 3.4 Purchased content

Where purchasing content, such as music or images, please ensure that the proper licences are in place. Do not use content assets for which you do not have formal permission.

# 4. Consent and safeguarding

## 4.1 Informed consent

All ChildFund Australia staff, both in Australia and in country offices, are responsible for ensuring that any content from the communities where ChildFund works is obtained in accordance with the *Consent Policy*.

Consent must be obtained even where an individual's photos or stories are to be used for internal purposes only. Consent procedures must be followed as part of the content gathering exercise, regardless of how the final materials will be used.

To facilitate the process of obtaining informed consent, the Communications team has created a useful resource entitled: *Where does my story go?* This document has been created as a visual means of describing how an individual's story might be used, and includes photos of different forms of media, such as newspapers, websites and posters.

*Where does my story go?* has been translated into many languages, and all ChildFund staff are encouraged to use this document wherever possible when obtaining informed consent.

Where required by the *Consent Policy*, staff should use the *Consent Form*. This form should also be used where using the stories of ChildFund supporters, donors and other individuals unconnected to the communities with whom we work.

It is important to remember that it is ChildFund the organisation which is seeking consent, not the individual ChildFund employee. As such, only ChildFund has approval from the individual to distribute their photo or story.

ChildFund employees do not have approval to distribute these photos or stories via their personal channels (for instance, social media platforms such as Facebook).

See Annex for Consent Policy; Where does my story go?; Consent Form

## 4.2 Child safeguarding

The *Child Safeguarding Policy* outlines ChildFund Australia's approach to ensuring we do no harm to children, recognising that children can be more vulnerable due to their age, gender, race, ethnic origin or socio-economic status

Child safeguarding is the responsibility of all those who participate in the work of ChildFund – including staff, partner organisations, ambassadors, and contractors.

The *Child Safeguarding Procedures* outlines the practical actions we can take to apply this policy to our everyday work.

For communications staff in particular, it includes useful guidance on protecting the identity of children, the safe storage of content featuring children and community members, and other communication and marketing activities.

These procedures should be reviewed on a regular basis to ensure that communication activities adhere with the *Child Safeguarding Policy* objectives.

See Annex for Child Safeguarding Policy; Child Safeguarding Procedures

## 5. Media relations

Increasing the public profile of ChildFund Australia through the media is a key objective of the organisation. In Australia and globally, our aim is to raise the profile of the organisation among key stakeholders by positioning ChildFund on strategic issues and publishing content relating to ChildFund's work.

Management of all ChildFund media activities in Australia is the responsibility of the Head of Public Affairs, which works in partnership with its public relations agency, Reputation Edge, to plan specific initiatives for each financial year, and respond to current events on an ongoing basis.

Management of ChildFund media activities in country offices is the responsibility of the communications staff in partnership with their country director. The Sydney Communications team should be kept abreast of any media activities planned in the overseas offices.

### 5.1 Media spokespeople

In order to ensure every media opportunity is used as effectively as possible, communications staff have responsibility for identifying the most appropriate and relevant ChildFund spokesperson for each initiative.



Please note the following:

- Wherever possible, the CEO (or country director for country office media outreach) will act as the primary spokesperson for the organisation. Additional spokespeople (eg, ambassadors, program staff) can be used with agreement from the CEO/country director.
- Any ChildFund staff member in Australia who is approached by an Australian media outlet must refer the matter to the Head of Public Affairs.
- Any ChildFund staff member in a country office who is approached by a media outlet in that country must refer the matter to their country communications staff or the country director. If it is an Australian or international media outlet, the Head of Public Affairs must also be notified.

All ChildFund spokespeople are required to provide media comment that is consistent with the *Key Messages*, and is respectful of children, beneficiary communities and other international aid organisations.

## 5.2 Press releases

ChildFund is often a signatory to multi-agency press releases. In all instances, both in Australia and overseas, you must notify the Head of Public Affairs of any plans to include ChildFund in a release of this nature.

Departments outside of Communications may wish to distribute a press release. In all instances, this must be approved by either the Head of Public Affairs or country office communications staff.

[See Annex for Key Messages](#)

## 5.3 Negative media reporting

Potential crises affecting the image and credibility of a company or organisation must be considered and planned for, and the *ChildFund Australia Crisis Management Plan* is used by the Sydney office to manage and respond to these events.

Country offices should have adapted versions of this plan in place which enable them to respond within their local context. However, they must also advise, and seek the support of the Head of Public Affairs, during any instance of negative media reporting.

Please note that, in any media crisis, the safety and wellbeing of the children, families and communities with whom we work will always be prioritised over the reputation of the organisation.

Where inaccurate media reporting occurs, the communications staff (with approval from their line manager) in each country should follow up directly with the journalist. As many media stories are now published online, it is possible to get edits to existing stories made.

If the inaccuracy is significant and potentially causes damage to the reputation of ChildFund, communications staff should request that the media outlet publishes a retraction or apology.

[See Annex for ChildFund Australia Crisis Management Plan](#)

## 6. ChildFund Ambassadors

ChildFund Australia seeks to appoint high profile individuals to publicly represent the organisation and raise awareness of our work with children and communities. The appointment of any individual must be approved by the Chief of Business Development and the CEO.

All ambassadors must sign the *ChildFund Australia Ambassador Agreement*, which outlines their role and responsibilities, and which confirms their agreement to comply with ChildFund policies in conducting their role. This agreement is renewed every two years.

[See Annex for ChildFund Australia Ambassador Agreement](#)

## 7. Communications staff inductions

All communications staff appointed to ChildFund will take part in a communications-specific induction process, managed by a member of the Sydney Communications team. Due to different geographical locations, this may take place via Skype or similar.

The communications induction is in addition to standard organisational induction processes.

The Sydney communications staff member responsible for this induction will provide training and assistance to the new recruit on the *Communications Policy*, these guidelines, and other relevant policies and documents as outlined in the Annex.

For ongoing training and support, all country communications staff will be partnered with a member of the Sydney Communications team, and be required to take part in fortnightly meetings. Quarterly group meetings of all communications staff (from Sydney, countries and regions) will also be scheduled each year.

In order to monitor communications and policy training, all ChildFund communications staff should highlight training sessions in the [Global Comms Training Log](#). This should include any training sessions delivered by communications staff to other members of the organisation (for instance, ChildFund comms staff in Vietnam delivering consent training to other colleagues in Vietnam.)

## 8. Annex

Communications Policy  
ChildFund Australia Descriptors  
Key Messages  
New Voice Writing Style Guide 2023  
Tone of Voice Tips 2023  
New Voice Presentation 2023  
ChildFund Australia Brand Guidelines  
ChildFund Alliance Brand Guidelines  
Global Community Style Guide  
Childhood Style Guide  
World Rugby and ChildFund Partnership Brand Guidelines  
ChildFund Australia powerpoint template  
ChildFund Australia word doc template  
Graphic Design Process Chart  
Consent Policy  
Where does my story go?  
Consent Form  
Child Safeguarding Policy  
Child Safeguarding Procedures  
Ambassador Agreement