

# Bushwalking NSW

**BUSHWALKING NSW INC.**

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<https://www.facebook.com/bushwalkingnsw>



[@BushwalkingNSW](https://twitter.com/BushwalkingNSW)

## **Bushwalking NSW media policy**

This policy outlines the coordination between Bushwalking NSW and the media. It is designed to:

- ensure that in all dealings with the media, the organisation acts in a professional, coordinated manner and that all statements made are accurate and appropriate, and
- promote the voice of bushwalking clubs and bushwalkers in NSW through the media.

For the purposes of this policy, media contact includes: providing information via media releases or statements, letters to the editor, responding to media enquiries over the phone and via email, interviews or briefings, disclosing information to the media, comments on talkback radio, and the use of social media.

### **Who this policy applies to**

All members, staff, committee and volunteers whenever representing or purporting to represent Bushwalking NSW.

### **What Bushwalking NSW can provide comment on:**

- Bushwalking in general
- how to get started Bushwalking
- staying safe in the bush
- minimal impact Bushwalking
- access to Bushwalking areas
- conservation in natural areas
- Bushwalking NSW policies
- any campaigns approved by BNSW
- basic responses to queries in line with approved policies

Bushwalking NSW will not provide comment on specific rescues or emergencies. We recommend that media outlets instead try contacting:

- Bushwalkers Wilderness Rescue Service
- NSW Police
- Rural Fire Service (for bushfire emergencies)

Where there is no approved position or policy on a particular matter, the matter should be referred to the committee for discussion, and where no agreement can be reached before the media deadline advise the journalist that Bushwalking NSW does not have a formal position on that matter.

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## **What to do if you're contacted by the media?**

If you're contacted in your capacity with Bushwalking NSW, or have reason to believe that the media outlet considers you to be a representative of Bushwalking NSW, all media enquiries should be directed to the media officer in the first instance. Either ask they call the media officer direct, or ask for details and pass them on to the media officer.

You should make a note of:

- name of the journalist
- outlet they represent
- time / date of the enquiry
- nature of their enquiry
- what their deadline is.

Under no circumstances should comments be given on behalf of Bushwalking NSW other than in accordance with this policy or an approved campaign.

There are no restrictions on giving comment to media in your personal capacity, however you cannot purport to represent Bushwalking NSW in any personal comments, and where your position with Bushwalking NSW is known to the journalist, you must make it clear that your comments are your personal comments and do not represent those of Bushwalking NSW.

## **Authorised spokesperson**

The President, and the Publicity Officer are the authorised spokespeople for Bushwalking NSW.

Comments from the President should be attributed as *NAME, President of Bushwalking NSW*, and comments from the Publicity Officer should be attributed to a *spokesperson for Bushwalking NSW*.

Campaigns may authorise other people to act as spokesperson on a particular topic. These people should be attributed as *NAME, Bushwalking NSW spokesperson on TOPIC*.

Comments may also be attributed to specific committee positions relating to the topic of the inquiry.

## **Making comment**

Where possible, comment should be provided to the media by way of a written statement. This avoids the potential for misquoting, and will assist the journalist in developing their articles. It may help to speak to the journalist to ensure they understand the statement, and ask if there's anything else they require.

Where interviews are given, the speaker should be supported by some speaking notes where possible. This assists in ensuring clear and consistent messages, and helps the speaker provide a confident statement.

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## Use of social media

Bushwalking NSW will use social media to:

- raise the profile of Bushwalking in NSW
- raise the profile of Bushwalking NSW
- raise the profile of Bushwalking clubs in NSW
- provide timely safety and information updates to the Bushwalking community, including park closures
- promote non-contentious articles of interest
- circulate any approved media releases or statements
- to support any approved campaign
- promote any BNSW material online.

Bushwalking NSW currently has an official Twitter account (@BushwalkingNSW) and Facebook page (facebook.com/bushwalkingnsw).

The Executive officer and publicity officer may post non-contentious posts and tweets according to the above principles without seeking further approval from the committee.

Any posts or tweets that could be considered contentious must be approved by the committee prior to posting. Approval may be through a campaign, or on a case by case basis.

Any concerns with the use of social media should be raised with the President of BNSW, who may raise the matter at the next meeting of the management committee, if not resolved earlier. The President may request that any questionable posts or tweets be removed prior to discussion by the Committee.

Where there are concerns with the use of social media by the President, concerns should be raised with the Vice President.

## Key messages

The following key messages should be promoted throughout Bushwalking NSW communication. It is also recommended that these key messages (if relevant) are used to provide comment to the media if asked for comment on a topic that Bushwalking NSW does not have a specific position on.

### General

- Bushwalking is a safe and fun activity that is great for staying healthy
- If you want to get into bushwalking – clubs are a great way to get started, and to meet other bushwalkers. Bushwalking clubs are located across NSW, and you can find your nearest club on the Bushwalking NSW website, bushwalkingnsw.org.au
- NSW has some wonderful locations for bushwalking, and it is important that we balance providing access to these areas with ensuring they remain protected from inappropriate development
- The Bushwalkers' Code, available on the Bushwalking NSW website provides important advice on how to bushwalk responsibly.

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## Safety

- Staying safe in the bush should be your first priority
- Check the weather and for any park closures before leaving home, and change your plans if necessary
- Bushwalkers should always tell someone where they are going and when they expect to be back.
- Make sure you know where you're going and are properly prepared: water, food, warm and waterproof clothes, sun protection, appropriate footwear, map and compass.
- If in doubt, bushwalking clubs offer a great introduction to bushwalking safely.
- Never enter a flooded river. If you can't find a safe crossing location or an alternative route, be prepared to wait for the river to subside.

## Natural areas

- It's important to look after National Parks and other natural areas.
- Bushwalkers should practice minimal impact bushwalking, and the Bushwalkers' Code provides advice on how to do this. The Code is available at [bushwalkingnsw.org.au](http://bushwalkingnsw.org.au).
- Carry out all rubbish with you.
- Respect the natural environment and other bushwalkers.

## **Campaigns**

Bushwalking NSW may develop specific campaigns to promote messages of interest to its members. These can be developed according to the attached template.

In addition, BNSW will develop and maintain the following safety and promotional campaigns:

- Hot weather: Exhaustion, dehydration, and snakebite
- Cold weather: Hypothermia
- Bushfires and closures
- Storms, floods, and adverse weather
- How to get started / how to plan your next walk?
- The benefits of Bushwalking / Bushwalking inspiration

# Bushwalking NSW

## Bushwalking NSW – Promotional Campaign – Template

**Name of campaign**

**Approved by committee on: DATE**

**Target**

**Method of communication**

**Target time**

**Key messages**

**Spokesperson**

**Does this campaign expire following a certain date or event?**

**Other resources**