

Policy Name: Communication
Version Date: September 2024
Approval Date: October 21, 2024
Review Date: September 2027



COMMUNICATION

Preamble

The Northern Ontario Curling Association (NOCA) will follow these principles:

- Good communication is a two-way process for which both the sender and receiver are responsible
- Good communication requires clear, accurate, timely and complete messages
- Good communication flows freely in all directions, using methods best suited to the needs and preferences of those involved
- Good communication fosters an environment of fairness, challenge and cooperation that encourages all to do their best work

Purpose

This policy provides guidance on public communications, designates a spokesperson for the organization and defines the communication process for the NOCA Board of Directors and staff when sharing or informing stakeholders about NOCA curling operations and new or existing curling initiatives.

Definitions

“Stakeholder” - Curling stakeholders include NOCA board members and staff; NOCA curling clubs, their members and staff; Ontario Curling Council, Ontario Curling Association (Curling Ontario), Curling Canada, Member Associations, Government (Ministry of Tourism, Culture and Sport) MP’s, MPP’s, sponsors, media etc.

Policy

1. This policy applies to NOCA staff, directors and committee members.
2. The Executive Director (in collaboration with the President) is the primary spokesperson for all corporate matters regarding communication to the media.
3. Board Members and the Executive Director shall be visible and accessible.
4. Board Members are encouraged to anticipate events and situations that require communication.
5. Communiqués affecting NOCA must be sent from head office or be approved by head office before being disseminated e.g. surveys
6. Directors receive copies of all media releases and advisories and copies of all correspondence intended for distribution to regional delegates e.g. mass emails, mail outs.

7. The organization must provide its members with timely, accurate and credible information about all relevant events that could impact safety, security, and productivity.
8. Communications is broader than responding to questions. The Executive Director is responsible to develop and maintain a communications strategy that includes training.