

Communication policy

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Contents

| | |
|--|---|
| 1. Title..... | 3 |
| 2. Introduction..... | 3 |
| 3. Scope | 3 |
| 4. Principles..... | 3 |
| 5. Definition of terms | 4 |
| 6. Definition of responsibilities..... | 4 |
| 7. References | 5 |
| 8. Implementation..... | 5 |

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| Related documents | <i>Marketing and Tourism Strategy 2003-2006</i> , National Museum of Australia, 2003 <i>Public Affairs Business Plan</i> , National Museum of Australia, 2005 Other relevant National Museum of Australia business plans and strategies |
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1. Title

Communication policy

2. Introduction

The National Museum of Australia (the Museum) is a major cultural institution charged with researching, collecting, preserving and exhibiting historical material of the Australian nation. The Museum focuses on the three interrelated areas of Aboriginal and Torres Strait Islander history and culture, Australia's history and society since European settlement in 1788 and the interaction of people with the environment.

Established in 1980, the Museum is a publicly-funded institution, governed as a statutory authority in the Commonwealth arts portfolio. The Museum's new building on Acton Peninsula, Canberra, opened in March 2001.

3. Scope

3.1 Description

This policy outlines the Museum's approach to external communication and the framework within which external communication is managed.

3.2 Purpose

This policy provides a framework within which:

- awareness of the Museum is increased and the number of Museum visitors, users and supporters maximised
- key messages are communicated and promoted consistently and effectively
- support from external stakeholders is maintained and developed.

This policy outlines principles to guide all aspects of external communication.

3.3 Rationale

The Museum's Act requires that the Museum disseminates 'information relating to Australian history and information relating to the Museum and its functions'. An effective communication policy is essential to the Museum's strategic priorities, in particular, 'engaging national audiences', as described in the Museum's *Strategic Plan 2004-2007*.

4. Principles

4.1 The role of effective communication

Effective communication plays a significant role in building the success of the Museum. Communicating appropriately converts potential visitors, users and supporters to actual visitors, users and supporters.

4.2 Consistent branding and key messages

Maximising awareness of the Museum as a unique and engaging organisation is central to achieving target visitation. The National Museum of Australia's brand reflects the Museum's distinctive character and is used in all external communication. The key messages are:

- the Museum explores the land, nation and people of Australia
- the Museum upholds scholarly and professional integrity
- the Museum is for all Australians.

4.3 Reaching our audiences

The Museum will match the most appropriate form of communication with target audiences. Communication methods will be based on market research, visitor research and media analysis and may include:

- print and electronic publishing, including the website
- launches, media releases and events
- stakeholder collaboration, including the tourism industry
- advertising (including television, radio, cinema, press, outdoor, transit)
- editorial in newspapers and features on television and radio programs.

4.4 Working with the media

The Museum's brand and key messages are communicated to international, national, regional and local media through the promotion of Museum programs and activities. To build national ownership of the Museum, a priority target is the national media beyond Canberra.

4.5 Collaborations

The Museum's brand and key messages are promoted through collaborations with a range of organisations including tourism bodies, universities and community groups.

4.6 Commitment to staff as ambassadors

Museum staff make an important contribution to communicating the Museum's brand and key messages. To support staff in this role, the Museum provides regular training.

4.7 Relationship between internal and external communication

The Museum recognises the link between internal and external communication and strives to ensure communication throughout the Museum is based on sound principles.

4.8 Stakeholders

The Museum recognises the importance of effective communication with its key stakeholders and uses appropriate communication methods with visitors, users and supporters.

5. Definition of terms

External communication

The dissemination of information about the Museum and its program, products and services to audiences, verbally, visually or through written materials.

Internal communication

The dissemination of information throughout the Museum.

Key messages

The messages about the Museum considered a priority for disseminating to target audiences; awareness is built more effectively if the same messages are reiterated by the Museum.

Museum brand

Comprises visual brand elements including the Museum's logo with key messages, the way visitors experience the Museum and staff.

Target audiences

An audience to whom communication about the Museum is directed.

6. Definition of responsibilities

Manager Marketing

Responsible for attracting, building and retaining Museum audiences through advertising, promotions, tourism industry and community engagement.

Director Public Affairs

Responsible for promoting the Museum through all available arms of the media building stakeholder support for the Museum and managing media issues.

7. References

Brand Style Guide, National Museum of Australia, 2004

National Museum of Australia Act 1980

Strategic Plan 2004-2007, National Museum of Australia, version 1.2, 2004

8. Implementation

The General Manager *Public Programs & Audience Development* represents the Museum in managing the implementation of this policy.

8.1 Coverage

Whole of Museum: exhibitions, programs, activities and operations.

8.2 Other related policies

Audience development policy
Collections development policy
Cultural diversity policy
Interpretation policy
Outreach policy
Research and scholarship policy
Sponsorship and development policy

8.3 Exclusions

None.

8.4 Monitoring

This policy is monitored regularly by the General Manager *Public Programs & Audience Development*, the Manager *Marketing* and the Director *Public Affairs*.

This policy will be reviewed in August 2007.