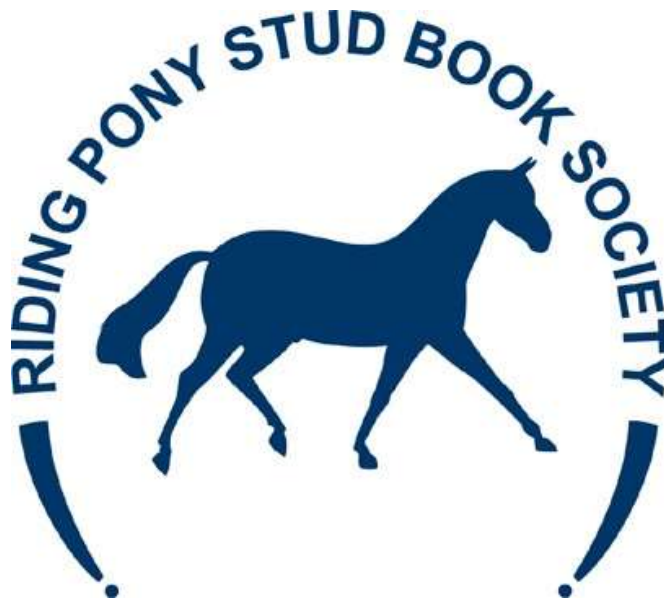


**Riding Pony Stud Book Society Ltd.**

**ABN 18 129 850 531**

# **INFORMATION MANAGEMENT POLICY**

*Version 1, March 2021*



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## 1. INTRODUCTION

An effective Information Management Policy will encourage positive, productive communications by the states as well as the national body, while providing transparency to members on how material is selected for publication and/or dissemination to members as well as publicly.

***This Policy supersedes all past versions and is to read in conjunction with the State Committee Structures and Procedures document.***

## 2. MONTHLY INFORMATION BULLETIN

An Information Bulletin (**the Bulletin**) is prepared and made available to all members as soon as practical at the beginning of each month. The Bulletin will be produced by the National Publicity Officer and contain information provided by:

- the Board of Directors;
- the Registrar;
- the Board Secretary; and
- the State Publicity Officers.

The aim of the Bulletin is to disseminate relevant news and information in a concise and informative manner.

The Bulletin will be emailed to all financial members as well as any person who has requested to be on the distribution list. Requests for inclusion on the Bulletin distribution list can be made via the Society's website.

The Bulletin will also be posted on the Society's website and therefore publicly available.

It is important that at all times the information contained in the Bulletin is correct, relevant, and most importantly is in no way used, or seen to be used as an advertising platform for any particular member's individual gain.

### 3. ROLL OF STATE PUBLICITY OFFICERS

The *State Committee Structures and Procedures* document describes the role of the State Publicity Officer as:

- e) Publicity Officer: The role of the Publicity Officer is to manage the committee's communication with the state members and ensure that the members are kept fully informed of the committee's activities. The responsibilities of the Publicity Officer include but are not limited to:*
- *Manage the committee's Facebook and website pages;*
  - *Prepare advertising material;*
  - *To prepare a State Report for each and every RPSBS Information Bulletin. The State Committee Chairperson must sign off on the report prior to its submission to the National Publicity Officer; and*
  - *Assist the RPSBS Annual editorial staff with the collection of photos and other material.*

For clarity, the State Publicity Officers are responsible for submitting material for the Bulletins. Publicity Officers must involve the full State Committee in deciding what is to be included for submission in the Bulletin and must present the final material to the State Committee for approval by the Chairperson before submitting the material to the National Publicity Officer.

### 4. STATE NEWSLETTERS

States have the option to produce their own state newsletters featuring information and results and photographs from their state events. Provided the following guidelines are followed states may feature animals, studs and exhibitors as follows:

- State committees must ensure that all material selected for inclusion in the state newsletters is selected using a fair, transparent, and documented process which is applied across the membership base fairly and equitably. For example, if a state is to feature studs, then all studs in the state must be given the opportunity to submit material. All suitable submissions must, over time, be included with preference given to those that have contributed to the RPSBS Annual.

- Each state newsletter must be submitted to the National Publicity Officer in PDF format along with a paragraph for the Bulletin outlining the contents of the newsletter. The National Publicity Officer will then publish newsletter to the RPSBS State website and include a link to the newsletter in the Bulletin.
- Publicity Officers cannot select or submit material without first consultation with the state committee and the approval of the Chairperson.