



Public Relations Policy

Policy No: GOVN 007 (adopted February 2007)

Policy Position

1. This policy is designed to ensure that no member of the Board or any staff member shall approve or in any way support any action or activity that in any way brings the organisation's name into ill repute.
2. The President is the official spokesperson for the organisation. The Executive Director shall have a delegated role from the President. As a general rule, the President shall make all public statements about policy or governance issues, and the Executive Director shall make statements on operational issues.
3. No person other than the President or Executive Director shall be entitled to represent the official view of USNZ unless specifically delegated such authority by the Board.
4. No person representing USNZ shall make any statements to the press or any other public media that are derogatory or in any way damaging to the organisation or its members.

Guidelines and Procedures

1. When approving or initiating the publication of material or the making of statements to an outside agency, the Executive Director is responsible for vetting material developed by the USNZ Office to ensure that it is consistent with the organisation's stated values and beliefs or its agreed position on any matter contained therein.
2. The President and Executive Director shall, where possible, confer before any significant public statements are made or written statements issued. The ED shall confer with the President before making any public statement.
3. When embarking on any public affairs programme on behalf of the organisation the Executive Director shall first inform the Board of the intention to do so, making clear the relationship between such a programme and the organisation's policies, goals and values.
4. As a general rule, any media statements issued by USNZ shall be issued under the name of the President, as the elected spokesperson for the Association.