



ARF COMMUNICATION POLICY 2016 - 2017

ACT Rescue and Foster (ARF) Inc. is an incorporated non-profit association of people in the Canberra (Australia) and the surrounding region who rescue dogs from euthanasia and foster them temporarily in our own homes for as long as it takes to find them loving, permanent homes.

ARF Objects

To save and improve the lives of dogs in the Canberra region by:

- Rescuing and rehoming as many unwanted dogs as possible
- Educating the community about responsible dog companionship
- Working with local pounds to help achieve, develop and implement "minimum destruction" policies and procedures
- Establishing and developing networks of communication for people involved in rescue and rehoming dogs.

Our Communication Policy

ARF'S Communication Policy is to

- support ARF's Objects
- help maintain consistency and transparency in the day-to-day operations of the organisation as well as in its policy development
- maintain the integrity of the ARF Brand

Our Communication Strategy

Our strategy will focus on the delivery ARF's communication-related key performance areas (KRA) as outlined in the ARF Strategic Plan.

Educating the community about responsible dog companionship (KRA 2)

We will:

- ensure our key messages are relevant and appropriate
- maximise promotional opportunities
- provide and continually review educative material
- work with the community and assist where we can

We will do this by

- continued monitoring and review of our public and members websites and social media to ensure our messages are educative and respond to issues as they arise
- accepting invitations to address interested forums
- ensuring that our people have the opportunity for furthering their knowledge, particularly our foster carers
- having a strong presence at community events
- increasing the base of the volunteers assisting with our public events
- determining the best ways to educate the community about responsible dog ownership
- developing links with relevant community organisations to help us achieve this

Establishing and developing networks of communication for people involved in rescue and rehoming dogs (KRA 4)

We will :

- get to know our existing and potential audiences better
- provide tools for the sharing of information
- increase our network of veterinary providers and opportunities for direct billing

Through our public and members' websites we will:

- continue to ensure our technology allows the promotion of available dogs and the sharing of information
- continue to ensure that there is information available to assist foster carers and members
- survey our members and foster carers to ensure that the information provided is relevant and targeted

- continue to hold targeted information sessions for members and foster carers
- have an active strategy for approaching veterinary practices and seeking their agreement to be an ARF preferred practice and to allow ARF direct billing facilities.

EXTERNAL COMMUNICATION

Key Audiences

Our key external audiences are

- Sponsors
- Vets
- Rescue groups
- Authorities
- Champions
- Politicians
- Donors
- New owners/potential new owners
- Community Leaders
- General public

Communication tools

Our communication tools to reach these audiences are:

Specialist and daily media
 Websites – ARF public, Pet Rescue
 Social media*
 Email
Chinwag – 4 issues per year
 Brochures
 Presentations
 Submissions to reviews
 ARF Products
 Events
 Stalls
 Education/workshops
 Personal contact

* governed by ARF social media policy

INTERNAL COMMUNICATION

Key audiences

Our key internal audiences are:

- Foster carers
- Temperament testers
- Members
- ARF Committee
- ARF Sub-committees

Communication tools

Our communication tools to reach these audiences are:

Training, information sessions, workshops
Email – all members messages, poster network
Website - Volunteers Library
Social media - facebook volunteers page
Chinwag – 4 issues per year
Personal contact

* governed by ARF social media protocols

3. INTERNAL COMMUNICATION PROCEDURES

Communication will function across group networks within organisation's structure – the ARF Committee and its three Sub-committees – Governance, Rescue, Communication.

All ARF members will be updated on Committee activities via email following each Committee meeting.

The three Sub-committees will circulate action lists of their meetings to one another and the Committee within two weeks of each meeting. All minutes will be filed with the Secretary and placed on the Volunteers Library.

Interaction with and amongst ARF members is subject to the following protocols:

All communication that represents or provides information about ARF, particularly through online forums, should be based on ARF's official guidelines and approved by the ARF Committee. No individual member can represent ARF views without the specific permission of the Committee

Members should not make any media statements about ARF - its people, its operations, its relations with stakeholders - unless first agreed by the ARF Committee.