

Communications Policy



Purpose

The purpose of this Communications Policy is to provide all club members with clear, consistent, and values-aligned guidance on how information is created, shared, and managed across Northern Phoenix Paddling Club.

Communication plays a vital role in supporting safe training, strong team culture, transparent governance, and positive engagement with our members, volunteers, partners, and the wider dragon boating community.

This policy sets expectations for communication behaviour, outlines approved channels and responsibilities, and ensures that all internal and external communication reflects our club values.

Northern Phoenix Values

Respect

We will communicate in ways that ensure people feel heard, recognised, valued, and genuinely welcome, with consideration for all personalities, circumstances, and communication styles.

We will listen actively and respond constructively, avoiding behaviour that undermines, dismisses, or talks over others. Respectful communication strengthens trust, connection, and the culture we want to uphold.

Inclusive

Inclusive communication ensures that everyone has the right to belong, contribute, and be heard. This policy supports Inclusiveness by ensuring that communication is accessible, transparent, and welcoming, especially in decision-making and club updates.

Communication must be delivered in ways that encourage open engagement and paddler satisfaction. Inclusive communication helps every member feel they have a place in the team.

Support

We will communicate in ways that offer clarity, encouragement, and care, sharing information that helps teammates feel confident, safe, and connected.

Technical guidance will be respectfully and constructively provided and received. We will look out for one another's mental, physical, and emotional wellbeing through the way we speak and respond. Supportive communication strengthens the wellbeing of the whole team.



Enjoy

Enjoyment grows when communication helps people feel connected, informed, and excited to participate. Our communication will help members look forward to turning up and being part of the club, and we will celebrate achievements, progress, and shared experiences.

Communication across team activity will always be positive and upbeat, and never in a manner that leaves any person feeling down. Enjoyable communication reinforces the spirit of why we paddle together.

Applies to

This policy applies to all individuals and groups involved in communicating on behalf of Northern Phoenix Paddling Club. This includes:

- **All Members** — paddlers, volunteers, supporters, and anyone participating in club activities
- **Committee Members** — including those responsible for governance, administration, and official club decisions
- **Coaches and Team Managers** — responsible for training updates, safety communication, and team coordination
- **Designated Communications Roles** — including anyone managing official channels such as email, social media, or website content
- **Event and Regatta Representatives** — communicating on behalf of the club during competitions or external engagements

This policy covers all communication channels, including email, messaging platforms, social media, website content, printed material, and in-person communication. It applies to all club activities, including training, events, regattas, governance processes, and community engagement.

Policy information

Communication Standards

All communication connected to Northern Phoenix must be clear, timely, respectful, and aligned with our club values. Messages should be accurate, concise, and delivered in a way that supports understanding across the whole team.

Approved Communication Channels

Official club communication will only be shared through approved channels to ensure consistency and reliability. These may include email, designated messaging platforms, social media managed by the club, and the club website. Personal channels must not be used for official announcements or decisions.



Information Accuracy & Reliability

All information shared on behalf of the club must be accurate, up-to-date, and verified before being distributed. Members responsible for communication must ensure clarity, avoid speculation, and correct errors promptly.

Safety & Urgent Communication

Safety-related updates — including weather changes, cancellations, emergency procedures, or urgent risks — must be communicated promptly through reliable channels. Coaches, managers, or designated leaders are responsible for ensuring these messages reach all affected members.

Privacy & Confidentiality

Communication must respect members' privacy. Personal information may only be shared when necessary for club operations and must be handled in line with the club's privacy expectations and relevant legislation.

Behaviour Expectations

All members are expected to communicate in ways that uphold the club's values of Respect, Inclusive, Support, and Enjoy. Communication must never be harmful, discriminatory, or demeaning. Concerns about communication behaviour may be raised with the Committee.

Decision-Making Communication

Committee decisions, policy updates, and governance matters must be communicated transparently and in a timely manner. Members should be informed of decisions that affect training, membership, safety, or club operations.

Social Media Use

Members representing the club on social media must communicate professionally and in alignment with club values. Personal social media use must not bring the club into disrepute or misrepresent club decisions or activities.

Record Keeping

Official communication, including decisions, announcements, and safety notices, must be stored in an accessible and secure location. The Committee is responsible for ensuring communication records are maintained appropriately.



Roles & Responsibilities

Northern Phoenix Committee

Is responsible for approving and maintaining this policy, ensuring it is available to all club members, and that the details within it are upheld.

Committee members are responsible for ensuring key information, governance decisions, and any other information required by the club's constitution or to uphold club values is shared for their respective areas to appropriate parties.

The committee is responsible for developing and approving key messages that relate to club priorities.

Team Strategy Group (Team Strategy Officer led)

Are responsible for all operational communications across team members. They must ensure all communication is handled in line with this policy, paying particular attention to club values.

This group has delegated authority to decide how to use approved communication channels, for example they may develop operational guidelines on how to use specific communication tools if that enables effective team management, so long as those guidelines are consistent with the requirements of this policy. For avoidance of doubt, the term "guidelines" is preferred over "rules".

This group has delegated authority to maintain social media messaging, so long as all messaging is aligned with the requirements of this policy and uses committee approved key/priority messages where developed.

This group, with ultimate responsibility with the Team Strategy Officer, must ensure decisions across team activity where they relate to paddler performance, selection for events, changes to role or position on boat, or any other matter that may impact positive member engagement are communicated with a 'no surprises' approach.

People Group (People Officer led)

Are responsible for monitoring club communication and reporting to committee any matters that are not aligned with this policy.

This group may provide guidance to the Team Strategy Group where communication content could be adapted to better align with club priorities (for example recruitment and retention strategies).



Fundraising Group (Fundraising Officer led)

Are responsible for ensuring all members are aware of fundraising activity, their expectations for participation and committee approved decisions around fundraising targets and use of funds.

Funding & Major Assets Group (Funding Officer led)

Are responsible for providing updates on funding priorities, progress and obtaining club member input to funding applications where required.