



3.01 Service Principles & Information Provision

Original Ratification Date	14/11/2018
Persons affected by Policy	All management and Team Members
Who is Responsible	Governance Body
Reviewer	Executive Officer
Terms	<p>The Service – Community Links Wellbeing Team Member – Employees & Volunteers unless otherwise stated</p> <p>Project – Individual projects auspiced/ run by Community Links Wellbeing Governance Body – The governing body of Community Links Wellbeing</p>

POLICY STATEMENT

Our consumers are the focus of all service activities. The service and its projects promote the human rights, independence and wellbeing of our consumers. Each project will ensure relevant, up to date information is provided to our consumers to enable them to make informed decisions regarding service. Each project will be widely promoted in a variety of ways suitable to a wide range of stakeholders.

POLICY PROTOCOLS

3.01-1 Commitment to Working with Aboriginal Communities

Community Links Wellbeing acknowledges that we operate and function on the lands of the Dharawal and Gundungurra people. The Dharawal (Wollondilly) Gundungurra (Wingecarribee) people are the traditional custodians of this land where we live and work and are part of the greater Dharawal and Gundungurra Nation – Wollondilly/Wingecarribee.

We will use our Statement of Commitment as the building blocks for the development of holistic respectful services. Our commitment will be published on our website and be promoted throughout the organisation.

Community Links Wellbeing governance body and executive will lead the organisation to achieve a culture which demonstrates respect for the needs and priorities of Aboriginal people. The Community Links Wellbeing Team will:

- Actively model expected attitudes and behaviours;
- Recognise and acknowledge traditional ownership at official gatherings;
- Ensure our offices are respectful and inviting for Aboriginal people; and
- Communicate the importance of culturally significant events such as National Aborigines and Islanders Day Observance Committee (NAIDOC).

The Community Links Wellbeing Team will develop the capability to deliver culturally sensitive, respectful and inclusive services to Aboriginal peoples by:

- Participating in Cultural Respect Training;
- Ensuring we engage appropriate Aboriginal stakeholders in decisions relating to Aboriginal people;
- Developing appropriate program resources to meet the needs of Aboriginal people;
- Development of Aboriginal specific projects; and
- Exploring opportunities to develop a greater understanding and appreciation of cultural knowledge.

3.01-2 Service Principles

The Service shall provide its services in accordance with the following principles:

- Increasing the independence, self-determination and resilience of our consumers is the focus of the service;
- The service celebrates diversity in all its forms and understands each person we support has different needs determined by their age, gender, cultural background, life preferences and circumstance;
- Our consumers have a right to make choices/decisions in their lives and have those choices/decisions respected;
- Our consumers have a right to dignity, respect, privacy/confidentiality;
- Our consumers have a right to access/receive services free from discrimination, financial, sexual, physical and emotional abuse, neglect and exploitation;
- The community and funding bodies have a right to expect the service to be accountable.

3.01-3 Information Provision

Accurate and up to date information, in plain English, in a variety of formats appropriate to the needs of the target group, will be provided to potential people we may support, referring agencies, partner agencies and other stakeholders that describe:

- Services options to be provided
- Cost of those services
- Their rights and responsibilities
- How to provide feedback
- The use of advocates
- Making health information clear and understandable

through:

- The intake process
- The service brochures
- The handbooks for people we support

- The service website
- The service social media

3.01-3 Promotion

Each project will be responsible for the distribution of relevant service information to people we support, community members, community partners, partner agencies and other stakeholders.

Varied and specialist channels of publicity where appropriate including, but not limited to:

- Indigenous services and media
- disability services and support groups
- mental health services
- carer and respite services
- alcohol and other drug services and groups
- multicultural and refugee services
- LGBTQIA + groups and services
- legal, court support, conferencing and post-release services
- family support services, community health, young mums'/parents groups
- TAFE programs for young people
- church and religious groups
- other LGA's
- media, websites and email groups

Each project will use a combination of written/pictorial promotion (e.g. posters, flyers, website) and spoken promotion (talks).

Projects where appropriate, will ask for feedback on draft promotional material from their target groups and/or workers in agencies with experience working with that group.

Development of Promotional Material

Guidelines for designing a promotional/marketing product for distribution to target audiences.

1. Identify the target audience for the program/activity/event.
2. Determine which advertising platforms audiences will most likely access to hear about the activity i.e. are they on social media? Do they read the paper? Are they on the mailing list? Are they members of professional networks? Would a banner be effective?
3. Design the flyer remembering it must include the services logo, business address and contact details.
4. Remember the key information 'what', 'when', 'why', 'where'. The 'why' needs to sell the activity so that people will want to participate.

5. Consider the booking method for the activity. Who will take the bookings? What information do you need? The service has a Trybooking account for online bookings for free or paid activities.
6. The advertising material (flyers, Facebook, website, media) will need to be approved by your Team Manager and then by the Operations Manager before it can be distributed.
7. Determine appropriate distribution options, include: - the service website, Facebook, mailing list, newsletters, print media, letterbox drops and events.
8. Develop information in text format for the newsletter, PDF for the website & JGP for Facebook.
9. Consider how many copies will need to be printed. Get a quote from a commercial printer for quantities over 250 and have this approved by the Team Manager.
10. Give a copy of the material to ALL team members (including reception) so that other team members can promote the activity

3.01-5 Working with the Media Day to Day

Local, state and national media are vital partners in achieving the goals of the Service. In order to maximize the advantages of media presentations and minimize the risks of media misrepresentation it is necessary to establish guidelines for how media contacts will be conducted.

It is not the intention of this procedure to curb freedom of speech or to enforce strict rules and regulations. Rather, the intention is to establish a framework for achieving an effective working relationship with media. The service welcomes the opportunity to talk to the media and through them to debate issues in the public arena.

It is the responsibility of all team members, governance body members and volunteers to ensure that effective media relations are maintained in order to achieve the aims of the service.

The service will:

- will never knowingly mislead the public, media or team on an issue or news story.
- promote openness and accessibility in our dealings with the media, whilst complying with the law
- ensure all communications with the media will be written in plain English
- ensure information provided to the media by the service will as far as humanly possible be objective, balanced, accurate, informative and timely.

The media themselves have a vital role to play on behalf of the community in holding the service accountable for its policies and actions. It is important that they have access to officers and to background information to assist them in this role. To balance this, the service must have the capacity to defend itself from any unfounded criticism, and will ensure that the public are properly informed of all the relevant facts (if necessary using other channels of communication).

Where the media inquiries are regarding information on uncontentious issues (e.g. specific project information designed to promote and provide information to the

community regarding the project) responses may be made by any Team Leader with knowledge of the particular project, after approval from the Operations Manager.

Where media inquiries are regarding any matter which could be contentious (e.g. government policy, local debate regarding issues impacting the coverage area) they will be referred to the Operations Manager for comment.

Any Team Member dealing with the media must observe confidentiality of our consumers.

Any filming or taping of the service property and/or team members and/or people we support may only be undertaken with the approval of the Operations Manager and the permission of each team member/person we support that may be filmed or taped.

Project Specific Procedures

Each project, where relevant, will develop procedures detailing:

- Project Specific Principles
- Information Provision and Promotion
- Working with approved external agencies

Policy context: This policy relates to	
Legislation or other requirements	Human Rights and Equal Opportunity Commission Act (Commonwealth) 1986 UN Convention on the Rights of the Child Anti-Discrimination Act (NSW) 1977 Sex Discrimination Act (Commonwealth) 1984 Children and Young Persons (Care and Protection) Act 1998 (NSW) Commission for Children and Young People Act (NSW 1997) Child Protection (Working with Children) Act (NSW), 2012. Child Protection (Working with Children) Regulation (NSW), 2013. Freedom of Information Act (Commonwealth) 1982, (State) 1989 Community Services (Complaints, Reviews and Monitoring) Act 1993 (NSW) Privacy and Personal Information Protection Act 1998 (NSW) The Australian Privacy Principles 2014 Guardianship Act (1987) NSW Powers of Attorney Act (2003) NSW Carer's (Recognition) Act 2010 Racial Discrimination Act 1975 (Commonwealth) Disability Discrimination Act 1992 (Commonwealth) Age Discrimination Act 2004 Disability Inclusion Act 2014 No 41 (NSW) Disability Services Act 1986 (Commonwealth) Children and Young Persons (Care and Protection) Act 1998 Crimes Act 1914 (Commonwealth) Criminal Code 1995 (Commonwealth) Health Records and Information Privacy Act 2002 (NSW). Funding Agreements NSW Family Services Principle Case Management Society of Australia National Standards NDIS Act (2013) NDIS Practice Standards Australian Charter of Healthcare Rights Australian Open Disclosure Framework Case management Society of Australia and New Zealand Standards NSW Modern Slavery Act 2018 NSQDMHS and NSQMHSCMO Practice Standards

DOCUMENTATION

Documents linked to this policy	
Forms, record keeping or other organisational documents	3.01a Statement of Commitment 3.01b Photographic/Video/Audio and Identification Release Form

Review and version tracking		Date Original Approved:
BNG Version	Date This Review Approved:	Next Review Due
1	Executive Officer 12/11/2020	12/11/2021
2	Executive Officer 31.08.2022	31.08.2023
3	Executive Officer 02/02/2023	02/02/2024
4	Executive Officer 25.11.2025	25.11.2026