



COMMUNICATION POLICY

1. Purpose

This communication plan outlines the way and the methods by which the Sturt Sabres Basketball Club (the club) will communicate to club members, players, volunteers, and supporters and other key stakeholders on key matters that the club manages. The key overarching objective is to ensure that communication is conveyed efficiently, is clear, courteous, and constructive and follows a clear process.

This Policy takes effect on the date it is approved by the General Committee.

2. Scope

The communication plan will target various stakeholders, including:

Club Members: Players, coaches, team managers, and other club officials.

Parents/Guardians: Parents or guardians of club members who are key decision-makers and supporters.

Volunteers: Individuals who actively contribute their time and effort to the club's operations and events.

Sponsors: Businesses or organizations that provide financial or in-kind support to the club.

Consideration will always be given to the significance of the matter to be communicated and the timeliness of such information. As such, this communication plan allows the flexibility to communicate via alternate means to ensure that the aim of the communication and target audience is reached. Due consideration should also be given to access availability for recipients ensuring they can receive the communication.

This Policy does not limit or restrict the application of any other Policies and will be reviewed annually to ensure it remains relevant to the club strategy and operations.

3. Values

The club values are:

PRIDE - we are proud to represent the club, and as such present ourselves in a professional manner.

LEADERSHIP – as club members, players, volunteers, and supporters, we are all role models and will lead in a way that enhances the club's reputation.



ACCOUNTABILITY - we take ownership of the actions and performance of the club, both on and off the court.

RESPECT - we treat everyone with respect, displaying the highest level of sportsmanship and responsibility.

COMMITMENT - we are committed to ensuring the success of the club, and that all members, players, volunteers, and supporters abide by the club values.

4. General Communication

Effective communication not only provides the club with an opportunity to strengthen its relationship with its club members, players, volunteers, and supporters, it also provides a sound investment in better decision making.

All Sturt Sabres Basketball Club members, players, volunteers, and supporters are each responsible for creating an environment where matters can be raised openly and resolved in an amicable fashion.

All communication will have consistent messaging to ensure there is no confusion and the chosen method of communication will have regard for the Clubs constitution rules and obligations.

Numerous methods of communication exist, and the club will determine the most suitable means of reaching the target audience however, as a minimum, will adopt at least two forms of communication from the available methods below.

- Club website
- SMS / text message
- Telephone calls
- Email
- Face to face meetings
- Letters
- Social media
- Direct message platforms
- Promotional materials

4.1 Communication from the Management Committee & club employees

Communication from the club, either from the Management Committee or employees of the club, will often reach out to club members, players, volunteers, supporters and other key stakeholders on matters that the club manages.

These can include but not limited to general information about the club, team competitions, club policies, upcoming events and development opportunities for players, team officials.

There are two distinct areas

- a. Basketball operations - focuses on day-to-day operations of the club including club games across all age groups, training, development opportunities, fees and events.

Communication regarding this area will generally be distributed by the clubs Director of High Performance and Development and/or the Operations Manager. This communication has been approved for release by the Management Committee.

- b. Management Committee - focuses on providing club strategy and vision of club objectives that are for the best interests of the club.



Communication regarding these areas will be distributed by the appropriate Management Committee member, which has the support of the other Management Committee members.

Communication about these two key focus areas of the club will use a combination of communication channels that are best suited to the message being delivered.

4.2 Content Strategy

The communication plan will focus on creating engaging and informative content to keep stakeholders informed and engaged. Content may include:

- a. **News and Updates**
Regular news and updates about club activities, events, and achievements.
- b. **Schedules and Results**
Posting schedules and results of games, competitions, and events to keep stakeholders informed.
- c. **Photos and Videos**
Sharing photos and videos of club activities, games, and events to provide visual content that promotes the club.
- d. **Volunteer Spotlights**
Highlighting the contributions of volunteers through profiles or interviews to recognize their efforts and promote volunteerism.
- e. **Sponsorship Recognition**
Recognising and promoting the club's sponsors through mentions, logos, or advertisements to showcase their support.
- f. **Player Spotlights**
Highlighting players' achievements, milestones, or stories to celebrate their successes and promote the club's talent.
- g. **Important announcements**
Sharing important announcements, such as changes in schedules, upcoming events, or policy updates, to keep stakeholders informed.
- h. **Feedback Channels**
Providing channels for stakeholders to provide feedback, suggestions, or ask questions, and responding promptly to enhance communication and engagement.

4.3 Timeline and Responsibilities

The communication plan will be implemented throughout the year, with regular updates and adjustments as needed. Responsibilities for implementing the plan will be assigned to appropriate club officials to ensure proper execution.



4.4 Evaluation

The effectiveness of the communication plan will be evaluated periodically through feedback from stakeholders, website and social media analytics, attendance and participation in club events, and other relevant metrics.

Feedback will be used to make improvements and adjustments to the plan as needed.

4.5 Communication between team officials, players and parents

The club will supply a coach and an age group coordinator for each team playing. These team officials will be provided with contact details of team members and families to ensure communication regarding that specific team is achieved.

Each team will nominate a team manager, generally a parent volunteer and seek approval from the General Committee.

As early as possible after team formation, team officials ascertain from team members which method of communication is preferable to ensure communication of team and broader club business to all team members throughout the season.

If a player or parent of the player would like to communicate with the team officials about the team, there is a process to follow, as outlined in the Parent Induction Presentation Slide Pack.

The process is as follows:

- a. Book a face-to-face appointment with the coach
- b. If there is a dispute and this can't be resolved when meeting with the coach, this can be escalated to the Age Group Coordinator (AGC) of the age group.
- c. If the dispute continues and can't be resolved when meeting with the AGC, then this can be escalated to the Director High Performance and Development.
- d. After this step, the issue is deemed resolved.

If the coach or team manager has an issue with a player and/or parent, they must approach that player and parent and attempt to discuss the matter in a sensitive, objective and professional manner.

4.6 Communication between the club and BSA

BSA Meetings are attended by the club President or Secretary or their nominated representative.

Apart from routine communication from the Club's Committee members, all correspondence with BSA is to be via the club Secretary or President.

As per BSA directive, club members are not permitted to contact BSA officials directly.

5. Contravention of Policy

Club members, players, volunteers, and supporters who repeatedly or wilfully act in contravention of this policy will be subject to disciplinary action which may include termination.



The Management committee have the overarching authority to review any coaching corrective action which may include termination should a situation arise where the committee deems intervention is necessary.

Club members, players, volunteers, and supporters who wish to appeal any disciplinary action can do so using the Sturt Grievance Procedure.

This policy applies to all Club members, players, volunteers, and supporters of the Sturt Sabres Basketball Club. This policy statement shall be displayed on the Sturt Sabres website and is endorsed by the Committee.

**President
Sturt Sabres Basketball Club**

2023