

Media Policy

Purpose and Scope

The Media Policy addresses how RANZCOG presents information to media and responds to media inquiries and to issues presented in the media.

The purpose of the Media Policy is to ensure that RANZCOG presents a unified, informed and consistent response to the wide range of obstetrics and gynaecological, and women's health issues with which RANZCOG is involved across Australia and New Zealand.

This policy applies to all RANZCOG staff, Fellows, Trainees, Diplomates and Specialist International Medical Graduates (SIMGs).

For the purposes of this policy the 'media' includes, but is not limited to, newspapers, magazines, journals, bulletins, newsletters, radio programs, television programs and electronic media such as online journals, online news websites including alternative news websites, weblogs, podcasts, electronic newsletters, electronic noticeboards and social media sites (including but not limited to Facebook, Instagram, YouTube, LinkedIn, Twitter, weblogs, Flickr, forums and discussion boards).

1. Policy

The policy of the College is to engage and promote media activities in order to:

- Enhance the brand of RANZCOG both in Australia and New Zealand;
- Enhance the advocacy on issues relevant to RANZCOG and its members;
- Increase the awareness and understanding of the work of the College; and
- To develop an effective relationship with key journalists, responsible for communicating key messages targeting the broader community in Australia and New Zealand, such as:
 - Consumer groups;
 - Indigenous and Māori community groups;
 - Relevant Federal, State, Territory and New Zealand Government bodies;
 - Key stakeholders; and
 - Australian, New Zealand and International Medical Colleges.

One significant way RANZCOG reinforces its role and objectives, including its advocacy, awareness and member support work, is through reinforcing its position on varying issues to the general public and seeking to inform public opinion through the media.

The policy forms parts of RANZCOG's broader strategic communications, engagement and advocacy strategy.

Successful management of RANZCOG's media issues ensures the public profile and reputation of RANZCOG, its Fellows, Trainees, Diplomates and SIMGs is positively maintained, reinforced and enhanced.

To assist with facilitating a coordinated and timely response or approach to the media, all communications should be coordinated by Head of Communications and Public Affairs or delegated staff from Communications and Public Affairs team.

2. Media spokespeople

The nominated spokespeople for RANZCOG are:

- I. The President and/or the Vice-President(s). If unavailable this responsibility can be delegated to another RANZCOG Board member or RANZCOG member in accordance with their expertise.
- II. President-Elect and Immediate Past President.
- III. CEO of RANZCOG
- IV. Specific Fellows who are subject matter experts in their chosen field, and/or specific Fellows or employees identified and approved from time to time by RANZCOG, including Committee Chairs of various Board/Council entities.
- V. Te Kāhui Oranga ō Nuku and He Hono Wāhine Chairs.
- VI. State and Territory Committee Chairs.

The President is the (default) primary spokesperson on all College matters. For New Zealand matters, this is the NZ Vice President.

A RANZCOG Board member or RANZCOG member who is a nominated spokesperson are speaking on behalf of RANZCOG and should be identified as a 'RANZCOG spokesperson'.

College staff should coordinate all media activity (both proactive and reactive) with the Head of Communication and Public Affairs and Head of Aotearoa New Zealand Office (for New Zealand media enquiries) in consultation with the CEO, and work closely with Fellows, staff, and other stakeholders to achieve clear outcomes. (

RANZCOG's Head of Communications and Public Affairs can engage with the media to discuss issues, provide background, and to maintain good working relationships with journalists.

3. Principles

In responding to the media RANZCOG will adhere to the following principles.

RANZCOG may:

- Comment on Government – Australia (Federal, State and Territory) and New Zealand – health policy as it affects obstetrics and gynaecology and women's health in Australia and New Zealand
- Respond and react to comments made by allied health or other agencies
- Comment on authenticated new obstetrics and gynaecology research
- Comment on obstetrics and gynaecology procedures and operations
- Comment on individual obstetrics and gynaecology excellence
- Profile and publicise RANZCOG research or individual obstetrics and gynaecology research
- Profile and publicise the work of RANZCOG committees, and New Zealand and State and Territory Committees
- Comment on matters to which it has previously gone on record to discuss, or matters in which it has a stated position that is publicly available for review/comment, and
- Comment on matters which, in the opinion of the President, are of significant public interest.

RANZCOG does not:

- Comment on individual members.
- Rate obstetricians and gynaecologists
- Rate hospitals
- Comment on adverse events in the hospital setting if it is likely to have an impact on disciplinary or legal proceedings
- Comment on individual obstetrics and gynaecology matters or give an opinion of obstetrics and gynaecology cases that are before a court of law
- Endorse individual obstetrics and gynaecology products or techniques that have not been approved by TGA or ANZTPA, and
- Comment on a product or procedure that gives them a commercial advantage.

4. Procedures

Media enquiries

Any media enquiry made in relation to RANZCOG, its views or activities must be directed to the Head of Communications and Public Affairs (for Australian media enquiries) and Head of Aotearoa New Zealand Office (for New Zealand media enquiries). The Head of Communications and Public Affairs is responsible for planning any proactive approach to media and coordinating RANZCOG’s response to any media enquiry, in consultation with the CEO.

Emerging issues of potential media and public sensitivity relating to the organization should be directed to the immediate attention of the Head of Communications and Public Affairs and the CEO, who will work with the appropriate people to develop a timely media response that is consistent with RANZCOG’s agreed position. Refer to the RANZCOG Crisis Management Policy.

If the media directly approaches a nominated RANZCOG spokesperson or a Fellow to speak on behalf of the College, they must notify the Head of Communications and Public Affairs or Head of Aotearoa New Zealand Office (for New Zealand media enquiries) and discuss the response. They will discuss the issue, provide advice and consider possible responses with the relevant area of the College. Where appropriate, they will liaise with the President, CEO, Te Kāhui Oranga ō Nuku and He Hono Wāhine.

- 5. Breaches of this Policy** All Staff and members of the College are required to comply with this policy at all times. Failure to comply with this Policy may result in RANZCOG incurring significant legal, financial or reputational risks and are considered to be a breach of the RANCOG Code of Conduct policy. Individual members may also be subject to AHPRA investigation or Medical Defence Organisation review.

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