



Communications and Social Media Policy

Australian Fencing Federation Limited ACN 161 544 752 (**AFF**)

1. Objectives

- 1.1 The Communications and Social Media Policy applies to all Relevant Persons in connection with the AFF, Relevant Organizations and Fencing Activities.
- 1.2 As a basic principle, all Communications commentary must;
- (a) Conform to all the AFF's Policies and not be Prohibited Conduct under the National Integrity Framework adopted by the AFF, or any other AFF Policy;
 - (b) be factually correct;
 - a. be respectful of other users of social media;
 - b. avoid commentary which is critical or defamatory of the AFF or its members, or brings the sport of fencing, or the AFF into disrepute.

2. Definitions

Activity means a sporting contest, match, competition, event, meeting, discussion whether in person or online, or activity (including training, camp, lesson, whether online or in-person, tour where it is endorsed by a Relevant Organisation, accreditation process, high performance activity, or any such activity), whether on a one-off basis or as part of a session, series, league, or competition, which is either sanctioned, organised, co-ordinated by, or connected-with Relevant Organisation.

AFF means the Australian Fencing Federation.

Athlete means a person who is registered, or entitled to participate, in an Activity.

Communications means all forms of communication whatsoever where information is conveyed between parties and includes but is not limited to:

- i. Social Media platforms including but not limited to online forums, Facebook, Instagram, Snapchat, YouTube, blogs, vlogs, WhatsApp, WeChat, or any other form of digital publication that reaches an audience;
- ii. Any publication whether digital or material, which advertises or makes any form of statement in relation to Activities or a Relevant Person, or Relevant Organisation;
- iii. Any verbal or written representation or communication where information, opinions, or the like, are conveyed made between any member of the AFF, a Relevant Person, or a Relevant Organisation.

Complaints, Disputes, and Discipline Policy means the National Integrity Framework policy that has been adopted by the AFF.

Member means a member of a Relevant Organisation, including:

- iv. **Member Organisation**, which means each company or incorporated association that includes: each:
 - v. State or territory, referred in the AFF Constitution as a "Member State"; and
 - vi. Affiliate that is a member of a state and territory Member (Affiliated Member, as defined in the AFF Constitution).;

- vii. **Individual Member**, which means individuals who are individuals registered with a Relevant Organisation.
- viii. Any other category of membership recognised by AFF

Participant means:

- (a) Athletes;
- (b) coaches appointed to train an Athlete or Team in an Activity;
- (c) administrators who have a role in the administration, operation or Activity of a Relevant Organisation including owners, directors, committee members or other persons;
- (d) officials including referees, umpires, technical officials, or other officials appointed by a Relevant Organisation, or any league, competition, series, Club or Team sanctioned by a Relevant Organisation; and
- (e) support personnel who are appointed in a professional or voluntary capacity by a Relevant Organisation, or any league, competition, series, Club or Team sanctioned by a Relevant Organisation including sports science sports medicine personnel, team managers, agents, selectors, and team staff members.
- (f) Spectator, observer or similar at an Activity.
- (g) Parent of an athlete.

Relevant Organisation means any of the following organisations:

- (a) AFF.
- (b) Member Organisations; or
- (c) any other organisation that has agreed to be bound by the Relevant Policies.

Relevant Person means any of the following persons of a Relevant Organisation or at an Activity:

- (a) Individual Member;
- (b) Participant;
- (c) Employee;
- (d) Contractor;
- (e) Volunteer; or
- (f) any other individual who has agreed to be bound by the Relevant Policies.

3. Acceptable Communications and Social Media

3.1 When involved in Communications, Relevant Persons and Relevant Organisations are required to:

- (a) Abide by all AFF policies including but not limited the Policies of the National Integrity Framework, but all other AFF policies, statutes, regulations and rules;
- (b) show respect at all times in Communications for the individuals and community with which they interact including other Relevant Persons and Relevant Organisations;
- (c) strictly refrain from making any defamatory or negative public remarks, and to address any grievances through the appropriate AFF policy channels;
- (d) be clear about who they are representing at all times, and in no way infer or create ambiguity about who they represent or what their standing is within the sport of fencing;

- (e) avoid using names or titles that create ambiguity including the use of “National”, “Australia” when not affiliated to the AFF, or using a State title in the name where not affiliated with the Member State;
- (f) ensure they do not imply that they are authorised to speak on behalf of the AFF unless explicitly authorised;
- (g) take responsibility for ensuring that any references to the AFF are factually correct, accurate and do not breach confidentiality requirements or any other AFF policies;
- (h) only disclose or comment on AFF information that is publicly available, not that which is confidential (including but limited to financial information, commercial in confidence information, personal information relating to any Relevant Person or Relevant Organization);
- (i) not damage the reputation and interests of the AFF and/or bringing the AFF, or a Member Organisation or the sport of Fencing into disrepute;
- (j) not spread information, rumour, innuendo regarding any Relevant Person or Relevant Organisation;
- (k) ensure that they are not the first to make AFF announcements, or to report on official AFF Tours, unless they have been tasked to do so by the AFF;
- (l) only offer advice, support or comment on topics that fall within their area of responsibility within a Relevant Organisation (if they have one);
- (m) not post any material that is a negative commentary about the AFF, a political comment, nor is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including all Relevant Persons, the AFF, its members, its employees, its contractors, its partners and sponsors
- (n) not post, Communicate or publish any comments regarding Governments and/or other business related individuals or organisations;
- (o) use formal channels in accordance with the Complaints, Disputes, and Discipline Policy adopted by the AFF to express any complaints, grievances or dissatisfaction regarding any Relevant Person or Relevant Organisation, the AFF’s policies and procedures, rather than spreading information via other forms of Communication;
- (p) conform to the cultural and behavioural norms of the social media platform being used and respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms; and
- (q) be polite and respectful of others’ opinions at all times.

4. Prohibited Conduct and Disciplinary Action

- 4.1 Any Breach of this Communications and Social Media Policy by a Relevant Person or Relevant Organization will be Prohibited Conduct.
- 4.2 In the event of becoming aware of potential Prohibited Conduct under this Policy, the AFF will first assess whether the conduct is Prohibited Conduct. In addition to any other sanctions, the AFF may request, in its absolute discretion, the immediate removal or rectification of any Communication, including any publication, of any social media commentary which it believes contravenes any of the acceptable use items above and is therefore Prohibited Conduct.
- 4.3 If a Relevant Person or Relevant Organization fails to comply with an instruction from the AFF for immediate removal of the Communication, this will be a further Breach of this Policy.

- 4.4 The AFF may take any of the following measures it deems necessary to manage perceived or actual Prohibited Conduct and breaches:
- (a) Order the immediate removal of the Communication;
 - (b) Order that the Relevant Person of Relevant Organisation rectify its Communication by issuing a clarification statement or an apology, or any other appropriate measure;
 - (c) Temporarily suspend, or alter service provision for, any Relevant Person or Relevant Organisation from participating in AFF or other Relevant Organisation Activities in any way until a breach is remedied, and immediately refer the matter to either:
 - (1) the Complaints Manager to be dealt with under the Complaints, Discipline and Disputes Policy; or
 - (2) deal with the matter under this Policy clause 4.4 (f)
 - (d) Refer the Prohibited Conduct to the Complaints Manager to be dealt with under the Complaints, Disputes and Discipline Policy at any point;.
 - (e) Take other measures it reasonably considers necessary to prevent further breaches of this Policy.
 - (f) Issue disciplinary measures it considers reasonable, at its sole discretion, on the Relevant Person or Relevant Organisation that has breached this Policy. Including but not limited to:
 - (1) Corrective measures;
 - (2) Suspension from AFF or Relevant Organisation Activities; or
 - (3) Other measures it deems necessary.