

OWIA Media Policy

Version 8: 7 October 2025

POLICY STATEMENT

The Olympic Winter Institute of Australia (OWIA) promotes positive and responsible media engagement for all persons bound by this Policy. OWIA supports the appropriate use of media platforms to share content that enhances the profile of Australian winter sport, its athletes, and stakeholders. This includes managing media communications relating to athlete performances, achievements and where appropriate injury or illness, with a commitment to accuracy, timeliness, and a respect for individual privacy.

POLICY OBJECTIVE

The objective of the OWIA Media Policy is to provide guidance for OWIA athletes and personnel (coaches, employees, Board members, volunteers and contractors) on the appropriate, effective and professional use of media channels, including social media. This policy supports the promotion of Australian Winter Sport, the enhancement of the OWIA's profile, and the recognition of athlete achievements, partners and stakeholders.

This policy also outlines protocols for managing media communications relating to athlete injury or illness, ensuring that all messaging is timely, accurate and respectful, while safeguarding athlete privacy and meeting the expectations of key stakeholders.

THE POLICY APPLIES TO

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

1. 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) **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).
- f) **When posting on social media or giving any interview that includes a visual element, wear items of Official Clothing** as directed by the OWIA.
- g) **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.
- h) **Not disclose any confidential information** associated with the OWIA or any OWIA Sport Program, sponsor or stakeholder.
- i) **Are at liberty to accept or decline to be interviewed** by the media, however, are reminded of the importance of sharing the journey and connecting with those who invest in and believe in the sport.



2. GUIDELINES FOR MEDIA AND 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.

Athletes and personnel are not authorised to setup / operate social media accounts in direct competition with OWIA accounts without the written consent of the OWIA CEO.

2.1 Follow the OWIA on:

- Facebook: <https://www.facebook.com/owiaus>
- Instagram: [@owi_au](#)
- X (Formerly Twitter): [@owi_au](#)
- LinkedIn: <https://au.linkedin.com/company/olympic-winter-institute-of-australia>
- Tiktok: [@owia_au](#)

2.2 Tag the OWIA - use the following tags and hashtags when posting (content, photos, videos, updates) relevant to the OWIA:

- Facebook: Tag the [@owiaus](#)
- Instagram: Tag the OWIA's Instagram account [@owi_au](#) in any posts and stories and also use the hashtag #auswintersports in the caption when posting
- X: Tag the OWIA's X account [@owi_au](#) in any posts and use the hashtag #auswintersports when posting
- LinkedIn: <https://au.linkedin.com/company/olympic-winter-institute-of-australia>
- Tiktok: Tag the OWIA's Tiktok account [@owia_au](#)

2.3 Frequency of Posts/Collaborations

As nominated by OWIA, athletes are required to make a minimum number of 12 posts per year, specific to the OWIA, its sponsors and supporters. Posts can also be in the form of a collaboration, with the post initiated by the OWIA or the athlete. If initiated by the OWIA the athlete will need to accept, unless refusal is based on reasonable grounds as determined by the OWIA.

Please note that Instagram 'stories' do not count as a dedicated post.

2.4 Athlete Posts – OWIA Partners and Sponsors

- Athletes are required to acknowledge, tag and interact with the OWIA, its partners and sponsors.
- The OWIA media team will assist each athlete to develop an individualised social media plan, including an outline of dedicated sponsor posts.
- Athletes are to tag OWIA in every scheduled post, along with the relevant OWIA partner and/or sponsor.

2.5 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 delivery of athlete official outfitting items from Karbon
- 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
- Promotional and community activities
- Awards evenings

2.6 Athlete Posts - Personal Sponsors

OWIA understands the importance of personal sponsorship arrangements for athletes and supports all arrangements where no conflict of interest exists between personal sponsors and OWIA sponsors and partners.



CEO approval is required for all personal sponsors to ensure no conflict exists and for any request to promote personal sponsors during official OWIA activity. For clarity, this includes activity where OWIA is responsible for funding and or coordinating training, competition, required media/sponsor activities for the sport, awards and podium presentations.

A 'what's reasonable' approach should be taken when considering the appropriateness of when and how to make a personal sponsor post. Covering Karbon logo's or wearing personal sponsors over Karbon in a personal sponsor post or during a benchmark event would not be considered reasonable and is clearly a breach of contract.

If making a personal sponsor post remember it needs to be **relative proportional recognition**, again consider 'what's reasonable'. For example, a personal sponsor whose contribution might be worth \$500 or even \$5000, is far less than the contribution an athlete and OWIA receives from Karbon. It would be reasonable to expect that the athlete tags and posts Karbon proportionally more than the personal sponsor.

If unsure on the suitability of content or appropriate social media platform to post, please contact media@owia.org for guidance.

3. OWIA PARTNERS & SPONSORS

- Australian Institute of Sport (AIS)
- Australian Olympic Committee (AOC)
- The athlete's National Federation in Australia

3.1 State Institutes of Sport

- NSWIS - Provides funding and service support to Mogul Skiing, Snowboard Cross, Snowboard Park, and individual scholarship athletes
- VIS – Provides funding and service support to Aerial Skiing and individual scholarship athletes
- QAS – Provides funding and service support to Bobsleigh and individual scholarship athletes

3.2 Commercial Partners

- Mount Buller
- KARBON – for the avoidance of doubt, Karbon is the outerwear, layering and headwear sponsor
- Club Med Australia (Club Med)

3.3 Suppliers

- XTM –for the avoidance of doubt, XTM is the gloves, socks and neckwear sponsor
- Mr Trampoline

3.4 Program Specific Sponsors

- Blue Dinosaur – Snowboard Cross, Aerial Skiing
- Ogden Regional Medical Centre - Aerial Skiing (Flying Kangaroos)

3.5 Program Resort Partners

- Mt Buller
- Perisher
- Thredbo
- Mt Hotham
- Falls Creek

4. PERSONAL SPONSORS ON EQUIPMENT (FIS / Snow athletes only)

As per the FIS commercial markings regulations

<https://www.fis-ski.com/inside-fis/general-fis-documents/marketing>

As a gesture of goodwill and in support of an athlete's personal sponsors, OWIA will allow athletes to use these designated spaces for personal sponsor logos, if the sponsor has been approved by the OWIA and the FIS commercial marking requirements are met.



5. 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.

6. ATHLETE WEBSITES & 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. For the OWIA to post athlete blog content on the OWIA website and social media channels, please email content to media@owia.org.

7. MEDICAL INFORMATION RELEASE AND MEDIA PROTOCOLS

In the event of an athlete injury or illness, OWIA acknowledges its responsibility to stakeholders to provide timely updates while prioritising the confidentiality and well-being of the athlete. By providing an official release, OWIA also aims to counter any potential misinformation that may arise or already be circulating from external sources, including public observation, unofficial commentary, or social media speculation.

The issue of an official media release will be made by the OWIA within 48 hours of the injury or illness. This release will be provided directly to media outlets and will not be published on OWIA social media channels.

OWIA will manage media communications in accordance with the following principles:

7.1 In Competition Injury or Illness

- For the purposes of this provision, “In Competition” includes official training sessions, warm-ups, and other sanctioned activities occurring in the days immediately leading up to a scheduled event.
- If an athlete sustains a serious injury or illness during the In Competition period, OWIA will assess and may issue a media statement if deemed appropriate.
- The initial statement may be shared without athlete consent to acknowledge that an incident has occurred and will include only broad, factual information that is publicly observable or non-confidential.
- No confidential medical details will be disclosed in the initial response without an athlete’s consent.
- OWIA will make all reasonable efforts to ensure the athlete’s emergency contact or next of kin is informed of the incident prior to any media release. However, if OWIA becomes aware that information about the incident is already circulating and contact attempts have been unsuccessful, a media statement may be issued to provide accurate, factual information and counter potential misinformation prior to contact having been made.
- Any subsequent media statements containing personal medical information will only be released with the athlete’s explicit consent. Each new release requires renewed consent.

7.2 Out of Competition Injury or Illness

- Media releases for out of competition incidents will be considered by the OWIA on a case-by-case basis.
- A release will only be considered if a significant or critical incident has occurred.
- If deemed necessary, the same process as outlined for in competition incidents will be followed.



- In an out of competition setting, the public sharing of major or significant training accidents or critical incidents, especially via social media, is strongly discouraged unless approved by the OWIA Media Team (media@owia.org). This includes content captured by coaches, staff, athletes, or external sources. This protocol is in place to protect insurance processes and prevent reputational damage to the organisation, its staff, athletes, and stakeholders. In broadcast situations, OWIA acknowledges limited control over live content and will focus on post-event communication and misinformation management.

7.3 Media Enquiries and Follow-up

If an athlete, coach, family member, or other individual is contacted by a media outlet regarding an injury or illness, they can refer the enquiry to the OWIA Sport Performance Team (sportperformance@owia.org) and OWIA Media Team (media@owia.org), who can assist with managing media communications and requests.

7.4 Athlete Initiated Injury or Illness Statement

Athletes are requested to consult with the OWIA Media Team (media@owia.org) prior to posting or releasing any personal statement regarding an injury or illness. This collaboration helps ensure that information shared is accurate, appropriately framed, and does not inadvertently impact insurance processes or bring disrepute to the athlete, their teammates, the OWIA or its partners and sponsors. Athletes are reminded to be mindful of the potential implications of public commentary, particularly where medical or performance-related information is concerned.

8. BREACHES

A breach of this Media Policy will be a breach of the applicable OWIA athlete Contract or an employee’s 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.

9. CHANGES TO THIS POLICY

The OWIA reserves the right to change this Policy at any time. Changes are effective upon posting on the website. You should periodically visit the website www.owia.org to review the current terms of the Media Policy.

10. DOCUMENT HISTORY

Version	Adopted by OWIA Board	Content reviewed / purpose
One	01/07/14	▪
Two	25/11/14	<ul style="list-style-type: none"> ▪ 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. ▪ Added section “Athlete Blogs,” outlining the use of blogs to communicate with the winter sports community. ▪ Added section, “Post Competition Athlete Quotes and Voice Recordings,” to provide instructions to athletes to assist with media. ▪ Added section, “OWIA Voice Recording Service,” providing instructions to athletes who place outside of top five competitors, to assist with media.
Three	5/05/15	<ul style="list-style-type: none"> ▪ Updated ‘look and feel’ of Golden Rules for Media Interaction. ▪ Generic mention of “OWIA contract athletes.” ▪ Inclusion of resort partners. ▪ Additional ideas for social media posts. ▪ Addition of athlete websites. ▪ General formatting to enhance readability.



Four	10/11/15	<ul style="list-style-type: none">▪ Uniform guidelines when posting on social media.▪ Posting frequency by athletes specific to the OWIA, its sponsors and supporters outlined.▪ Section added on athletes supplying media content to the OWIA if requested.
Five	25/05/21	<ul style="list-style-type: none">▪ Updates to OWIA sponsor list▪ Updates to process for athletes to provide quotes, experiences, etc.▪ Information on athlete posting on personal sponsors included▪ Information & diagrams on athlete personal sponsor logos on equipment included▪ Section added on 'Changes to this Policy'
Six	01/07/22	<ul style="list-style-type: none">▪ Included item that social media accounts in competition with OWIA are not authorised.
Seven	N/A Minor Update: 12/11/24	<ul style="list-style-type: none">▪ Clarity provided regarding athlete personal sponsor arrangements.▪ Information provided regarding required frequency of social media posts.▪ LinkedIn and TikTok added as another media source.▪ Frequency of posts reduced to 12 per year for all contracted athletes.▪ Personal sponsors on equipment section for FIS/Snow Athletes modified, now linking to directly FIS resource page.
Eight	07/10/2025	<ul style="list-style-type: none">▪ Updated to include medical information release and media protocols.▪ Update made to Policy Statement and Policy Objective to reflect this inclusion.