



---

## COMMUNICATIONS POLICY OF THE SAHGCA

### 1. Relevance

The SAHGCA as the largest national hunting organisation have a wide and comprehensive communications task with respect to the internal as well as external environment. Both these environments are complex and have to be handled with circumspect to ensure clarity of the message and image that SAHGCA wish to project. Being a national hunting organisation, SAHGCA is obliged to communicate with all media and hence there will of necessity be delegation of responsibility to regions and branches.

### 2. Purpose

The purpose of the Communications Policy is to fully realise the Vision and Mission of the SAHGCA within the Association as well as the external environment in which it operates.

### 3. Primary Communication Responsibility

The primary communications responsibility lies with the following **four** individuals:

3.1 The President: The President projects the image of the Association and may adopt a point of view on all association related matters in consultation with the EC and the CEO. Matters in which only the President may communicate includes:

- o Corporate strategy
- o Constitutional matters
- o Inter-organisational matters (co-operation agreements, unification, etc )

3.2 The Vice-president Communication: The VPC manages the communication portfolio in terms of the guidelines depicted in clause 6.7.4 of the Internal Rules of the SAHGCA. The portfolio includes the magazine and with particular reference to clause 6.3 of the Share Holders Agreement to ensure that the codes and norms of SAHGCA is constantly maintained in the publication. He may also act as

national spokesperson of the Association as the need arise, in consultation with the President and may appoint a spokesperson to act on his behalf.

3.3 The Executive Committee: The EC and individual members of the EC, have specific communication responsibilities within the context of their portfolios as depicted in clause 6.7 of the Internal Rules of the Association. Their communications responsibility is however conducted in consultation with the President, VPC and CEO.

3.4 The Chief Executive Officer: The CEO is the spokesperson on management matters within the SAHGCA in consultation with the President and the EC. He may also act as national spokesperson as the need may arise, in consultation with the President and VPC, or appoint someone to act on his behalf.

#### **4. Secondary communications responsibility**

Within the context of the existence of branches with specific autonomy, they do have secondary communications responsibility. Branch management may therefore utilise all communication channels, media and processes to promote their branch. This would include liaison with local media (radio and printed) as well as branch web sites.

Branch management may however not issue any statement in any form to media with regard to the following:

- Matters of national importance;
- The policies of SAHGCA;
- Corporate strategy;
- Financial matters;
- View points of the EC;
- Congress resolutions;
- Management decisions of Inyathi Park,

without consultation with the VPC and CEO and without which there are no clear instructions on which branch management may act.

#### **5. National Communication mechanisms**

**5.1 The SA Jagter/ SA Hunter.** The magazine, in which SAHGCA holds 50% shares, is the primary published communications mechanism to the external environment. It will also contain the official notices of the Congress and other important functions of the SAHGCA.

**5.2 Monthly Branch News.** The Branch News is the primary intra-organisational communications medium of the SAHGCA. Whilst it primarily contains branch news, other current operating information will be conveyed to members through the Branch News.

**5.3 The SAHGCA Website.** The SAHGCA website is a dynamic and active link in the communications chain and is being developed as a powerful source in the communications strategy and administrative processes. The objective of the website is to facilitate self-administration by the members as well as simplify branch administration.

All branch websites must have a link to the national website and must give preference to the corporate identity of SAHGCA.

**5.4 The monthly Communiqué.** After each Congress and EC meeting, the VPC will issue a short communiqué of the most important decisions taken at the meetings to all branch management. The Communiqué will also be printed in the monthly Branch News. The Communiqué will be a fixed point on the agendas of the EC as well as branch management meetings.

## **6. National documentation and policies**

With the exception of normal correspondence, no report or document (including training material) may reach the external environment without the approval of the VPC in consultation with the CEO. This process has the following objectives:

- To evaluate the appearance and style of the document;
- To evaluate the grammar and language editing;
- To ensure that it is issued or published in terms of a EC resolution or existing policy;
- To ensure that the document promotes the communication strategy of SAHGCA;
- To facilitate central coordination and record keeping for future reference.