

Public Relations Policy

Rationale:

Ours is a new kind of organisation, significantly different from social services. We need to be clear and consistent in the way we convey our aims and our processes. We also need to ensure information is easy to find and understand and is respectful and engaging for Maori and Pākehā.

Policy:

Both older people needing support and younger potential volunteers need access to accurate and up to date information that focuses on our objectives and distinguishes our organisation from paid service solutions. The information will be able to be accessed through a variety of means: print, radio, Facebook and websites, and will be presented in a manner appropriate to a range of communication.

Practice:

Relationships as the basis for our work:

Brief information will be available as handouts at meetings and events to attract interest and people encouraged to express an interest. Our organisation is based on face-to-face relationships and knowledge of our organisation is best spread that way. People who express an interest will be invited to a meeting or given an opportunity to meet with another member of the core group.

A community development approach

We will encourage members to publically acknowledge their role and support on all their networks. As they become more knowledgeable about our aims we will support them to present information to groups and take part in market day stalls. This will grow knowledge of our organisation throughout our communities.

Media

Only the core group can respond to media enquiries, talk on radio and write media release, to ensure that we keep messages on track and consistent.

All publicity must acknowledge the dual cultural heritage of people in the Eastern Bay of Plenty and input from members of both houses is essential.

Print:

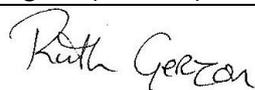
- Brochures, website and other information will respond to the cultural and communication needs of seniors – e.g. large print, use of Maori terms
- All information will be in plain English, with minimal jargon, and be developed with input/feedback from members

Presentations A powerpoint and notes will be available and the core group will be encouraged to present information to groups.

Website This will be updated at least fortnightly

Resources and References

Current brochures and information sheets available in the Google Drive
Powerpoint for presentations

Policy approved by Trust on:	Due for review before:	Signed (co-chair):
25 June 2018	Sept 2020	

Key messages to share with organisations/people

- Our mission is to promote well-being for seniors/kaumātua, so we can all continue to live well and safely in our own homes as we age
- Many people over 75, and some younger ones too, lose their loved ones and become disabled and this can bring isolation and a loss of a sense of purpose and belonging.
- This has become more frequent in recent years as families are scattered across the world.
- Ours is a membership organisation where people support one another, not a social service
- We plan to reduce vulnerability and isolation among seniors by
 - providing opportunities for people of all ages to use their gifts, strengths and time to support one another
 - providing holistic support to one another so members can live well and safely in their own home as long as they wish
 - enabling isolated people to retain or regain a sense of purpose, building relationships in the wider community
 - we will give practical advice and support, such as a list of honest tradespeople, volunteers to check smoke alarms and door locks etc.
 - working alongside other voluntary organisations, clubs and services