

78. Communications Policy

POLICY OWNER: Directors of AMF-Cufa

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78.1. Purpose

The new Communications Policy was developed to streamline all our policies in relation to images. We have comprehensively reviewed the following three policies and consolidated them into one overarching Communications Policy in the AMF-Cufa Operations Manual:

- Communications with the Public Policy
- Use of Images and Promotional Material Policy, and
- Media and Publicity Policy.

The Policy also includes AMF-Cufa's Communications Ethical Decision-Making Framework (the Framework).

The consolidation has been undertaken to ensure one policy includes all the policy requirements and obligations relating to the collection, use, storage, approval, and publication of communications content. In particular, the Framework documents and provides clear and accessible guidance on how AMF-Cufa puts into practice and gives effect to the required policy requirements and obligations relating to communications activities. Therefore, the content of both reflects current policies and practices which are consistent with the ACFID Code of Conduct and DFAT minimum standards for taking/publishing of child images.

78.2. Scope

This policy applies to:

- Directors, employees, volunteers and interns of AMF-Cufa
- Contractors to AMF-Cufa
- Employees of contractors to AMF-Cufa
- AMF-Cufa's partners,
- Employees of AMF-Cufa's partners, and
- Visitors to project sites.

In this policy, each person in the categories listed above is referred to as "AMF-Cufa representative."

All AMF-Cufa representatives will be required to agree, sign and adhere to the Photo Consent Form as outlined in the [Selection of Staff and Volunteers Policy](#) and [Employee Code of Conduct](#).

AMF-Cufa commits to share this Policy to all partners, either through an MoU or other mechanism as outlined in the [Development Partner Relationships Policy](#).

78.3. Requirements relating to meaningful informed consent

AMF-Cufa will only collect, use, and publish images and stories where meaningful, informed consent has been obtained. Consent must be obtained prior to collection and must never be assumed or coerced.

For meaningful informed consent, AMF-Cufa ensures that individuals understand:

- The purpose for which their image or story will be used;
- How and where their image or story may be used, acknowledging that use may evolve over time;
- The length of time their image or story may be used;
- Their right to refuse or withdraw consent, how to do so, and that withdrawal will not result in any negative consequences; and
- How their information will be stored and accessed, including safeguards for privacy and security.

All communications content must:

- Include clear and honest explanation, and ensure that the individual must voluntarily agree to the interview, photograph or video being recorded;
- Record consent in a variety of ways, such as AMF-Cufa's Agreement on the use of photographs, interviews, videos and audiovisual material signed or marked by the person, or sought verbally and documented and signed or marked by the person, video or sound recording.;
- Be obtained and used in accordance with ethical principles informed by [AMF-Cufa's values](#) and the [ACFID Code of Conduct including Values](#).
- Be consistent with the stated purpose and use.
- Accurately describe the nature and scope of AMF-Cufa's work including but not limited to its vision, mission, values, projects, geographical scope, organisational structure and how it is controlled and managed, constituency, partnerships, primary stakeholders, and funding sources and use of funds.
- Be consistent with [ACFID's Fundraising Charter](#), also see [Fundraising Policy](#) and [Disaster Relief Policy](#).
- Portray individuals and communities respectfully and in a manner that respects their dignity, values, history, religion, language, culture, and is authentic to the context and individual, and adheres to the informed consent provided.
- Do no harm to the individuals, communities or the environment in the process of capturing, publishing or printing the communications content, and must protect their safety, rights and privacy including an individual's or communities' right to control access to their information and identity.
- Not make statements about other ACFID members with the intention of creating a reputational or other advantage.

- In instances where ratios/financial ratios have been used to show relationships or outcomes, a brief explanation is to be included/referenced explaining the logic behind the calculations and/or how they have been determined.
- Be securely stored in AMF-Cufa's Google shared drive for up to 5 years, with access restricted to authorised staff only, to protect individual's privacy.

78.4. Types of communications content and modes of publication

The requirements in this Policy apply:

- The definition of 'communications content' to include words, images (including still images such as photographs, artworks and illustrations; and moving images such as videos, animations and GIFs), data or any other audio-visual material/content.
- To communications content published in any mode including but not limited to websites, brochures, annual reports, social media content, e-newsletters, or campaigns.
- To any communications content captured or collected for the purpose of research, evaluation, marketing, fundraising, promotional, or reporting purposes.

To maintain open and honest relationships with its stakeholders and the general public, AMF-Cufa should:

- Publish annual reports including financial reports yearly and make them publicly available on AMF-Cufa's website.
- Utilise various forms of media including social media to inform the public about AMF-Cufa's work.
- Organise public education programs, where appropriate.
- Maintain regular dialogue with government and other relevant organisations.
- Participate in NGO networks.

78.5. AMF-Cufa Logo and branding

AMF-Cufa has a Style Guide that explains our corporate branding guidelines (naming, graphic style and application). When preparing communication materials ensure to refer to the Style Guide.

78.6. DFAT funded projects

In communications with the local communities that AMF-Cufa works with, AMF-Cufa Project Officers must inform and communicate to the community that the project is funded through the generosity of the Australian Government (for example on signage, printed materials and in verbal communications at the beginning of the project).

As a DFAT funding recipient (Australian NGO Cooperation Program (ANCP) and Direct Aid Program (DAP), any communications content covering projects funded by DFAT, AMF-Cufa representatives must ensure to adhere to the [DFAT Guidelines on using the Australian Aid Identifier](#) and apply any other instructions provided by DFAT.

78.7. In-country/Local Media

AMF-Cufa representatives in in-country offices can participate in local publicity/media activity when requested/invited to participate upon notifying and obtaining approval from AMF-Cufa's CEO. All media activities are to be undertaken as representatives of AMF-Cufa. Copies of the resulting media content are to be acquired wherever possible.

At no time should AMF-Cufa representatives mislead or misrepresent themselves as working or acting on behalf of another agency or donor.

78.8. Use of AMF-Cufa promotional material in externally produced media

Any visitor, volunteer or in-country program participant to AMF-Cufa program or activity sites will:

- Be briefed on AMF-Cufa's Communication and Fundraising Policies and acknowledge in writing that they have received, understood and agree to comply with and be bound by the policies, and
- Not represent themselves as agents of AMF-Cufa and must not misrepresent AMF-Cufa programs or activities in any communications.

78.9. Required Process of Approval Before Publication

All Communications content is managed by AMF-Cufa's Australia team. AMF-Cufa's CEO maintains overall responsibility and final decision on all communications content/materials before publication.

Before any communications content is published:

- It must be approved by AMF-Cufa's CEO.
- Where AMF-Cufa representatives have any doubt, identify any issues of risk or uncertainty concerning the communications content, it must not be published and the matter must be escalated to AMF-Cufa's CEO.