



Media Policy

Version:1.3/2018

Last Amendment: March 2017

Contact Officer: HR Manager

Approved by: AVS Board

Date: January 2018

Next Review: January 2020

1 Summary

This policy sets out the requirements for discussing matters relating to AVS or the Victorian Government with the media.

2 Definition of media

For the purposes of this policy, the media includes any organisation dealing with news and information, including:

- Newspapers or magazines
- TV and Radio stations
- News websites
- Specialist industry or professional journals, magazines or websites.

Media representatives include any person identifying themselves as a journalist, researcher, producer, director, documentary maker, photographer or videographer.

AVS Employees are also expected to abide by the Social Media Policy in relation to statements made on social media.

For clarity, this policy does not apply to AVS employees interacting with a representative of a union with coverage of AVS staff or participation in lawful industrial activity.

3 Matters relating to AVS

Only the AVS CEO or the Chair of the Board can make or authorise AVS employees to make statements or on behalf of AVS to media representatives. Unless otherwise directed by the AVS CEO or the Chair, employees must not discuss AVS matters with the media or participate in media events in their capacity as AVS employees.

AVS employees must be authorised by the CEO before addressing professional conferences or other events in their capacity as AVS employees.

Where an AVS employee is approached by a journalist or other media representative regarding AVS, they should record the name and contact details of the journalist and immediately refer the matter to the CEO.



4 Matters relating to the Victorian Government

AVS employees should not make statements or comments regarding the Victorian Government to the media in their capacity as AVS employees. Where an AVS employee receives a query from a media representative regarding a Victorian Government matter not related to AVS, the employee should inform the media representative that the matter is not related to AVS, and to refer the media representative to www.vic.gov.au.

The employee should then inform the CEO that they have been contacted by a media representative, and the CEO must notify the AVS Board and relevant Department and/or Minister.

5 Matters not related to AVS or the Victorian Government

AVS employees may make statements to or interact with media representatives in a private capacity on matters not related to their employment, provided that:

- The employee ensures that any statement made would not reasonably appear to be made on behalf of or be endorsed by AVS; and
- The employee does not make a statement which may call into question their ability to perform their role as Victorian Government employees impartially

Failure to abide by this policy may result in disciplinary action.

6 Policy Review & Approval

This policy is reviewed in accordance with the requirements of the AVS Policy Development & Review Policy.

This policy is a Category A Policy and reviews are approved by the AVS Board.

Document History and Version Control

Version	Date Approved	Author	Approved by	Brief Description
1.3		Corporate Officer		No change. Conforms with DEDJTR Media Policy.
1.2	March 2017	HR Manager	AVS Board	Insertion of "Failure to abide by this policy may result in disciplinary action."