

# Development And Public Relations Policy

Policy number	1.6	Version	2
Drafted by	Federal Finance Comr.	Approved by AAL Council on	15 <sup>th</sup> July 2021
Reviewed by	Chief Commissioner; Federal Marketing & Publicity Comr.		
Responsible person	Chief Commissioner	Scheduled review date	31 <sup>st</sup> December 2023

**6.1 Development** is the key issue today for Organisations such as the Air League who compete with many other activities for members. We are part of a very competitive youth market and must be ready to meet the constant changes in our local communities. We cannot rely on ad-hoc methods of recruitment and retention and must plan ahead in an endeavour to remain viable in the youth market.

**6.1.1** Development is knowing what changes and trends are expected in our local populations and being prepared to meet them, by having strategies and plans in place. All Groups are required to have a forward Development plan to ensure the League continues to grow and maintain its important role of youth development in their local communities.

**6.1.2** The Group Executive Commissioners have three goals to which they are committed:

- To appoint Group Development Officer/s to manage the Development portfolio
- To set up Region and Wing Task Forces to assist with the establishment of new Squadrons and to support and help rejuvenate existing Squadrons where necessary.
- To ensure that the League is representative of our society, Groups are strongly encouraged to more actively recruit people from all components of our culturally diverse society. The Council of the League Inc. will assist and support communities to establish their own Squadrons.

**6.1.3** The Chief Commissioner and Federal Staff are available to assist Groups with their planning.

**6.1.4** Community Profile data and various reports and statistics, which may be of assistance to Groups with their planning and local knowledge are available from the Bureau of Statistics.

**6.2 Public Relations** is defined as 'the deliberate, planned and sustained effort to establish mutual understanding between an organisation and its publics'.

**6.2.1** Public Relations includes the interaction with external stakeholders to better understand what they are interested in or concerned about, and what they would like, or need to know. It involves meeting with key people to make representations on behalf of the organisation; preparing material for and working with the media to gain editorial coverage in newspapers, magazines, radio and television; preparing and posting information on the AAL website and

social media outlets; preparing print material for distribution ranging from brochures to annual reports; etc.

**6.2.2** Public Relations is the role of the Federal Marketing and Publicity Commissioner in conjunction with the Chief Commissioner and General Manager (if appointed)

**6.2.2.1** The Federal Marketing and Publicity Commissioner will be mindful of relationship management, its objectives, outcomes and overall betterment to the AAL in this role.

**6.2.2.2** The Australian Air League Inc Communication Policy (AAL Manual, Section 1 Paragraph 8) directs that comments to the media on matters of League policy can only be made by the Chief Commissioner except as provided for in the [Australian Air League Inc. Manual, Section 19](#).

This does not restrict normal recruiting/advertising by Units.

**6.2.2.3** In the case of any media interactions, it is imperative that members do not offer opinions or make statements about the Australian Air League, its philosophy, leadership or policies

**6.2.3** Officers at the Wing and Squadron level are the most important group of people who assist with public relations for the League. This is because it's the appearance of our buildings, and the behaviour and smartness of our youth members who are most evident to our public and thus create the public image of the Australian Air League.

**6.2.4** Each Group should have an Officer responsible for Public Relations who supports the Group, Region, Wing and Squadrons in their endeavours.