



Procedure 9.03 – Media Enquiries

1. Application

This Procedure applies to all NQBP Personnel.

2. Policy

Under Policy 9 – Stakeholder Engagement and Corporate Communications, all NQBP Personnel have an obligation to consult with External Affairs at the inception of all projects and business activities requiring media contact, social media interaction, public relations, marketing, graphic design, community consultation, photography, video production and external websites.

The External Affairs team, in consultation with the Chief Executive Officer, is responsible for developing, authorising and distributing all corporate communication materials on behalf of NQBP. Corporate communications materials are those that represent the officially endorsed position of the corporation, including responses to media enquiries.

This ensures consistency in communication, protects NQBPs reputation, recognises the role of NQBP’s shareholders and protects information which is commercially sensitive.

Process

Planning for reactive media

- All personnel are required to inform the Senior Manager External Affairs at the inception of any project or business activity which will require media contact or which may generate public interest via social media, external consultation, external website use.
- Additionally, all personnel are required to inform the Senior Manager External Affairs, as soon as there is an emerging issue or opportunity which may result in media contact or public interest via social media, external consultation, external website activity.
- If the Senior Manager External Affairs is unavailable, the issue should be directed to another member of the External Affairs team or Director Sustainability and External Relations.
- If approached directly by a journalist, details should be taken of their name, phone number, organisation, subject and deadline and this should be passed to the External Affairs team as soon as possible.
- Only the Senior Manager External Affairs, or other authorised delegates of the CEO, are authorised to speak directly to the media.
- The Senior Manager External Affairs will determine whether NQBP will respond and whether to involve Shareholding Minister’s office, including advise of any emerging issues (relating to NQBP ports and business) resulting in publicity/media coverage as a result of activism or public protests which may impact NQBP or Shareholders.
- Do not offer information on an “off the record” basis, even if the media representatives request this. If the journalist presses for information, respond by advising you are not authorised to speak on behalf of the business and have noted their details which will be immediately passed to the authorised spokesperson.

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				Page	Page 1 of 2
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Proactive Use of Media

- The media provides a valuable means of disseminating information and NQBP uses this tool, as part of its corporate communications. However, contact needs to be coordinated through a single point to maintain consistency, particularly in the case of sensitive issues.
- Once the Senior Manager External Affairs is informed of a project or business activity which may generate public interest, a specific media plan will be developed, to proactively promote the business. This may include media statement or interview, as well as the supporting use of social media.
- The Senior Manager External Affairs will alert the Shareholding Minister's Office and other Ministers' offices where relevant, of any NQBP media releases, statements or national media involvement via email to the ministerial media advisors.

3. Compliance Policy, Procedure, Standard and Legislative Framework

NQBP is a Government Owned Corporation and a port authority and is required to comply with its own policies, prescribed applicable legislation and State Government policies and procedures. This policy should be read in conjunction with:

- a. Policy 9 - Stakeholder Engagement and Corporate Communications
- b. Procedure 9.05 – Stakeholder Management
- c. Procedure 9.02 – Complaint Handling
- d. Procedure 9.04 – Corporate Identity
- e. Procedure 9.02 – Media Enquiries
- f. Standard 2.01 - Code of Conduct
- g. Standards – AA1000 Stakeholder Engagement Standard

4. Procedure Review Date

This procedure should be reviewed by 31 January 2019.

5. Definitions

Contractors: means contractors or consultants engaged by NQBP under a personal services consultancy agreement or other similar arrangements.

NQBP: means North Queensland Bulk Ports Corporation Limited ACN 136 880 128.

NQBP Employee: means employees and Contractors of NQBP but does not include NQBP directors.

NQBP Personnel: means NQBP officers (for example NQBP directors) and NQBP Employees.

Media: representatives of television, radio, digital mass media, newspapers

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