



MEDIA POLICY AND PROTOCOL

Media Policy

A key objective of the Western Football Netball League (WFNL) is to create and maintain a quality environment that provides access to, and encourages active participation in, Australian Rules Football at all levels throughout the Western Suburbs of Melbourne.

The WFNL also has a critical role as a community leader by promoting an activity which maintains health and wellbeing and actively engage people within their communities.

A consistent and positive approach to representing the WFNL, promoting its objectives and encouraging further participation is therefore essential in all external and internal WFNL communications.

This Media Policy and Protocol applies to all stakeholders in the WFNL, including its Clubs and the officials and members of the Clubs, the Umpires' Association, the Trainers' Association, the Executive Board and the WFNL Administration. If there are any instances of non-compliance with this Policy & Protocol, the incident(s) of non-compliance may be investigated by the WFNL and further action may be taken under the WFNL Rules & Regulations.

Protocol – How to deal with the Media

The WFNL's protocol for managing incidents and/or promoting a WFNL stakeholder or participant is set out below. If any WFNL participant has any questions regarding this information, they should first contact their Club or Association. The matter may then be referred by the Club or Association to any one of the list of contacts in this document.

1. Response to Media inquiries related to WFNL related issues

All Media inquiries regarding WFNL related issues must be referred to the WFNL contacts listed in this document. No other staff member or official has any authority to speak to the Media.

Please take the details of the Media contact, the reason for the call (if notified) and indicate that they will be called back by the WFNL representative as soon as possible. Please provide these details to the relevant WFNL representative when you advise them of the Media inquiry.

All Media inquiries should be dealt with efficiently and courteously with due regard to the fact that the Media may be working to deadlines which require a prompt response.

2. Response to Media inquiries related to specific Club/Association issues and incidents

All Media inquiries should be dealt with efficiently and courteously with due regard to the fact that the Media may be working to deadlines which require a prompt response.





3. Preparing Media releases, promotional documents, interviews etc.

All Clubs, Associations and other stakeholders in the WFNL should refer all inquiries to the WFNL Media Manager for advice, even if the matter is Club/Association specific.

4. Where and what assistance is available to assist in publicly promoting your Club or Association

The WFNL makes the professional services of its Media Manager available to all Clubs and Associations and it is highly recommended that Clubs and Associations avail themselves of this valuable resource.

WFNL Media Contact

If any of the incidents set out above occur and are required to be referred onto a WFNL representative, or for queries or further information about this Media Policy & Protocol, please contact:

Justin Jenvey

WFNL Media and Communications Manager

BH: 03 9315 5400

AH: 0409 709 526

Date: 27 May 2025

