

Nusatenggara Association Incorporated

Communications Policy

v1.0 April 2019

Preamble

The mission of the Nusatenggara Association, Inc (NTA) is to alleviate the worst poverty in the province of Nusa Tenggara Timur, Indonesia. The NTA sponsors economic and social development activities selected by our sponsored communities, ranging from building water tanks and wells, through providing farming equipment and training to local farmers, to supplying books for schools and training local teachers. We partner with organisations that employ and provide training to over 20 Indonesian staff in West Timor and Flores. Several of our programs involve interaction with children and all of our programs impact children either directly or indirectly.

Overview

This document provides a general overview of the various forms of communications undertaken by Nusatenggara Association and a policy for Nusatenggara Association staff and volunteers.

All staff and volunteers who are engaged by Nusatenggara Association are expected to adhere to this communications policy.

Purpose

The purpose of this communications policy is to ensure:

- Nusatenggara Association adheres to essential regulatory requirements, and basic industry standards.
- Nusatenggara Association staff and volunteers comply with the Organisation's policies covering Child Protection;
- all external communications reflect Nusatenggara Association's Strategic Plan and values;
- there is an appropriate framework in which the right to privacy of children, families, teachers, principals and all other people with whom the organisation is working with are considered and respected, and
- there is an appropriate framework in which the right to privacy of Nusatenggara Association staff is considered and respected.

Definitions

Communication

Communication encompasses all forms of contact between representatives of Nusatenggara Association and others, including but not limited to: donors, partners, supporters, staff, volunteers, all recipients of support under any Nusatenggara Association programs and members of the general public utilising a range of communication tools.

Communication Tools

The sharing of information using the following Communications Tools constitute forms of contact:

- Visual – photos and videos;

- Verbal – conversations, including when attending meetings and telephone conversations;
- Digital Platforms - email, PowerPoint presentations, the website, social media including Facebook, Instagram, Twitter, WordPress;
- Written – formal correspondence, brochures, advertising, media releases, new articles, presentations, and other forms of promotion and information dissemination.

Internal Communication

All forms of communication that occur between representatives of Nusatenggara Association (staff, volunteers, board, consultants) that takes place as part of daily interactions with one another, and is not shared with any external stakeholders.

External Communication

Any form of communication undertaken by representatives of Nusatenggara Association to external individuals, groups and the general public.

Personal Information

Information regarding the personal lives of representatives of Nusatenggara Association, such as details regarding their family, friends, political and religious beliefs, and views and opinions on matters outside the scope of Nusatenggara Association operation.

Professional Information

Information that directly relates to the operations and activities undertaken by Nusatenggara Association, or is formed on the basis of those operations and activities.

Regulatory Authorities

There are a number of Government and independent organisations which Nusatenggara Association is required to report to either as a result of voluntary subscription or in order to maintain a certain form of accreditation. These include the Department of Foreign Affairs and Trade, The Australian Council for International Aid and the Australian Charity and Not-for-profits Commission. The Nusatenggara Association also reports to major donors.

Overarching statement

Nusatenggara Association encourages free flowing communications across all aspects of its activities and actively seeks additional members of the public who will communicate in any way about Nusatenggara Association in any medium. However Nusatenggara Association is mindful of the need for communications to be appropriate and respectful, in context and intent, as well as being honest and timely. Therefore it is essential that no material is published on behalf of Nusatenggara Association without the prior authorisation of the CEO, or his or her designated representative, including the Executive Officer and Operations Manager.

Principles governing all communication

- **Transparency and accuracy:** Initiators of communications with stakeholders will take all reasonable steps to ensure that at all times their messages in any form of contact are accurate and transparent.
- **Timely and proactive:** Communications with stakeholders will be timely such that important and relevant information is communicated within a timeframe that takes into consideration the stake that the other party has in the matter. Similarly, where information becomes available to Nusatenggara Association which is relevant to a stakeholder, Nusatenggara Association will proactively look to make the necessary communication.

- **Sensitive and accessible:** The appropriate form of communication and the means of delivery will depend on the medium used. Some information may be appropriate for regular newsletters but other information may need sensitive communication to a specific individual. Reference should be made to the CEO or his or her representative as specifically delegated, including the Executive Officer and Operations Manager, to handle a particular matter for guidance where a matter is not perfectly clear.
- **Respectful:** In all interactions with others, Nusatenggara Association staff and volunteers are required to treat the party with whom they are communicating with the utmost respect for their dignity, values, history, religion and culture. While employed by the organisation, Nusatenggara Association staff and volunteers must act as representatives both inside and outside the workplace, and take care to uphold the organisation's values, show respect and humility, and take all necessary measures to avoid offending others in all communications.
- **Privacy:** Nusatenggara Association will at all times respect the privacy of every individual and will not publish or in any way communicate personal information about that person without his or her permission and without him or her providing that personal information freely. It is acknowledged that at times there may not be clarity of whether that permission has been granted in the full knowledge of how it will be used and in such cases the test is whether or not that information could bring any personal harm, difficulty or notoriety from its publication, to them or members of their family or their associates.
- **Information that will or will not be communicated:** In addition to private information as referred to above, solicitous, malicious, defamatory or other unsubstantiated information will not be communicated. In all cases communications will confine themselves to Nusatenggara Association' activities representing its philosophy and values and will not deviate into areas that are not relevant to the organisation's objectives.
- **Communication timetables:** In a general, communications will take place according to a pre-determined timetable. This includes updates to donors about projects they have contributed towards, financial information in the form of Annual Reports, meetings of staff, the executive, Committee or the Board, or newsletters. However this policy does not override the need to provide information in a timely manner as stated above such that the regular reporting cycle may need to be augmented by matters of immediate import. Such decisions are to be taken by the CEO or his or her designated representative, including the Executive Officer and Operations Manager, in a particular instance.

Outgoing marketing communications

Nusatenggara Association strives for consistency and veracity in message with respect to all materials that are submitted to those who Nusatenggara Association wishes to engage in its activities. As such, key items of marketing material, including use of images, are to be approved by the CEO or his delegated representative, such as the Executive Officer and Operations Manager, as he or she determines relevant for the particular circumstances. In all cases, marketing material will consider:

- **Appropriate portrayal of local people:** Nusatenggara Association will ensure that the use of images and messages portraying women and men, boys and girls in their communications respects the dignity, values, history, religion and culture of the people portrayed.
- **Honesty and transparency application:** Images and messages will honestly portray the diversity of local people including age, disability and other marginalised groups. Images and

messages will also honestly convey the context and complexity of the situations in which local people live.

- Privacy application: Key figures in images will be informed of what the image is being used for and if possible, their permission obtained. Care will be taken to ensure that the identification of or use of images of local people will not endanger the people they portray.
- Copyright: Origins of any images used will be known and any necessary permissions, including copyright releases, be held.
- Child Protection: In all instances Nusatenggara Association will ensure that the use of messages and images comply with its policies covering Child Protection.

Photography

Staff and volunteers should be mindful of the following if they are photographing or filming a child:

- Assess and endeavour to comply with local traditions or restrictions for reproducing personal images. If in doubt, queries are to be directed to the program team leader in the first instance or the Nusatenggara Association Operations Manager.
- Wherever possible, obtain consent from the child and a parent or guardian of the child. The intended use of the photograph or film should be explained to the parent or guardian of the child.
- Ensure photographs, films, videos and DVDs present children in a dignified and respectful manner and not in a vulnerable or submissive manner.
- Ensure images are honest representations of the context and the facts.
- Ensure photograph or film labels do not reveal identifying information about a child when sending images electronically.

Compliance

Nusatenggara Association will comply with the visual identity guidelines supplied by its donors. For example, upon receipt of funding from the Australian Government Department of Foreign Affairs and Trade (DFAT), Nusatenggara Association will comply with the Visual Identity Guidelines supplied. Nusatenggara Association will ensure that any implementing partners that the organization may agree to work with will also comply with these guidelines.

Use of funding

Communications with donors or potential donors must clearly articulate how their funds will be used, highlighting the definition of restricted or unrestricted, and accord with the principles set out in the Fundraising Policy.

- Restricted Funds – all funds donated under contract with a restriction on use. Implications of use in application phase are not guaranteed, unless specified in signed documentation.
- Unrestricted Funds – funds that can be directed to any area that Nusatenggara Association chooses, including and not limited to operating expenses and overheads. Where funds may be used for a variety of purposes at the discretion of Nusatenggara Association (i.e. unrestricted funds), no assertions will be made that the funds will be used for a specific activity or activities. Rather the language used will make it clear that the charity will direct funds to the areas/activities in most need in order to ensure that operations are maintained and can grow as a result of donations. A link to the website will be provided where details of all activities can be obtained. An agreement will be drawn up for donors, which will encompass all of the points above. In campaigns or grant applications, examples of projects or activities may be used for illustrative purposes, but this does not guarantee a specific use

unless the donor makes a specific request and Nusatenggara Association subsequently signs an agreement acknowledging our responsibilities in this regard.

Responses to requests for information

Requests for information should be passed to the relevant Nusatenggara Association representative or staff member as appropriate. If communicators are responding to a specific request for information and are not certain of the veracity of an assertion or do not have the requisite information, they will acknowledge their position and refrain from comment. Instead they will refer the matter to the appropriate person within Nusatenggara Association.

Communicators will also refrain from comment where they are being asked for an opinion or to speculate on an outcome unless they have been specifically allocated that area of responsibility by the CEO or the Board.

Responses to enquiries from the media

Media management is the responsibility of the Board in the first instance and delegated to the CEO or, in particular instances, to the person designated by the CEO, such as the Executive Officer and Operations Manager. Individuals are not authorised to respond to questions from the media on any subject unless as part of a particular campaign that has been approved by the CEO or the person designated by him or her.

Communications regarding other NGOs

While implicit already in this Statement and embedded in Nusatenggara Association' values, specific reference is made to communications relating to other NGOs. At times the actions of other NGOs may appear to be competitive or lacking the spirit aimed for by the philosophy or values of Nusatenggara Association. It is essential that no such appearance is given in any communications. On the contrary, recognition of the positive impacts from the work of others is always the stance to be taken. Communicants must ensure that communications are respectful and do not denigrate other agencies or make inaccurate or misleading public statements concerning their work for any reason including obtaining a reputational or other advantage for Nusatenggara Association.

Webpage

Nusatenggara Association will use its webpage to make key documents readily available to stakeholders and to advise on recent achievements.

The webpage will provide with:

- A description of Nusatenggara Association's vision and mission;
- Information on our activities in Indonesia;
- Details of Board and Committee members;
- Contact details for Nusatenggara Association;
- A copy of the annual report including the audited financial;
- A copy of our current policies;
- Identification of the ability to lodge a complaint against Nusatenggara Association and a point of contact in that regard; and
- Identification of the ability to lodge a complaint for breach of the ACFID Code of Conduct.

Annual reporting

Nusatenggara Association will use its annual report as a key part of its accountability to all stakeholders. A written annual report will be produced and be made available as a downloadable document from the website to all stakeholders including staff, volunteers, supporters, partner

agencies, and members of the public. Key stakeholders will be notified upon the publication of an Annual Report.

The annual report will provide stakeholders with:

- A description of Nusatenggara Association’s vision and mission;
- A copy of the audited financial statement;
- A description of the most significant aid and development activities undertaken during the reporting period and their impact;
- A report by the management and CEO;
- Identification of the ability to lodge a complaint against Nusatenggara Association and a point of contact in that regard; and
- Identification of the ability to lodge a complaint for breach of the ACFID Code of Conduct with the ACFID Code of Conduct Committee and a point of contact in that regard.

Communications with in-country stakeholders

Nusatenggara Association is committed to communicating with in-country partners through regular meetings, most of which are held during the twice a year field visits. These meetings will be used to listen to, and discuss with, partners and recipients about activity progress, any issues and problems encountered, options for addressing issues and setting priorities for future efforts. These meetings are also used as an opportunity for partners and recipients to raise or report on matters including possible child protection issues, fraud and other complaints. Where possible, either the contact officer from NTA (Australia) or NTA (Indonesia) will participate in these meetings. Note: it is common for two teams to undertake the field visits simultaneously and where possible at least one of the contact officers will be placed with each team.

NTA Indonesia (NTA I) and NTA Australia (NTA A) produce a report of key findings for each field visit and these are provided to partners and NTA Board and Committee members. These reports do not include information of a personal nature. Reports will be posted on the NTA webpage.

NTA I undertakes field visits and reports in between the NTA A field trips. NTA I and NTA A meet regularly using telephone facilities and regular reports are provided via email.

Meetings are held with:

- Community groups (kelompok) and schools at least once per year.
- Relevant local in-country organisations (e.g. education, agricultural extension and planning) at least once per year.
- Partner organisations at least twice per year
- Regional community meetings once per year (covers most schools and kelompok).

Reviewing this statement

This statement will be reviewed annually by the NTA Operations Committee and Board to assess its effectiveness, appropriateness and accuracy.

Version control

Version	Date	Approved by Board	Details
1.0	April 2019	20 April 2019	Approved out of session

