



Pacific Assist

Inspiring Self-reliance

Public Materials Policy

2020

Version Number: 2

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Policy Statement

As outlined in our core principles of self-reliance, Pacific Assist is committed to the common good, meeting our obligations to our neighbours, meeting our personal responsibilities, and acting honestly and in compliance with the law. As such, Pacific Assist is committed to ensuring that all our public materials accurately and truthfully represent the work of our organization and that they do not contain any false, misleading, disrespectful, or undignified representations.

Purpose

The purpose of this policy is to outline Pacific Assist's policy and procedures for preparing and publishing public materials.

Scope

This policy applies to all Pacific Assist personnel, volunteers, partners, and service providers as it relates to their involvement with Pacific Assist and its projects.

Policy

All Pacific Assist's public materials are to adhere to the following criteria:

- Be obtained and used according to ethical principles
- Be consistent with our stated purpose and values
- Accurately describe the nature and scope of our work
- Are respectful and dignified and accurately portray the people and circumstances they describe
- Acknowledge the role of our partners
- Be consistent with ACFID Code of Conduct Quality Principal 6: Communication

Definition

Public materials are defined as written, printed, digital, video, audio and any other forms of communication published in the public realm for the purposes of describing Pacific Assist and its work, promoting Pacific Assist, and/or fundraising for Pacific Assist. Such public materials would include, but are not limited to, flyers, registration forms, photographs, videos, public presentations, website material, social media posts, press releases, articles, and/or research.

Leadership

The Pacific Assist board of directors has the ultimate responsibility for ensuring the organisation's public materials meet the standard outlined above. It meets this responsibility by directing and overseeing the development and implementation of governance policies and procedures, including those relating to the organisation's communications, promotions, and fundraising.

The hierarchy of leadership and responsibility for public materials within Pacific Assist is as follows:

- Board of Directors:
 - Initiate the process of public materials policy and procedure development
 - Oversee the development of and approve public materials policies and procedures
 - Approve *organisational* public materials
 - Approve *project specific* public materials submitted as part of project plans
- Projects Manager:
 - Under the direction of the board of directors, develop public materials policies and procedures and submit them to the board of directors for approval
 - Implement and/or oversee the implementation of approved *organisational* and *project specific* public materials policies and procedures
 - Conduct periodic reviews of all public materials policies and procedures and report findings to the board of directors
 - Approve *project specific* proposed public materials developed after project plans have been approved for implementation
- Project Coordinators:
 - Under the direction of the projects manager, develop and submit proposals for *project specific* public materials
 - Oversee the use of public materials within their project and ensure public material policies and procedures are implemented

Procedures

To ensure Pacific Assist's communications comply with the commitment and criteria outlined above, all personnel, volunteers, partners, and service providers are to apply the following procedures as they relate to their specific roles and responsibilities.

Public Materials Standards

All public materials are to conform to the following standards:

- *Organizational* and *project specific* public materials are to conform with the ACFID Code of Conduct Quality Principal 6: Communication, the Fundraising Institute of Australia Code of Ethics & Professional Conduct, and ACFID's Fundraising Charter
- Publish Pacific Assist's commitment to the ACFID Fundraising Charter on the website (add the following statement and upload the charter: In all its fundraising efforts, Pacific Assist is committed to compliance with the Australian Council for International Development's (ACFID's) Fundraising Charter. To view the charter, click [here](#).)
- As applicable, all communications are to clearly articulate the separation of development and non-development activities (refer to Pacific Assist's Separation of Development and Non-Development Activities Policy)

Public Materials Approval

All public materials must be approved as follows:

- All *organisational* public materials are to be approved by the board of directors. The submission and approval process is as follows:
 - Submit proposed hardcopy and/or electronic *organisational* public materials to the projects manager with a note that the material is being submitted for approval
 - The projects manager tables the material at the next directors' planning and development meeting
 - The board of directors assesses the material against the commitment and criteria outlined above and the ethical decision-making framework outlined below

- The decision of the board of directors is noted in the minutes of the meeting, and the projects manager communicates via email their decision to the submitter
- If editing is required, the submitter makes the necessary changes and resubmits the material following the process outlined above
- Public materials and outlines of proposed public materials to be used for *project specific* communication, promotion, and/or fundraising are to be included in the project plan and approved as part of the standard project plan approval process (see Project Development, Implementation, and Evaluation Policy - Project Plan Approval)
- All *project Specific* public materials and proposals for public materials developed after the project has been approved for implementation are to be approved by the Projects Manager. The submission and approval process is as follows:
 - The project coordinator submits the proposed hardcopy and/or electronic *project specific* public materials and/or proposal for public materials to the projects manager with a note that the material is being submitted for approval
 - The projects manager assesses the material against the commitment and criteria outlined above and the ethical decision-making framework below
 - The projects manager communicates via email their decision to the submitter
 - If editing is required, the submitter makes the necessary changes and resubmits the material following the process outlined above
 - The projects manager reports his assessment and decision via email to the board of directors, and the decision is noted in the next minutes of the board of director's planning and development meeting

Photos, Video Clips, and Stories

To utilise photos, video clips, and stories in public materials:

- Project coordinators involve the project leadership and management committee in decisions regarding images and messages for project communications, promotions, and fundraising
- The use of images, video, and stories is an important part of documenting, celebrating, and promoting Pacific Assist's work. We utilise these resources as part of telling the story of the donors, volunteers, and recipients who collectively make up the Pacific Assist experience. Photos, video clips, and stories are utilised for such purposes as website presentation and information, social media posts, press releases, news articles, promotional material, fundraising, and/or research and

evaluation. For all such use, Pacific Assist personnel, volunteers, partners, and service providers are always to be mindful of the rights and dignity of the individuals whose images and stories are being recorded. Our purpose is always to use images, clips, and text to tell uplifting, dignified, positive stories. This includes portraying subjects of images, clips, and stories in a manner that:

- Respects their values, history, religion, language and culture
- Protects their safety and rights
- Is authentic to the context, the person, and terms of consent given

To view examples of how to appropriately utilise images, clips, and stories visit www.pacificassist.org/gallery or www.pacificassist.org/latest-news

- Free, prior, and, informed consent for the use of images, videos, and/or stories is to be gained from volunteers, donors, primary stakeholders, and anyone else whose images, videos, and/or stories are to be included in Pacific Assist public materials
- Informed consent includes:
 - Providing an explanation of what material is to be used (images, videos, stories)
 - Providing an explanation of how the material is to be/maybe used (public materials explaining, promoting, and/or raising funds for Pacific Assist via various communication formats)
 - Obtaining a signed waiver, including signed consent from parents/guardians of minors
 - Ensure written consent forms are written in the local language
 - Oral consent is accepted, but clearly document any oral consent and include it with the material (in the first instance, always seek to obtain written consent)
- To obtain informed consent use the relevant release and waiver form. Templates are located at " "P:\Pacific Assist\Company Management\Governance & Compliance\Policies & Procedures\Project Tools & Templates\Photo & Video Waivers"
- The use and storage of images, videos, and stories must comply with Pacific Assist's Privacy Policy
- When creating and using public materials, protect children's identities by:
 - Changing children's first names to a culturally appropriate pseudonym, ideally agreed to at the time image or story is collected
 - Not using children's surnames and their family's surnames

- Not including any information that could identify specific locations relevant to the child (e.g., village, school name) in images or stories about children, nor recording them on image files or databases
 - Ensuring file labels do not reveal identifying information about a child when sending images electronically
 - Ensure geo-tags are turned off on the camera when taking images
- Invite primary stakeholders and other subjects of public materials to communicate their stories in their own words without prejudice, judgement, or fear of retribution
 - Sharing of images, video content, or stories for use by third parties must be approved by the board of directors, and their use must comply with Pacific Assist’s public materials ethical standards
 - The use of all images, video clips, and stories should comply with the following ethical decision-making framework:

Ethical Consideration	Indicator	Compliant (Yes/No)
Honest	Is the material consistent with our stated purpose and values	
	Does the material honestly and authentically portray: <ul style="list-style-type: none"> • The people • The context and situation • The environment • The need and proposed solutions • The nature, scope, and impact of Pacific Assist’s work • The intended meaning of those who provided it 	
	Is the material free from: <ul style="list-style-type: none"> • Embellishment • Exaggeration • Material omissions • Manipulation or significant alteration to mislead audiences or to alter meaning, facts, concept or context 	

Respect	Does the material show respect for individual and community:	
	<ul style="list-style-type: none"> • Worth • Values • History • Religion • Language • Customs and culture • Laws 	
	Does the material present people with:	
	<ul style="list-style-type: none"> • Dignity and strength • As active partners in the development process • Hope of potential change 	
	Is the material free from:	
<ul style="list-style-type: none"> • Representations of children as vulnerable or in a submissive or sexually suggestive manner • Images of people who have died or are at the moment of death 		
Does the material present children:		
<ul style="list-style-type: none"> • Adequately clothed • Positioned respectfully and modestly 		
Has informed consent been provided		
Responsible	Public materials:	
	<ul style="list-style-type: none"> • Conform to Pacific Assist's public materials policies and procedures • Conform to Pacific Assist's Privacy Policy • Clearly articulate the separation of development and non-development activities, and conform to Pacific Assist's Separation of Development and Non-Development Activities Policy • Have been developed in consultation, including seeking advice from field 	

	<p>partners and overseas personnel on risks related to using images and case studies</p> <ul style="list-style-type: none"> • Do not breach local traditions or restrictions for reproducing personal images of a child or filming a child • Have been shared with internal personnel and external stakeholders for appraisal and feedback • Have been submitted for approval in accordance with Pacific Assist’s public materials policies and procedures • Promote the rights and safety of their subjects • Do not identify or use images of local people, including children, women, and refugees in ways that will place them at risk of harm — either before, during or after the content collection or as a result of publishing • Are compliant with relevant state, federal, and international laws • Are compliant with Department of Foreign Affairs and Trade (DFAT) policies • Are compliant with the ACFID Code of Conduct • Cause no harm to people or the environment 	
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Review and Training

- Public materials policies and procedures are to be reviewed semi-annually as part of the training and development item of the weekly board of directors planning and development meeting
- The projects manager conducts training on public materials policies and procedures for project coordinators as part of their induction. Training should include:

- Examples that demonstrate the correct use of images, clips, and stories in public materials
- A review of the ACFID Code of Conduct Quality Principal 6: Communication
- A review of DFAT's Child Protection Guidance Note: Use of Images and Social Media
- A review of Dóchas Code of Conduct on Images and Messages
- A review of ACFID's Fundraising Charter
- A review of FIA guidelines
- A review of ACFID's "Thanks, but no thanks." Navigating the Response to the Sulawesi Tsunami case study

A copy of the references cited are located on P Drive in the Training Materials and Resources folder, file path: "P:\Pacific Assist\Business Management\Administration\Governance & Compliance\Policies & Procedures\Training Materials and Resources

- Project coordinators conduct training on public materials policies and procedures, ACFID Code of Conduct, DFAT's Child Protection Guidance Note: Use of Images and Social Media, Dóchas Code of Conduct on Images and Messages, FIA guidelines, and ACFID's Fundraising Charter for project personnel, volunteers, partners, and service providers as part of their induction and at intervals as determined as part of project planning. Training should include examples that demonstrate the correct use of images, clips, and stories in public materials
- The project manager reviews public materials biannually as part of risk management plan reviews and policy and procedures reviews to ensure they comply with public materials policies and procedures, the ACFID Code of Conduct Quality Principal 6: Communication, DFAT's Child Protection Guidance Note: Use of Images and Social Media, Dóchas Code of Conduct on Images and Messages, FIA Code of Ethics & Professional Conduct, and the ACFID's Fundraising Charter.
- As part of public materials reviews, the project manager archives public materials that are past the period of consent, no longer current, or are no longer relevant

Communications About ACFID Members

- Pacific Assist values the work of ACFID and the humanitarian work performed by its members. We understand the risks to the sector if individual member NGOs develop a bad reputation and, as such, are committed to the principles of fairness and cooperation. Pacific Assist remains respectful of other ACFID members and will not

make statements or detrimental comments that would damage their reputation, particularly to obtain advantage for our own advancement. To this end:

- All communications regarding other NGOs are to be respectful
- All communications regarding other NGOs are to be factually accurate and are not to intentionally or otherwise mislead
- No statements about other NGOs are to be made with the intention of damaging the reputation of another NGO, particularly for Pacific Assist's own advancement

If there is a legitimate and well-founded concern about another NGO, a complaint is to be lodged with ACFID's Code of Conduct Committee (code@acfid.asn.au).