

## OWIA Media Policy

Version 4

### POLICY OBJECTIVE

The objective of the Olympic Winter Institute of Australia (OWIA) Media Policy is to provide guidance for OWIA athletes and personnel (coaches, employees, Board members, volunteers and contractors) in the effective, positive and productive use of media channels, including social media, to promote and grow Australian Winter Sport, enhancing the positive profile of the both the athletes and OWIA.

### APPLICATION

All OWIA contracted athletes and personnel are bound by this policy.

### POLICY STATEMENT

The OWIA promotes positive media interaction for all persons bound by this Policy. The OWIA encourages the appropriate use of all media platforms including:

- a) **Media interaction (print, radio, television)** is a fundamental way to engage with fans, communicate with the general public and promote Australian winter sport activities, individual athletes, partners and sponsors.
- b) **Social media** is a broad, instant form of communication and treats all social media content, whether written, photographic, video, or audio, as public comment which is accessible to all.

### GOLDEN RULES FOR MEDIA INTERACTION

OWIA athletes and personnel must:

- a) **Only speak**, comment, post, tweet or 'retweet' about themselves and their own performances or the performances of any other team-mate, OWIA Sport Program or a rival in a **positive manner**:
  - Be respectful, professional and courteous
  - Provide insight, expertise and relevant comment
  - Communicate ethically and morally
  - Add value to the Australian Winter Sport community
- b) **Not comment negatively**, disparage or criticise any athlete, athlete performance or personnel associated with the OWIA or any OWIA Sport Program, sponsor or stakeholder, or put themselves in a situation where they may harm their reputation, the reputation of their teammates, or the OWIA, including its sponsors and stakeholders or any other third party.
- c) **Be aware that the CEO, Chairman or nominated delegate, is the official organisation spokesperson** and therefore the only person permitted to speak on behalf of, or about the OWIA, Sport Programs or Teams without prior written approval from the OWIA.
- d) **Be responsible to attend media conferences or interviews** coordinated and / or approved by the CEO or appointed delegate.
- e) **When posting on social media or giving any interview that includes a visual element, wear items of uniform** as directed by the OWIA.
- f) **Be aware of their responsibility when involved in an interview or press conference for performance**, community or commercial reasons, to read any briefing notes provided to ensure information shared publicly is factually correct.
- g) **Not disclose any confidential information** associated with the OWIA or any OWIA Sport Program, sponsor or stakeholder.



- h) **Recognise that comment is not easy to erase** once made public and that comment can be recorded and kept indefinitely (even if erased from the social media site).
- i) **Are at liberty to accept or decline to be interviewed** by the media, but are reminded of the importance of sharing the journey and connecting with those who invest in, interested and believe in the sport.

## GUIDELINES FOR SOCIAL MEDIA AND MEDIA

### Social Media

Positive, relevant and meaningful communications and boosting the coverage of winter sports is central to expanding the profile and brand of the OWIA, the OWIA athletes and the OWIA partners and sponsors. Please find below guidelines for social media usage and interaction:

- a) **Follow the OWIA on:**
  - Facebook: <https://www.facebook.com/owiaust>
  - Instagram: @owi\_au
  - Twitter: @owi\_au
- b) **Tag the OWIA** - use the following tags and hashtags when posting (content, photos, videos, updates) relevant to the OWIA, on:
  - Facebook: Tag the @owi\_au.
  - Instagram: Tag the OWIA's Instagram account @owi\_au and use the hashtag #auswintersports.
  - Twitter: Tag the OWIA's Twitter account @owi\_au and use the hashtag #auswintersports.
- c) **Athlete Posts** - where relevant, acknowledge, tag and interact with the OWIA, its partners and sponsors. If unsure on the suitability of content or appropriate social media platform to post, please contact Andrew Pattison ([Andrew.Pattison@owia.org](mailto:Andrew.Pattison@owia.org)) for guidance.

### OWIA Partners & Sponsors:

- **AIS - Australian Institute of Sport** – Provision of sport funding of over \$2 Million cash and athlete support services.
- **AOC - Australian Olympic Committee** – Over \$1 Million cash and additional corporate services support per year
- **The athlete's National Federation in Australia** – contributes funding and additional support to athletes

### State Institutes of Sport

- **NSWIS** - Provides funding and service support to **Mogul Skiing, Ski Cross and Snowboard** athletes & programs
- **VIS** – Provides funding and service support to **Aerial Skiing** and individual contracted athletes

### Uniform and Product

- **KARBON** – Clothing Sponsor
- **XTM** – Gloves and accessory Sponsor

### Program Specific Sponsors

- **Elta MD** – Aerial Skiing

### Program Resort Partners

- **Mt Buller** – Aerial Skiing
- **Perisher** – Mogul Skiing, Snowboard Cross, Ski Cross, Park & Pipe

- d) **Opportunities to recognise and interact with the OWIA, its partners, sponsors and supporters and build athlete fan base** - Ideas for posts:
  - Include the OWIA in athlete personal profiles.



- OWIA Sport Program and Team images, footage.
- Seasonal product delivery from Karbon and XTM.
- Team travel, training camp, pre-event, competition: arriving at new location, competition venue, team photo, bib draws, weather conditions, photos of athlete/team with competition course in background, podium photos, action shots, comment on your performance, weather conditions.
- Promotional and community activities.
- Awards evenings.

e) **Frequency of Posts**

- Athletes are required to post a minimum of 12 times per year, specific to the OWIA, its sponsors and supporters.
- 7 of the 12 posts must take place during the international competition season, November to March.

**Media Content**

Athletes may be requested to assist with supplying media content to the OWIA. This content may be used by the OWIA or its sponsors and supporters for promotional purposes.

**Athlete Websites and Blogs**

Athlete websites and blogs are another important channel through which to engage with the winter sports community.

Considerations:

- OWIA logo and website link.
- Logo size and order.
- Prioritisation and ranking of sponsors.
- Visibility of OWIA logo in athlete profile photo and other photos.
- Visibility of OWIA sponsor and partner logos in athlete profile photo and other photos.

Many athletes currently write blog updates for their own websites/social media and / or for their sponsors/supporters.

Where possible, OWIA athletes may be requested to provide a blog post for OWIA website content. In order for the OWIA to post athlete blog content on the OWIA website and social media channels, please email content to [andrew.pattison@owia.org](mailto:andrew.pattison@owia.org).

**OWIA Voice Recording Service**

An Australian phone number has been created +613 8678 3847 to enable athletes to provide quotes relating to their competition performance via a message bank, to be used by the OWIA Media Manager (Sportcom). Within 30 minutes of completing competition, or as soon as is practicably possible, athletes (or relevant OWIA personnel) should use the OWIA Voice Recording Service to provide quotes for media. Ideas for media quotes, include:

- The result/placing, and what it means to the individual athlete.
- Conditions at the event (e.g. course toughness, weather conditions, quality of field).
- Personal performance comment (e.g. how the athlete performed).
- Looking ahead to the next event/where to next.

Following a top-5 Performance, it is a priority for the OWIA Media Manager (Sportcom) to speak directly to the athlete. The OWIA Media Manager (Sportcom) will contact the athlete via OWIA personnel. If due to time difference or other circumstances it is not possible to speak to the OWIA Media Manager (Sportcom), then athletes should use the OWIA Voice Recording service.



## BREACHES

A breach of this Media Policy will be a breach of the applicable OWIA Athlete Performance Contract or Employment Contract or Agreement. In addition to any disciplinary procedures set out in the applicable Contracts and /or Agreements, the OWIA reserves its right to take any other appropriate measures with respect to infringements of this Policy, including issuing a Take-Down notice, imposing other sanctions, and or taking legal action for damages.

## DOCUMENT HISTORY

Version	Adopted by OWIA	Content reviewed / purpose
One	01/07/14	▪
Two	25/11/14	<ul style="list-style-type: none"><li>▪ Added section “Social Media,” providing detail to OWIA athletes and personnel around using social media, posting, tagging, etc. to maximise positive communications and promotion of the OWIA, OWIA athletes and OWIA partners and sponsors.</li><li>▪ Added section “Athlete Blogs,” outlining the use of blogs to communicate with the winter sports community.</li><li>▪ Added section, “Post Competition Athlete Quotes and Voice Recordings,” to provide instructions to athletes to assist with media.</li><li>▪ Added section, “OWIA Voice Recording Service,” providing instructions to athletes who place outside of top five competitors, to assist with media.</li></ul>
Three	5/05/15	<ul style="list-style-type: none"><li>▪ Updated ‘look and feel’ of Golden Rules for Media Interaction.</li><li>▪ Generic mention of “OWIA contract athletes.”</li><li>▪ Inclusion of resort partners.</li><li>▪ Additional ideas for social media posts.</li><li>▪ Addition of athlete websites.</li><li>▪ General formatting to enhance readability.</li></ul>
Four	12/11/15	<ul style="list-style-type: none"><li>▪ Uniform guidelines when posting on social media.</li><li>▪ Posting frequency by athletes specific to the OWIA, its sponsors and supporters outlined.</li><li>▪ Section added on athletes supplying media content to the OWIA if requested.</li></ul>