

Our Mission statement is ***“A united voice representing and promoting golf for everyone in our community. Outstanding communication with our member clubs in the South Western Golf Association.”***

We will communicate with our members, using a range of electronic tools, in a timely, appropriate and businesslike way. We will receive communications from member clubs or individual members, that will protect members privacy, and ensure response will be appropriate to the enquiry.

To help promote the game of golf for all our clubs in the South Western Golf Association, SWGA will assist by helping promote club golf events in the following way:

#### **SWGA and Club Calendar of Events**

All SWGA and Club Calendar of Events will be promoted via:

**Website** Under Events Calendar which includes a link to a detailed individual event page.

Under “Competitions” heading - GolfBox schedule. Downloadable pdfs available.

**Facebook** Link from Webpage onto SWGA Facebook page for individual events.

**Junior Facebook** Link for all Junior Events and information, from the website Junior Competitions page.

**Email** Sent from secretary@swga.com.au to distribution list as per requirements.

Other Social Media or a Newsletter maybe added as an additional tool for communication.

To ensure all events get enough promotional time we ask that flyers are ready at least 6 weeks prior to the event and sent in a PDF format to secretary@swga.com.au for uploading on website and/or Facebook and emailing to members as requested. Results or Draws for posting, submitted timely to requirements.

#### **Non SWGA Club Events**

All non SWGA Club events will be promoted via email only if requested.

Those Clubs that have a Facebook page are encouraged to tag us in their post

#### **Outside of SWGA Club Events**

Due to the amount of time spent on promoting SWGA golf events, the SWGA does not promote events that are outside of our district however, links are sometimes added for events held by Golf Vic.

#### **Social Media**

SWGA has a number of ways that we can communicate with our members. To ensure that we deliver a streamlined communication policy our platforms are used for the following purposes:

**Website – [swga.com.au](http://swga.com.au)**

- Calendar of Events
- NEWS – General for the Association and Golf Australia. Association Clubs as needed.
- Pennant
- Competitions/Fixtures
- Results and Draws, Order of Merit Ladders
- Clubs information and club contacts •
- General –
  - Resources •
  - Rules and Policies •
  - Honour Boards & History •
  - Contacts – SWGA Board
  - In addition, please refer to the SWGA Terms of Use and Privacy Policy available on the website.

Facebook - <https://www.facebook.com/SouthWestGolfGeelong/>

Facebook is used to promote SWGA golf events, Golf Australia information, timesheets, results, photos and player news as requested.

Facebook is used in conjunction with a link from our website (where possible) to help promote these two sites. •

- We treat all social media postings, blogs, status updates and tweets as public ‘comment’.
- Postings (written, photos or videos) will be family-friendly and feature positive club news and events.
- No personal information about our members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person’s reputation.
- No statements will be made that might bring our Association into disrepute.
- Individual Members are invited to make comments however members must do so in a respectful way. It is not a forum for complaints as the Association has in place its own complaints handling process as located in the Association’s Constitution.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

Imaging of children and young people under the age of 18 will not be allowed prior to parental;/guardian consent. Refer to Golf Australia National Integrity Framework 2022

### **Email & Correspondence**

The Association, when corresponding with member golf clubs (in general), will correspond only with the Secretary or in the case where the club employs a manager, with the Manager. (not withstanding any individual or personal enquiry by the individual member of a club)

Email is used for SWGA Communication, SWGA Event Flyers, SWGA Club Event Flyers, Golf Australia communication and any other information they made need to be distributed to members for their information.

All Contacts have been broken down into the following additional groups and each group may receive relevant correspondence when deemed necessary in addition to the Secretary or Manager as above:

- SWGA Clubs
- Individual Members of Clubs
- Club Captains / Managers
- Men's Captains
- Women's Captains
- Club Secretaries
- Club Presidents
- Men's Club Presidents
- Women's Club Presidents
- Everyone
- Women's Pennant, Men's Pennant
- Life Members
- SWGA Board

Contacts are updated as required and when notified of changes. A copy of all Club contacts is also kept in an Excel spreadsheet.

All emails are sent using the bcc.

### **SMS and email**

Board members, sub-committee members, authorised volunteers and authorised staff may use SMS and email to provide information about district and club news, competitions, social events, and other district business, however:

## SOUTH WESTERN GOLF ASSOCIATION INC. COMMUNICATION POLICY

- SMS messages should be short and about relevant golf matters
- Email communication will be used when more information is required
- Communication involving children will be directed through their parents.

Our main email address is [secretary@swga.com.au](mailto:secretary@swga.com.au) and is monitored by the Secretary.

Website Manager is [womensgolfops@swga.com.au](mailto:womensgolfops@swga.com.au) and is monitored daily.

Some members of the Board also have a generic email address as follows:

President [president@swga.com.au](mailto:president@swga.com.au)

Secretary [secretary@swga.com.au](mailto:secretary@swga.com.au)

Golf Operations Chair [womensgolfops@swga.com.au](mailto:womensgolfops@swga.com.au)

See Also: - Memorandum of Understanding between SWGA and SWGA Golf Clubs

Reviewed March 2025