

# Australian Mushroom Growers' Association Limited

ABN 30 001 491 461

## **Media Policy** 2024 Version 2.0

# Media Policy

## 1. Application

This Policy applies to all AMGA Directors, Members (in their capacity as members of the AMGA) and Staff including consultants and contractors ("Employees").

## 2. Purpose

The purpose of this policy is to establish clear protocols for dealing with the Media and responding to Media enquiries as they relate to AMGA and the mushroom industry generally.

## 3. Policy

AMGA's official spokespersons are the Chief Executive Officer ("CEO") and the Chairman of the Board of Directors of AMGA (**the Chairman**). No other employees are permitted to speak with the Media without prior approval from the GM or the Chairman.

In regard specifically to Media AMGA Employees will:

- a) ensure all enquiries from the Media are referred to AMGA's CEO in the first instance;
- b) not speak on behalf of AMGA or to any Media on any occasion;
- c) ensure no Media outlet is given access to a AMGA site for a photo or filming without approval from the CEO or the Chairman;
- d) act and respond in a professional manner to Media enquiries; and

not provide personal or contact details of employees, clients, spokespeople or AMGA Board members to any Media outlet without the prior consent from the CEO or the Chairman.

## 4. Crisis and Reputational Risk Management Protocol

The AMGA manage a levy funded Crisis and Reputational Risk Management project, titled AMSAFE (Australian Mushrooms SAFE), on behalf of the Australian mushroom industry. The program engages an expert crisis management PR firm, Porter Novelli who are funded to support industry by managing reputational risks and managing crisis situations. This applies to both industry-wide and on farm issues.

In a potential reputational risk or a specific crisis situation, AMGA Members and employees will:

- a) ensure all enquiries from the Media are referred to AMGA's CEO via the AMSAFE Hotline in the first instance,
- b) not speak on behalf of AMGA or to any Media on any occasion.

- c) ensure no Media outlet is given access to an AMGA site or farm for a photo or filming without approval from the CEO or the Chairman;
- d) act and respond in a professional manner to Media enquiries; and
- e) not provide personal or contact details of employees, clients, spokespeople or AMGA Board members, AMGA Members to any Media outlet without the prior consent from the CEO or the Chairman.

Contact details:

AMGA – CEO (AMSAFE Hotline)	Leah Bramich	0457 440 298
AMGA – Chair	Kevin Tolson	0418 460 847
Porter Novelli - Managing Partner	Patrick McClelland	0409 49 9419

## 5. Consequences of a breach of this policy

A breach of this Policy may result in disciplinary action and may also amount to breaches of other AMGA governing documents, including the *Employee Code of Conduct and Safe Work Policy*.

If an AMGA Staff Member breaches this policy, they may be subject to disciplinary action which may include termination of employment.

## 6. Definitions

In this policy:

**AMGA** means *Australian Mushroom Growers Association*

**Media** means communication of AMGA or personal information via news outlets such as radio, television and print other than social media which is covered by AMGA's Social Media Policy.

**Policy** means this *Policy*.

## 7. Key related documents

AMGA Code of Conduct. AMGA Social Media Policy

## 8. Amendments to, and operation of, this policy

AMGA reserves the right to amend this policy at any time. This policy does not operate contractually and is not intended to be contractual in nature.

### Policy information

**Effective dates**

Date policy was  
made: 14 June 2023

Commencement  
date of this  
version: 26 November 2024

Policy Owner CEO

Date for review: 13 June 2024 or as  
required

**Revision history**

Version	Date	Description
1.00	June 2023	
2.00	November 2024	Update from RGM to CEO Update to include crisis and reputational risk management protocol AMSAFE