

	<b>Media Policy</b>	<b>Marketing</b>
	Version 5	Pages 3
<b>Target audience:</b>	<ul style="list-style-type: none"> <li>• Internal Employees</li> <li>• External Employees</li> </ul>	
<b>Contact person:</b>	Michelle Oliver Group Marketing	
<b>Policy owner:</b>	Michelle Oliver Group Marketing	
<b>Related Standards:</b>		<b>Related Guidance documents:</b>
<ul style="list-style-type: none"> <li>• Nil</li> </ul>		<ul style="list-style-type: none"> <li>• Code of Conduct &amp; Values</li> <li>• Workplace Diversity Policy</li> <li>• Discipline and Misconduct Policy</li> <li>• Privacy Policy</li> <li>• IT Facilities and Systems Policy</li> </ul>
<b>Effective date:</b>	<b>Updated as per:</b>	<b>Modification:</b>
01-09-2019		
<b>Approved by:</b>		<b>Approved on:</b>
Michelle Oliver & Chris Riorden		01-09-2019
<p><b>Group Policy compliance</b></p> <p>Primary responsibility for adherence to this Policy resides with the SBU Unit CEO. Local laws and regulations supersede this policy. Should this policy be found to be in contradiction with such regulations, it is the CEO's responsibility to immediately inform the General Counsel of this matter. This policy supersedes all local company policies. Should a local policy contradict this policy, it is the CEO's responsibility to align the local policy with this policy.</p>		

## I. PURPOSE OF THE POLICY

RGF Staffing APEJ has a long established and respected reputation as a leading provider of integrated talent solutions products and technologies in Australasia. To ensure this reputation is maintained and strengthened, it is important to have clear guidelines for our contact with the media, including key local and where relevant overseas journalists. This should be consistent with our communication with all stakeholders both internally and externally.

This policy provides direction for the co-ordination of contact between RGF Staffing APEJ and the media. It covers staff members' responsibilities in relation to direct contact with the media, as well as outlining obligations regarding the management and dissemination of information, which could reasonably reach the media.

This policy applies to all CMG People, meaning:

- Internal employees, i.e. people who are employed by RGF Staffing APEJ and who are engaged to do work directly for RGF Staffing APEJ;
- External employees, i.e. people who are employed by RGF Staffing APEJ to perform work directly for the Company's clients;
- Independent contractors or representatives of independent contractors who are performing work for C RGF Staffing APEJ to a contract. Independent contractors may be engaged to do work directly for RGF Staffing APEJ or one of the Company's clients;
- Non-paid workplace participants, i.e. volunteers (for example work experience students and interns).

## II. SCOPE OF THE POLICY

This media policy covers the following items:

- Media enquiry handling
- Media comments
- Authorised spokesperson
- Engagement of a Public Relations professional
- Issues and crisis management
- Media releases
- Testimonials and case studies

## III. COMPULSORY ITEMS

All media enquiries should be directed to the Chief Marketing Officer.

The Chief Marketing Officer will liaise directly with the media and will determine the following before agreeing to the media request:

- Which media agency is making the enquiry;
- The type of interaction requested e.g. interview, email response, etc;
- Timeframe for response;
- Which authorised RGF Staffing APEJ spokesperson should respond to the media request.

## **Media Comment**

Only authorised representatives who have been media trained and briefed in the first instance are to speak to the media. Our spokespersons should:

- Participate in appropriate media training;
- Initially direct all media enquiries to the Chief Marketing Officer;
- Ensure information/comments with respect to their area of responsibility are current;
- Not reveal any information that is confidential to RGF Staffing APEJ or to our clients or candidates; and
- Refrain from commenting on questions regarding legal matters, tax or direct regulatory issues.

## **Authorised Spokespersons**

The authorised RGF Staffing APEJ Spokespersons are:

Peter Acheson, Chief Executive Officer;

Delegates nominated by the Chief Executive Officer to respond on issues.

All RGF Staffing APEJ authorised spokespersons will receive appropriate media training.

Staff should be aware that all conversations with the media whether an interview is agreed upon or not are treated as “on the record” and can be attributed to them. Any “off the record” discussions must receive approval from the Chief Executive Officer.

## **Engagement of a Public Relations professional**

RGF Staffing APEJ may from time to time require the services of a PR professional or media consultant depending on the nature of the matter. All engagements must be approved by the Chief Executive Officer and the Chief Marketing Officer.

## Issue and Crisis Management

The Marketing Department monitors media and social media activity and identifies potential issues. In the event of a crisis or an unexpected issue, the Chief Marketing Officer in consultation with the Risk and Compliance Officer and General Counsel will put in place appropriate crisis management procedures to ensure any communication with the media is managed.

These procedures include but are not limited to:

- Briefing the Chief Executive Officer and the relevant Business Unit leader(s);
- Convening discussions with relevant members of staff;
- Ensuring only designated spokespeople comment during the crisis situation;
- Delivering consistent messages.

Statements made during a crisis situation may have far reaching effects including potential legal proceedings against RGF Staffing APEJ.

## Media Releases

Media releases/articles are to be drafted under the direction of the relevant Business Unit leader, who will obtain, an authorisation from the Chief Executive Officer. Once approved, Marketing will disseminate to the media.

## Testimonials / Case Studies

If you are asked to provide a testimonial or participate in a case study for an external party (vendor/supplier, client or candidate), you must liaise with the Chief Marketing Officer who will review the context and appropriateness of RGF Staffing APEJ agreeing to participate in conjunction with the relevant Business Unit Manager.

If participation is deemed appropriate the final content must be reviewed and approved by the Chief Executive Officer before it can be released to the third party for use.

Breaches of this policy may result in disciplinary action up to and including termination of employment.

## IV. GOLDEN RULES

All media enquiries should be directed to the Chief Marketing Officer.

## V. GLOSSARY

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Official term	Explanation
<b>Media</b>	<i>Includes all print, radio, television and electronic media.</i>

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