



Partners in Aid

Communications Policy

1 Background

Partners in Aid recognizes the rights of members, partners, stakeholders and donors to accurate unbiased information on all projects and other activities of the organization.

2 Commitment and Purpose

2.1 PIA is committed to transparency ensuring that relevant information is made available in a timely and easily accessible manner. The purpose of this policy document is twofold:

- to outline what information should be made available to whom, where and when, and
- to ensure that in making information available, the use of images and messages in communications is undertaken in a way that portrays the affected people (including children) in a manner that respects their dignity, values, history, language and culture, and is authentic to the context, person and terms of consent given.

3 Guidelines

3.1 General

- 3.1.2 Partners in Aid will outline on its website its vision, mission and values, and provide website links to its policies on privacy and complaints. In event of these policies being updated, links to the revised policies will be made available within a month on any such updating. Link will also be made available to PIA's Strategic Plan. Links to the minutes of the Annual General Meeting, and the annual financial reports will also be added in a timely manner.
- 3.1.3 Progress reports on the projects supported by PIA will be published in the quarterly Newsletter, available to all members.
- 3.1.4 No images or messages containing personal information will be published without the free, prior, and informed consent of those depicted in the images or messages.
- 3.1.5 All materials made public by Partners in Aid must:
 - be obtained and used according to ethical principles;
 - be consistent with their stated purpose and value;
 - accurately describe the nature and scope of the work to which they refer;
 - acknowledge the role of the partners and other stakeholders;
 - be consistent with ACFID's Fundraising Charter where public materials relate to fundraising;

- align with the values of Partners in Aid and the ACFID Code of Conduct and Fundraising Charter,
and
 - be consistent with PIA's Privacy Policy.
 - never use images that feature dead bodies or dying people.
 - in any image portraying affected people, do so in a way that respects their dignity, religion,
history, values, language and culture.
- 3.1.2 No statements should be made about other ACFID members with the intention of creating a reputational or other advantage to PIA.
- 3.1.3 All communications will specify if any activity involves non-development activities.

3.2 Use of children's images

Partners in Aid uses images of children when communicating with adult sponsors about their sponsored child or young person. Partners in Aid also occasionally uses images of children and young people in newsletters and other publications. The use of such images must meet the following conditions.

- informed permission will be obtained from children and their parents before their images are used in publications, and record of each permission kept;
- in all cases, portrayal of children will ensure that they are portrayed as resilient, capable and not weak or vulnerable. Images will not identify the location of children or enable them to be contacted by potentially harmful people;
- images should never infringe PIA Child Safeguarding Policy;
- images should never show children naked or in a sexualized manner
- guidelines for storing images securely will also be provided to board members and Project Coordinators - this includes storing on the website, social media and in all other media, and
- although names of children are necessary identifying features of the child sponsorship programme, names will not be used in general publications.

4 Scope

This Policy applies to all information, images, stories, collected for research, evaluation or and donor and supporter purposes

All Partners in Aid members, board members, volunteers, sponsors, and advisors are bound by this policy. The policy also extends to Partners in Aid project partners and associated implementing organisations.

5 Procedures

5.1 No brochures publicising a specific project or other materials relating to Partners in Aid will be distributed without the prior sighting and formal approval of the Fundraising, Marketing and Communications Subcommittee, and the subsequent approval of the Board.

6 Review

This policy will be reviewed after 3 years.

7 Relevant PIA Policy Documents

PIA Child Safeguarding Policy and Code of Conduct

PIA Child Sponsorship Policy

PIA Privacy Policy

PIA Fundraising Policy

PIA Communications Policy

8 References

ACFID Code of Conduct

<http://www.acfid.asn.au/code-of-conduct/files/>

AusAID Child Protection Policy:

http://www.ausaid.gov.au/publications/pubout.cfm?Id=7954_7703_6074_4255_4227

Convention on the Rights of the Child:

<http://www2.ohchr.org/english/law/crc.htm>

Australian Government, Australian Law Reform Commission

<http://www.alrc.gov.au/publications/family-violence-and-commonwealth-laws%E2%80%94social-security-law/definition-family-violence>