



SURF LIFE SAVING SYDNEY POLICY

TITLE:	Media & Communications
NUMBER:	1.02
LAST REVIEW DATE:	September 2025
NEXT REVIEW DATE:	June 2026
RESPONSIBLE PORTFOLIO:	Administration
AUTHOR OF POLICY:	Deputy President

1. PURPOSE

1.1 The purpose of this policy is to ensure that all communications with both internal members (e.g. Club Representatives, members of SLSS Clubs, Rescue Services groups, SLSS Directors and Officers) and external public (non-SLS entities, Government, Stakeholders and Sponsors) are undertaken efficiently and effectively, taking advantage of the various distribution channels and platforms available.

2. COMMENCEMENT

2.1 This Media and Communications Policy will come into effect on **18 September 2025** and will supersede all previous Media and Communication policies and procedures.

3. APPLICATION

3.1 The Policy applies to anyone drafting or distributing communications on behalf of SLSS. This includes but is not limited to the following:

- a) Officers of SLSS (including the Board of Management)
- b) SLSS Standing Committee Members
- c) Employees
- d) SLSS authorised parties
- e) any other person or group.

4. COMMUNICATION MECHANISMS

4.1 Communications may be undertaken in a number of manners.

- a) **Static Communication** – where an item is created and remains unchanged once released and cannot be retracted. This primarily includes printed items such as posters and flyers, and emails. Consideration should be given to the longevity of the content, and the ability for these messages to remain valid over longer periods of time.
- b) **Dynamic Communication** – where items released are dynamic and are continually being updated and replaced. This includes the SLSS website where each page can be updated, replacing the previous information provided. Information here, whilst still able to become outdated, is being routinely replaced, and as such can target more specific events and activities.
- c) **Evolving Communications** – where an item is released, which is then subsequently superseded by a new document with the original remaining in the public domain. This includes Announcements, documents and social media posts. Whilst the released item can be amended, the original release generally remains available with subsequent releases also live identifying the original release if no longer valid. A social media post may indicate an event is approaching whereas a subsequent post may identify the event has passed. The original post remains and is not withdrawn. Likewise, documents are written and released, whilst any subsequent documents will



be released identifying they replace the original document. Note that the original document/post can be edited and re-released, with the document identifying an updated version, whilst a post identifies editing has taken place.

4.2 **Targeted Communications** – communications can also be segmented relative to the audience that is being targeted. Our communication activities should target one of two audiences as follows:

- a) **Internal** – targeting our members, clubs and services, officers and committees, identifying activities that only our internal stakeholders need to be familiar with and should be acting upon.
- b) **External** – targeting the broader community and general public, which would also include our internal stakeholders. These communications should be providing messaging that is suitable for broader public consumption. Any communications targeting members or entities within SLS but outside SLS Sydney would be considered external as they can only be contacted using methods available to external stakeholders.

4.3 Our Stakeholders can also be classified against one of the following channels

- a) **Primary** – such as internal office holders and committee members, and club presidents
- b) **Secondary** – such as internal club officers, surf sports competitors, camp participants and course attendees, as well as state and national officers, as well as external entities such as sponsors, supporters and grant/funding providers
- c) **Tertiary** – such as internal members, nippers and patrollers, and externally such as the beachgoing public, suppliers and government agencies.

4.4 Content distributed in both internal and external communications should not identify individual contact details such as specific emails or phone numbers, rather should use shared/generic email addresses, and shared phones, such as duty officer phones

5 BRANDING

5.1 All images and content created for and released by SLS Sydney shall follow a specified style guide. This applies to both internal and external, static and dynamic communications. This style guide will be reviewed regularly to ensure that our imagery and branding remains current, relevant and identifiable. **See Appendix 1.**

- a) All images should be clear and active.
- b) All images should represent our activities in a positive way.
- c) All people in the images should be wearing approved uniform/apparel in the correct manner.
- d) No images should be used without appropriate branding applied to the release.

6 FOCUS

6.1 The content of our communications should be focused on the activities, events and achievements of Surf Life Saving Sydney and its members. As such the following should be considered:

- a) Promotional materials: SLSS should utilise its extensive networks to promote activities and events organised and run by SLSS. We should not be promoting events/activities being run by State and National SLS Entities, or other SLS entities outside of SLSS, unless they specifically relate to a SLSS contingent being put together (Interbranch/Representative Teams) or member activity from within SLSS (recognising achievements at carnivals/awards/elections etc.).
- b) SLSS should not be promoting events/activities being run by clubs, unless these events or activities contribute to a SLSS activity (prerequisite/qualifying event for a course/carnival etc). Sponsor events/activities/benefits should be promoted only if applicable and will be assessed on a case-by-case basis.
- c) Consideration should be given to identifying non-lifesaving events (such as a social media post for Public Holidays/Christmas) only where we can demonstrate a link to



lifesaving (such as “thanks to our lifesavers giving up their Christmas day today to help patrol”).

7 DYNAMIC EXTERNAL COMMUNICATIONS – WEBSITE

- 7.1 The SLSS website is the principal dynamic communication outlet. The website is an external facing medium that can be accessed by both our primary and secondary stakeholders as well as the general public.
- a) The website hosts information that is of interest to our members, clubs, sponsors, suppliers and the general public.
 - b) The core content of the website will be static, with limited requirements for updating throughout the season.
 - c) The website should not replicate data and information already available on the SLSNSW or SLSA websites, or other Government or authority bodies. The website, rather, should direct users to these sources.
 - d) SLS Sydney’s branding used on the website should match the corporate branding being utilised across our other communication channels. Any update to our branding should be reflected on the website as well. Branding updates should be undertaken only between seasons. See Appendix 1.
 - e) Simple language should be utilised across the website, while remaining engaging, with minimal use of lifesaving terminology and acronyms. Where terminology and acronyms are required, their full titles should be written in brackets next to the acronym in their first appearance on a particular page. E.g. UAV (Uncrewed Aerial Vehicle) or SR30 (Surf Rescue 30 Offshore Rescue Boat). Sentences should be brief, and dot points are encouraged. Language should be targeted at a high school reading capacity.
 - f) Imagery used on the website should be simple to recognise and reflect the SLSS community. All images should be sourced from SLS Sydney’s image collection, principally from engaged professional photographers. Where no suitable image is available, images may be used from SLSNSW or SLSA collections, pending SLSS approval for use.
 - g) All content on the website should include a date of publication.
- 7.2 Currency will be maintained within the website via the inclusion of SLS Sydney releases (announcements, news releases) of various types, which will be linked to the appropriate pages. These releases will be kept on the website for reference for two years, or until updated. Links to the releases from static pages should be removed once the event referred to has passed.
- 7.3 The SLSS Deputy President will undertake an annual review of the website in the off season. All Directors will be engaged to provide input to areas of the website relevant to their areas of expertise. Updates during the season are the responsibility of the relevant portfolio’s Director to undertake.

8 EVOLVING INTERNAL COMMUNICATIONS – ANNOUNCEMENTS

- 8.1 Announcements are created for currency, identifying activity to be undertaken at upcoming events or activities, such as Carnivals, Courses, Camps, Clinics, EOIs. These are to be short term focused and provide immediate details on the event or activity:
- a) Announcements are distributed by SLSS to areas within our scope, such as Surf Clubs, Portfolio areas, Boards and Committees, and to other key members.
 - b) Announcements can both generally identify information for action and generally identify information for reference.
 - c) Announcements for action require a specific deliverable/s to be identified, as well as a responsible officer/s and a due/submission/completion date/s.
 - d) Announcements are to identify any previous issuance to be cancelled/replaced, and any previous issuance to be referenced.



9 EVOLVING INTERNAL COMMUNICATIONS – RESOURCES

9.1 Resources such as Processes, SOPs, Forms, Resources, Plans are more long term in focus than the announcements:

- a) Resources are likely to have a life longer than a single patrolling season.
- b) Resources should identify any previous issuance to be cancelled/replaced, and any previous issuance to be referenced, as well as key changes summarised (version control).
- c) Resources may be more specific in details and have more technical information relevant to the subject area
- d) Resources are the responsibility of the subject matter Director to update/withdraw as and when required.
- e) Release of a new or updated resource should be accompanied by a Circular or Memo to promote the new release.
- f) Resources should be reviewed at least once every season. Resources that are continuously utilised for a period longer than 4 years (or 4 seasons) without review or amendment should be withdrawn from circulation, pending review.

10 STATIC INTERNAL COMMUNICATIONS – WEEKLY SUMMARY email

10.1 Following feedback from our clubs, SLS Sydney circulates a weekly email to all clubs with a summary of all releases from the week. This release includes the following:

- a) Any released Announcements from the week
- b) Any new resources released during the week
- c) Any events coming up in the following week
- d) Any submissions due in the following week
- e) Any other significant item appropriate for the clubs

10.2 The Weekly Summary is circulated to all Directors on the Thursday of each week, for their review and update prior to release on the Friday. All Directors are responsible for the content within their areas of responsibility.

11 STATIC INTERNAL COMMUNICATIONS – REGULAR MEMBERS EMAIL

11.1 SLS Sydney will commence with a new regular members email from the 2025/26 season onwards:

- a) This email will be fortnightly during the season and monthly out of season
- b) The email will contain short, sharp content that links to our website, releases or social media
- c) The email will use simple, engaging straight forward language, but can include SLS terminology and acronyms. Language should remain targeted to a high school reading capacity.
- d) The same guidelines for images for the website applies for these emails
- e) Content will include updates on activities (Camps / Carnivals / Clinics / Courses), refer to club events (carnivals) and relevant state/national events (Aussies/AOE/EOIs) and focus on items of specific relevance to our SLS Sydney members. It will also highlight achievements of our SLS Sydney Members (supporting emergency events/AOE winners/Rep carnival success).
- f) SLS Sydney's branding used on the members email should match the corporate branding being used on our other communication channels. Any update to our branding should be reflected in the members email as well. Branding updates should be undertaken between seasons. See Appendix 1

12 DYNAMIC EXTERNAL COMMUNICATIONS – SOCIAL MEDIA

12.1 Social Media accounts are external, and as such, the content on these is visible to the general public who may not be SLS Sydney members. Consideration should be given to the content placed on these to ensure information is not being released that should not be externally available. Examples for social media content are

- a) Newsworthy items,
- b) Member recognition,
- c) Event marketing,



- d) Public statements,
- e) Public interest content,
- f) Recognition of relevant significant dates

12.2. SLS Sydney has accounts on the following Social Media Platforms

- a) Instagram – This allows for static images and video content, as well as vertical clips, to be shared showing activities. The focus on this mode should be showing activities being planned and highlighting events that have taken place. Text should be short and sharp, and images bright and engaging, terminology should be light. The goal should be promoting SLS Sydney to the broader public. This is likely to be where our younger engagement will take place.
- b) Facebook – This also allows for static and video images, and vertical clips, to be shared, as well as sharing links and other account's posts. The focus here should also be on showing activities being planned and highlighting events taking place. We are also able to share key links such as from the website, and repost posts relevant content from our clubs, as well as state and national, as appropriate to SLS Sydney interested followers. Text should be short and sharp, and images bright and engaging, terminology should be light. Reposts must include text introducing the relevance to SLS Sydney. The goal should be promoting SLS Sydney to the broader public
- c) LinkedIn – This media allows for more corporate focused connections. Again posts are for images, videos and documents, plus links to other sites and sharing other posts. Focus should remain on our audience as professional people keen to understand the business aspects of SLS Sydney. We are also able to share key links such as from the website, and repost posts from our clubs, as well as state and national, as appropriate to SLS Sydney interested connections. Text should be sharp and professional, and images bright and engaging. Reposts must include text introducing the relevance to SLS Sydney. Terminology here can be more technical. The goal should be promoting SLS Sydney to the broader public.

12.2 Resources such as Processes, SOPs, Forms, Resources, Plans are more long term in focus than the announcements SLS Sydney branding used on Social Media channels should match the corporate branding being used on our other communication channels. Any update to our branding should be reflected on our social media posts as well. Branding updates should be undertaken between seasons. See Appendix 1

12.4. SLS Sydney should only have one active account per platform. There should be no portfolio or service accounts.

12.5. SLS Sydney will create a framework for the posting of content on social media. This will include a calendar of upcoming posts, and a set of guidelines for the delivery of content prior to posting. This framework will be circulated with the Board of Management each season.

12.6. No identifiable personal information should be published on social media under any circumstances. This includes a combination of names, dates of birth, email addresses (personal), phone numbers (personal), residential addresses, SurfGuard Member IDs or any other kinds of information that may allow for an individual to be identified.

13 DYMANIC STATIC EXTERNAL COMMUNICATIONS – POSTERS, FLYERS & PRINTED ITEMS

13.1 Any printed item designed for display or distribution is an external mode of communication and as such, is promoting SLS Sydney to the broader public. With this, the design should

- a) Be suitable for public display
- b) Align with our values, mission and vision
- c) Include source reference for any data identified
- d) Include a date of publication
- e) Consist of language targeted at a high school reading capacity, using technical content relevant to the purpose of the intent



- f) Include imagery applying by the same guidelines as the website and social media
- g) Apply the same corporate branding used across SLS Sydney – See Appendix 1
- h) Be designed with content relevant to ongoing display across multiple seasons.

13.2 The subject matter Director is responsible for all content within the designs. All flyers and posters must be endorsed by the BOM prior to release.

13.3 All printed designs should be reviewed at the end of each season to determine if they remain appropriate for further usage.

13.4 Upon redesign of any identified item, all superseded designed items should be retracted/replaced and destroyed

14 LEGAL CONSIDERATIONS

14.1 SLS Sydney can be legally held to account for all text and imagery included in any communication, particularly for external communications.

14.2 Reference to volunteers, members, staff, the organisation, clubs, sponsors, suppliers and elected representatives must be considered prior to distribution. Assume everything released is being reviewed by lawyers.

14.3 Statements cannot be misleading, must be truthful, and should hold SLS Sydney in a positive light.

14.4 Content must not include any information that is not for public release, such as personal information of members.

15 MEDIA ENGAGEMENT

15.1 All media queries will be directed to the SLS Sydney Director.

15.2 Only the SLS Sydney President is authorised to speak with the media.

15.3 The SLS Sydney President will track whenever media have been spoken with.

15.4 The SLS Sydney President is able to delegate the capacity to speak with the media to a suitable officer. This must be for a specific issue and will be a time limited delegation. The Board of Management will be informed whenever this delegation has been invoked.

16. POLICY VERSION & INFORMATION

Policy authorised by: SLSS Board of Management
Current issue: Version 1
Effective Date: 18 September 2025
Enquiries Contact: SLSS Deputy President

SURF LIFE SAVING SYDNEY

Brand Reference Guide

LOGOS

Full Colour



Single Colour



Single Colour Alternate



COLOURS

Primary Colours



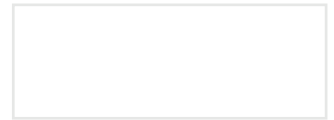
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Red
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Yellow
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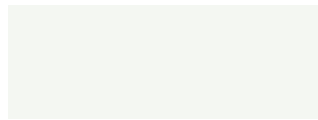


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Web Support Colours



Navy
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White Sand
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Yellow Sand
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Black
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FONTS

Print Font

Avenir Next LT Pro - Alternate Font Arial

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 Demi ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
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Web Font

Google Font - Figtree

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