



## COMMUNICATION POLICY

### Purpose and Scope

Burdekin Productivity Services Ltd is committed to effective receipt and dissemination of information and communication within the organisation and with members, stakeholders and the media.

The purpose of this policy is to provide guidance and to assist board members, management and employees to understand how internal and external communications should take place.

### Responsibilities

The Manager of Productivity Services (Manager) will be the person responsible for organising, delegating, approving, releasing and monitoring any written, oral or electronic communication with members, stakeholders and the media. The Company Secretary is responsible for preparing board meetings, including distribution of board papers and reports to all board members.

### Policy Details

#### Board & the Chairman

Responsibility for the control and supervision of business performance, risk management, strategic development and other general affairs of the company are vested in the Board. The Chairman shall act as spokesman for the board in public forums, with the media and in other instances when representing the company. The chairman is also the principle contact for the Manager outside of board meetings. When discussing matters pertaining to the company and its business, all directors shall communicate the board view in a united front.

#### Manager

The Manager remains the key link in all communication outside the board room. He/she delivers information to staff, media and other stakeholders by means of group meetings, one on one interviews, telephone, email, newsletters, and by whatever other physical or electronic means is appropriate at the time. The Manager is directed by the board and therefore, it is the board direction that shall be communicated. Personal opinion may be expressed inside the board room.

#### Staff

Staff are encouraged to participate in staff meetings and express their opinion on matters relevant to the business. However, when dealing with BPS members, other stakeholders or the public in general, it is the board's direction that has to be communicated. Personal opinion that differs to the board's instruction, must be withheld. Staff are not permitted to speak with the media or any of its representative's on matters relating to BPS or its business, but shall direct such approaches to the Manager.

#### Member Updates

The Manager shall ensure that members receive a newsletter containing articles relevant to BPS' activities and the sugar industry in general, at least four times per year. A series of shed meetings that members from all mill areas have the opportunity to attend, shall be held at least twice per year. The manager shall deliver a detailed presentation of BPS' activities to its members at the AGM.

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### Collectives

The Manager shall communicate regularly and schedule a formal meeting with the directors and management of each of the grower collectives at least twice per year to discuss BPS activities, strategic performance and other matters that may be relevant at the time.

### SRA

Through the PEC unit and its officers, the Manager shall communicate BPS and SRA activities, strategic performance and other matters that may be relevant at the time. Every effort shall be made to form a partnership of interaction and communication between BPS, its members and SRA.

### Governmental Departments

The Manager shall remain in contact with personnel from relevant Governmental Departments on a regular basis so that all parties may stay informed with developments within the sugar industry. Project funding shall be sought when available provided the project is deemed advantageous to BPS members.

### Website

Management shall maintain and regularly update the company's website with relevant information that members may find useful. The website shall be monitored at all times to ensure it is functioning correctly.

### Social Media

Management shall maintain a presence on at least one social media site such as Facebook and regularly update same with relevant BPS information that members may find useful. The posting of such information on the BPS social media site must comply with conditions contained in the social media policy.

### Media releases

Management is responsible for notifying media outlets of special events and releasing information for publication at least 6 times per year. Resultant articles must be proof read by the management team prior to publication to eliminate inaccuracies and other errors in content. Other staff members are forbidden from communicating with the media on any matter relating to BPS or its business.

### Crisis plan

In case of a crisis, a statement shall be prepared by legal advisors. This statement shall be delivered by the Chairman of the board and no other board member, Manager or employee of BPS shall be permitted to comment to the public or media regarding any matter relating to BPS, its business or the crisis in question.

Approved by the board of Burdekin Productivity Services Ltd. on 18<sup>th</sup> April, 2016.

Signed: ..... CJ Hesp (Board Chairman)

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