



Communication Strategy for DTAA Board and Committees

The DTAA Communication Strategy sets standards for the quality of reports, briefing papers, email communication and eNews articles so that all communications undertaken within DTAA are conducted in a professional and respectful manner.

Board reports

The following office bearers, Board members and Committee conveners are expected to submit a written report to the office one week before Board meetings. When required, the Board may also request reports to be provided for Council meetings or the Annual General Meeting.

- President
- Past President
- Vice President
- President- Elect
- Secretary and as Governance Committee Convener
- Treasurer and as Finance Committee Convener
- Research Committee Convener
- Professional Membership Convener
- Ethics Committee Convener
- Training and Education Committee Convener
- Professional Development Committee Convener
- And other subcommittee Conveners as are current.

The Administrator will also submit a written report upon request from the President.

1. In some instances, reports may not be needed (for example where there is no activity to report) but they can be submitted as and when they are needed.
2. Other reports may be requested to be submitted to the Board as required, such as from subcommittees.

Content of reports

1. Reports should be an accurate and concise report of activities undertaken on behalf of DTAA, including liaison with DTAA members and other stakeholders.
2. There may be confidential information which should only be reported on generally
3. Reports should not exceed two to three pages in length.

Email communication between Board members

Email is an important means of communication as DTAA is largely a virtual organisation. Where there are urgent matters to attend to, emails will be used for decision making. It is to be expected that before and after meetings of the Board and AGMs will be a time of high email volume. Where official communications to DTAA are received, these are to be sent to the President for action. These communications will be included in the DTAA Board agenda only if required.

Board members should respect the voluntary nature of serving on the Board and keep non-urgent business for discussion at regular Board meetings. All emails sent by Board members should be respectful of the work commitments of other Board members.

Minutes of meetings

Minutes are to be kept for meetings of the DTAA Board, Committees, and subcommittees. Minutes are a record of the business of DTAA meetings. Minutes are to be sent to the Secretary (secretary@DTAA.org.au) for filing as they form part of the business records of the organisation.

Communication with government and media

The President and/ whomever is appointed by the President will undertake liaison with government and media in consultation with the Board from time to time. Liaison may be delegated to other Board members as appropriate to their field of expertise, geographical location and availability.

Office staff contacted by journalists or government bodies should refer the enquiries on to the President. Those involved in liaison activities on behalf of DTAA should undertake training in media and lobbying wherever possible.

Communication with other professionals and professional associations

Board members should communicate with other professionals and professional associations as necessary to carry out their duties as Board members, Committee Conveners or office bearers. Emails sent in this regard are official communications and should be professional in tone. Communications including requests, comments on documents and feedback, should be professional in tone and in alignment with DTAA's Objects in the Constitution.

It is a matter of courtesy to keep such professional communications concise and focussed on the issue being discussed. Items contained in the email thread should only pertain to the issue under discussion. It is recommended that personal feelings or opinions belong in separate personal emails.

Social media

Social media is used to disseminate information widely about DTAA's purpose and activities and to create an up to date presence for DTAA on the web that is available to a wider audience.

The Facebook page for DTAA will be updated regularly with DTAA news. The Administrator and Convener of the Marketing and Promotions Committee will maintain the page. A link to DTAA's Facebook page will be available on the DTAA website. DTAA maintains the right to delete posts by members that contain confidential information.

eNews

eNews is part of the professional image DTAA conveys to our members.

Executive members, Committee conveners, and committee members may be asked to prepare articles for eNews to promote greater awareness of their area of responsibility or their activities.

All eNews articles will be brief and well written, no more than a page per article. Any article will be sent to the President or relevant Convener for approval and comments prior to publication.

Advertisements placed in eNews will be congruent with DTAA's mission, Objects and Training Standards and Code of Ethics.

Other Publications

Executive members, Committee conveners, and committee members may be asked to prepare articles for other DTAA publications, such as Moving On, to promote greater awareness of their area of responsibility or their activities.

All articles will be well written, possibly 2 to 3 pages in length. Any article that discusses DTAA business will be sent to the President or relevant Convener for approval and comments prior to publication.