

Policy Name	Communications Policy
Version Number	1
Policy Owner	KBSLSC Board of Management
Date Adopted	9th March 2026
Review Date	2027

1. Purpose

The purpose of this policy is to ensure clear, consistent and responsible communication within Kingston Beach Surf Life Saving Club (KBSLSC).

This policy outlines how the club communicates with members, the community and external stakeholders using approved communication channels and consistent messaging.

2. Scope

This policy applies to any person communicating on behalf of KBSLSC, including:

- Board of Management members
- Committee members
- Patrol captains and team leaders
- Coaches and age managers
- Volunteers managing club communication platforms
- Any member authorised to create or distribute communications.

3. Communication Principles

All club communications should:

- Be **clear, accurate and timely**
- Reflect the **values and reputation of Kingston Beach SLSC, Surf Life Saving Tasmania and Surf Life Saving Australia**
- Be **respectful and inclusive**
- Protect **member privacy and child safety**
- Use **approved communication channels and abide by the Surf Life Saving Australia Social Media Policy 6.20.**

Where possible, **generic club contact details** should be used rather than personal phone numbers or email addresses on public domains.

4. Communications Strategy

The club maintains a **Communications Strategy** to guide how information flows within the organisation and to the broader community (See Appendix A)

The strategy informs the **Board of Management, committee members and general club members** about:

- The **flow of communication within the club**
- The **appropriate channels for sharing information**
- How messages should be **distributed to members and the community**
- Who is responsible for **disseminating key information**

The strategy helps ensure communication is **consistent, timely and reaches the appropriate audiences**.

Refer to **Appendix A – Communications Strategy** for the detailed framework.

5. Communication Channels

Internal Member Communication

Email (*Via SurfGuard*) (Primary Channel)

- Used for official club notices and important updates
- Sent via SurfGuard (SLSA database system)
- Used for committee communication and formal announcements

Stack Team App

- Main junior communication platform (nippers)
- Used for operational updates and reminders for nippers
- Patrol and team communication (optional for patrol captains)
- Junior activities and event reminders

Club Newsletter

- Used to keep members informed about club news, achievements and upcoming events
- Distributed periodically during the season (fortnightly during season and monthly during off season)

Facebook Messenger Groups

- Used for working groups or specific teams such as patrol groups
- If members aged 18 years or under are in these groups, parents/guardians must be also included.

- Groups must be closed after 12 months.

What's-app groups

- For Board of Management communication
- For patrol groups
- Ideal for use with underage members (18yo and under) as parent can be in group as well and What's App being an approved social media handle for Under 16's.

Google Forms

- Used for event registrations, surveys, sign-ups and information collection.

External Communication

Public Facebook Page ([Kingston Beach Surf Life Saving Club](#))

- Primary platform for community communication
- Used for club updates, events, achievements and public messaging

Instagram ([kingstonbeach_slsc](#))

- Used to promote club activities and visual storytelling
- Focus on engaging the broader community and younger audiences

Private Members Facebook Group ([Kingston Beach SLSC-Members](#))

- Used for internal member updates and discussion.

Website ([Club website](#))

The club website serves as the central public information hub for the club and is used to:

- Provide accurate and up-to-date information about the club and its activities
- Share membership information and registration details on how to join the club
- Promote club programs such as Nippers, patrols and training
- Publish important club documents, resources and policies
- Support community engagement and public awareness of surf lifesaving

6. Branding

All public communications must present a **consistent and recognisable Kingston Beach SLSC identity**.

To ensure consistency:

- All public-facing communications must be **created using Canva** (graphic design platform) using the club's approved templates.
- Canva templates must align with the **Kingston Beach SLSC branding guidelines**.
- Members creating communications must follow the **Branding Toolkit (Appendix B)**.

Branding should ensure:

- Consistent colours, fonts and logos
- Clear and professional layouts
- Alignment with Surf Life Saving Australia identity
- Visual consistency across social media, posters, flyers and newsletters.

Refer to **Appendix B – Branding Toolkit** for detailed guidance.

7. Communication Standards

All communications made on behalf of KBSLSC must:

- Represent the club in a **positive and professional manner**
- Use **appropriate and inclusive language**
- Avoid discriminatory, offensive or inappropriate content
- Respect member privacy and **not share personal information without consent**
- Follow Surf Life Saving Australia and club branding guidelines.

Images used in communications should:

- Represent surf lifesaving activities positively
- Show members in appropriate uniform where relevant
- Only be used where appropriate permission has been granted.

8. Social Media Guidelines

Club social media platforms are public facing and must be managed responsibly.

Appropriate content includes:

- Club activities and patrol updates
- Member recognition and achievements
- Event promotion and fundraising
- Community engagement and beach safety messaging.

Personal information such as **phone numbers, addresses, dates of birth or identifying details of children must not be shared publicly.**

Members aged 16 years or under must not be accepted into club social media groups (such as members Facebook group) or any chat groups on Instagram.

9. Media Enquiries

All media enquiries relating to the club should be directed to the **Club President or Communications Officer**.

Only authorised representatives may provide statements to media on behalf of the club.

10. Code of Conduct for Communication

Members engaging on club communication platforms must:

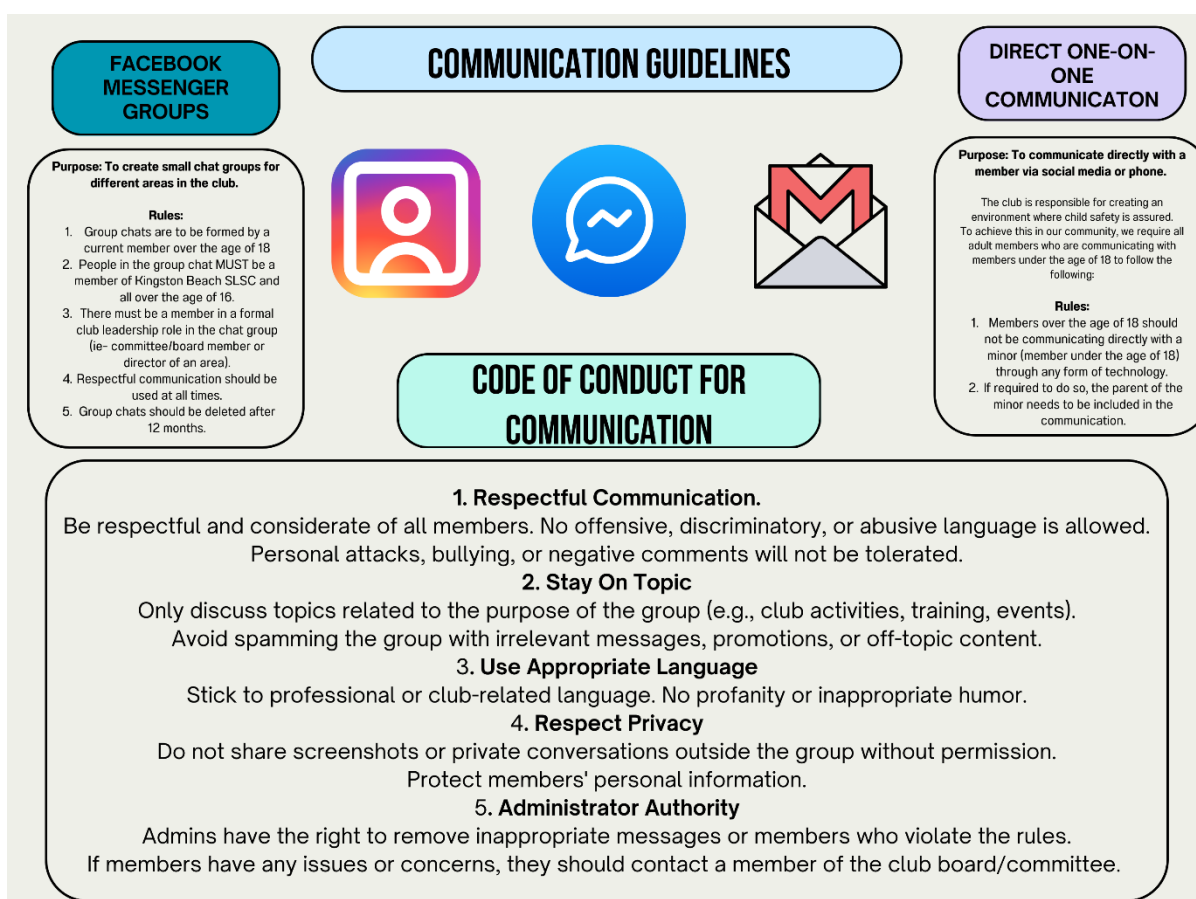
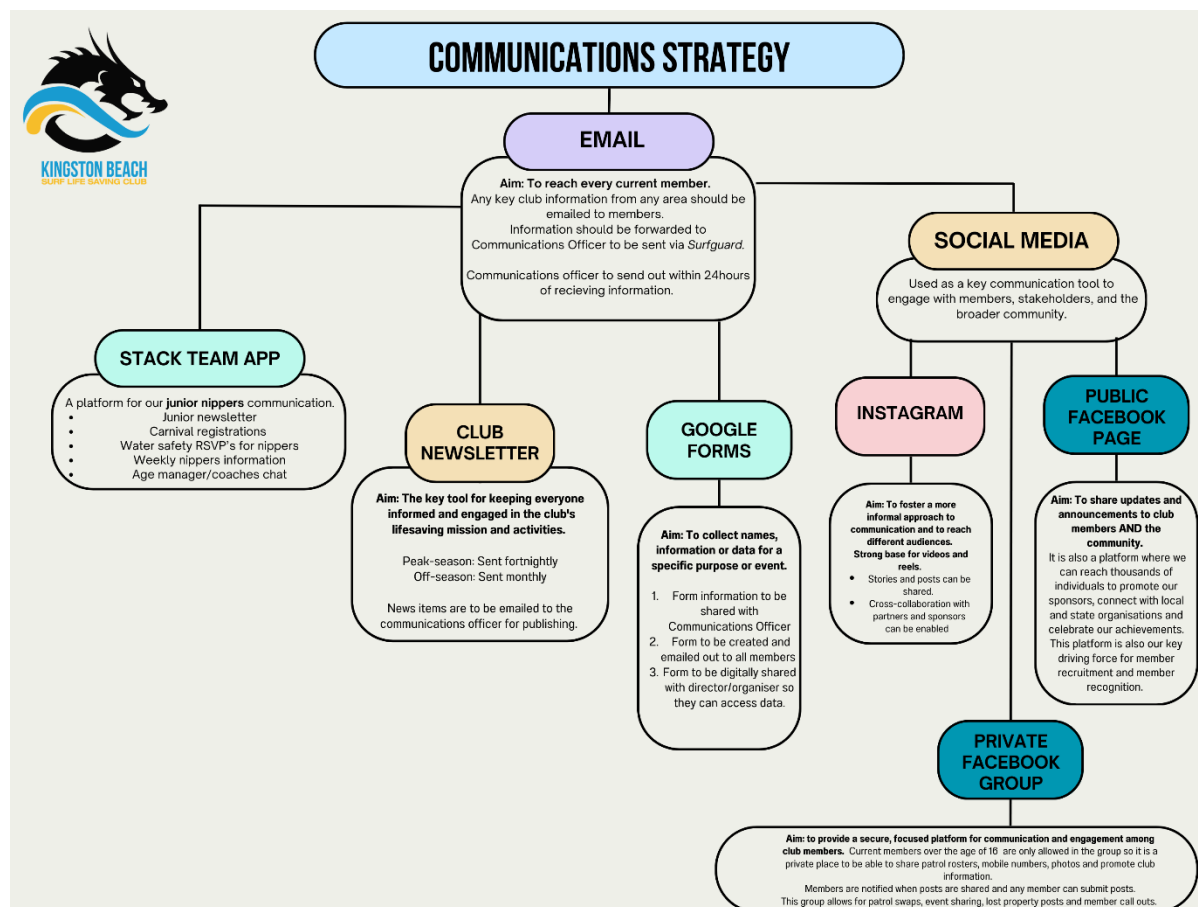
- ✓ **Respectful Communication.** Be respectful and considerate of all members. No offensive, discriminatory, or abusive language is allowed. Personal attacks, bullying, or negative comments will not be tolerated.
- ✓ **Stay On Topic**
Only discuss topics related to the purpose of the group (e.g., club activities, training, events). Avoid spamming the group with irrelevant messages, promotions, or off-topic content.
- ✓ **Use Appropriate Language**
Stick to professional or club-related language. No profanity or inappropriate humour
- ✓ **Respect Privacy**
Do not share screenshots or private conversations outside the group without permission.
Protect members' personal information.
- ✓ **Administrator Authority**
Admins have the right to remove inappropriate messages or members who violate the rules.
If members have any issues or concerns, they should contact a member of the club board/committee.
Failure to follow these guidelines may result in removal from communication platforms or further club action.

11. Policy Review

This policy will be reviewed by the Club Committee every **two years** or earlier if communication platforms or operational needs change.

Appendix A

Communications Strategy Version 2



Appendix B

Style Guide for Kingston Beach Surf Life Saving Club

Style Guide

Kingston Beach Surf Life Saving Club

Logo

Three Colour Variation

Single Colour Variation



Three Colour Variation
White Background

Three Colour Variation
Blue Background

Three Colour Variation
Yellow Background

Three Colour Variation
Black Background



Colours



Pantone 298
CMYK 77/23/5/0
RGB 0/155/206
Hex #009BCE



Pantone 116
CMYK 4/26/94/0
RGB 245/189/46
Hex #F5BD2E



Pantone Black
CMYK 74/68/67/88
RGB 0/0/0
Hex #050403

Typography

Logo typeface 1

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 £&*?!

Logo typeface 2

Helvetica Bold Extended

**abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

For body copy always use Regular and headings with Bold

Verdana Regular

**abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Verdana Bold

**abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ**