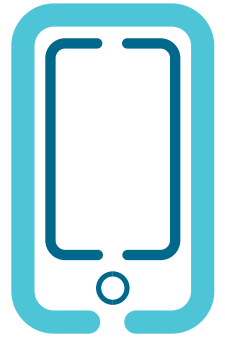


GOOD SPORTS

MEDIA ISSUES PROTOCOL



In the event of any incidents involving illegal drugs or alcohol at your club, the following media protocol is suggested before responding to the media:

1. Notify the President and the Welfare Officer about the incident/issue.
(Peter Button), President: (Peter.Button@sa.gov.au), (0439 510 961).
(Joan Daly), Welfare Officer, (joan.daly2@bigpond.com), (0439 801 612).
2. President notifies Committee and Good Sports representative. President or Welfare Officer prepares a short report on incident (if time allows).
3. President/Welfare Officer prepares a short media statement which will be attributed to the President's name (see below for an example media response and incident report template).
4. Any media calls should be directed to the President (0439 510 961)

or agreed delegate which is (Joan Daly, Welfare Officer, 0439 801 612)

5. If the issue creates significant media interest, the statement can be loaded to the club website to reassure members the club is on the front foot.
6. If your club decides to do separate media interviews outside of a statement, ensure your committee has agreed on the top three key messages. It is important you do not deviate from these messages to ensure minimal risk to your club's reputation. You may also consider preparing for potentially difficult questions that may come up in an interview. Brainstorm, draft and practice responses that align with your key messages to help you in these situations. If, however, the incident involves police and is under investigation, state that you cannot comment further until the investigation is complete.

EXAMPLE/TEMPLATE MEDIA RESPONSE

(Insert name of club) has been notified of a reported incident.

(If police have been involved – insert the following line: Police have been notified and are investigating the incident with our assistance.)

(Insert name of club) has proactively developed and implemented a club policy to make sure we, as a club and as a community, can deal with alcohol and other drug issues and provide support where appropriate.

The club does not condone illegal drug use and/or risky drinking behaviour. The welfare of the individual(s) involved, their family and our club members are being supported by the club's Welfare Officer. We will continue to do what we can to provide a safe and healthy environment for all our members.