



Sunshine Coast Tourism and Events Authority

P O Box 63, Port Alfred, 6170

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COMMUNICATION MEDIA POLICY AND PROCEDURES

1. Purpose

The purpose of this policy is to set out clear communications, media and social media policies to further the aims and objectives of Sunshine Coast Tourism and Events Authority (hereinafter referred to as SCT).

The aims and objectives of the SCT shall be:-

- 1.1 To establish a vigorous tourism culture in the Sunshine Coast.
- 1.2 To formulate policies, which ensure that socio-economic needs are balanced with the preservation of our cultural diversity and natural environment.
- 1.3 To build an image and identity for the Sunshine Coast and its geographic position.
- 1.4 To originate and facilitate publicity campaigns and events to attract attention to the Sunshine Coast.
- 1.5 To adopt an integrated approach to all tourism development in the Sunshine Coast and environs in harmony with the environment.
- 1.6 To co-operate with any other bodies or organisations at local, regional, provincial or national level, to optimise the full tourism potential of the Sunshine Coast.
- 1.7 To implement a continuous programme of product development to widen the scope for tourist interest and activity, to include tourist routes, packaged tours and marketing tools such as promotional items for sale, activity maps, visitor guides and product brochures. This programme should pay particular attention to the development and advancement of previously disadvantaged individuals and communities in line with the transformation agenda of the municipality and government at large.
- 1.8 To implement a cost-effective programme of marketing actions to promote the tourism products of the Sunshine Coast to domestic and international markets.



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- 1.9 To run offices, where appropriate, in the Sunshine Coast for the dissemination of information, assistance and education, for the benefit of both visitors and residents.
- 1.10 To encourage excellence in all aspects of tourism service in the Sunshine Coast and foster training to that end.
- 1.11 To foster and encourage a spirit of civic pride and civic consciousness among the citizens of the Sunshine Coast for the upliftment of its entire community.

2. **Definitions**

For purposes of this policy, unless otherwise stated, the following definitions shall apply:

Electronic Media	Shall refer to all tourism related electronic media, but not be limited to RNews, Tourism DigiMag, Open Africa, RouteSpots.
Events	Shall refer to all events of any nature requiring permission as defined by the Safety for Sports and Recreational Events Act 2/2010
LED Display Board	Shall refer to the Port Alfred Rotary Club sponsored electronic LED display board mounted at the entrance to the Tourism Office in Causeway Road, Port Alfred
Local Press	Shall refer to local print and electronic press, but not be limited to Talk of the Town, Daily Despatch, Herald, Week-End Post, The Announcer, Sarah Baartman News.
Magazine	Shall refer to all printed magazines, including, but not limited to GO! Getaway, Country Life as well as in-flight magazines.
Members Database	Shall refer to the official database held by SCT of all registered members of SCT, PABF and KCOB
National Press	Shall refer to national print and electronic press, but not be limited to, Times Media regional publications, Sunday Times, RNews.
Newsletters	Shall refer to the Sunshine Coast Tourism Newsletter
SCT	Refers to Sunshine Coast Tourism and Events Authority
Social Media	Shall refer to the use of Facebook, Twitter, Linked-In or any other social media platform.
Town Diary	Shall refer to the electronic diary of events and happenings captured on the SCT website Events page(s).
Website	Shall refer to the official Sunshine Coast Tourism Website www.sunshinecoasttourism.co.za



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3. Policy and Guidelines

3.1 Events

The SCT Policy and Guideline document pertaining to the handling of events should followed in terms of media and communication protocol.

3.2 Social Media

3.2.1 SCT is the sole administrator of the official SCT Facebook page. Content shall be uploaded solely by SCT and be restricted to promotion of events, attractions, places of interest and to further the aims and objectives of Sunshine Coast Tourism.

Comments made by visitors to the page shall be monitored by SCT and removed where deemed inappropriate, negative or counter-productive.

3.2.2 SCT is the sole administrator of the SCT Facebook Group. This is a closed interactive group where members may post information on upcoming events, promote special offers, upload pictures or tourism experiences with the aim of promoting the area in general.

The interactive SCT Facebook Group shall not contain opinion pieces, negative or inappropriate content. SCT shall monitor the SCT Facebook group and remove any content deemed to be counter-productive to the aims and objectives of SCT, including any material advertising business by non-members for business gain.

Any member posting consistent negative or counter-productive information on the SCT Facebook Group shall be removed as a member.

Anyone may ask to join the SCT Facebook Group and will be added as a Group member by SCT, provided that member does not post negative or inappropriate content deemed to be counter-productive to the aims and objectives of SCT.

SCT cannot be held responsible if one or more members of the SCT Facebook Group have blocked other members of the SCT Facebook Group in their private capacity. The rules of Facebook Groups do not allow SCT to block content to any of it's members.



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3.3 **LED Display Board**

SCT shall be entitled to upload information about current events or promotions on the LED Display board. This display board shall not be used for the promotion of businesses.

3.4 **Website**

3.4.1 The SCT website (www.sunshinecoasttourism.co.za) shall be kept updated by SCT.

3.4.2 The Town Diary in the events section shall contain all available information regarding upcoming events and be updated according to the SCT Procedures and Guideline document.

3.4.3 The Business Directory shall be kept up to date and any changes requested by members should be immediately attended to.

3.4.4 Information regarding attractions, heritage and things to do shall be kept up to date by SCT.

3.5 **Newsletters**

SCT shall compile newsletters from time to time promoting the area as well as events and shall distribute the newsletters to the members database, local media as well as contact database.

3.6 **Members Database**

SCT shall keep an up-to-date electronic membership database to be used for the dissemination of information to members.

3.7 **Dissemination of information**

SCT shall seek to promote Ndlambe's attractions to all local media, electronic media, national media, electronic means, TV productions or magazines wherever possible, furthering the aims and objectives of SCT.

3.8 **Media relations**

SCT seeks to treat all local media partners in a uniform, transparent and fair manner. News on events is thus sent to all media partners at the same time,



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with the Chair of the SCT Board to receive a cc. If a media partner requests an update on an event, all other partners are included in the reply, so that all are to receive the same information simultaneously. Unless SCT is involved in the organization of an event, it will take on the role of a media partner itself, and simply republish what is sent to the press by the event organizer. The SCT will, in that situation, redirect queries to the event organizer (refer to event promotion policy article 3.1.4).

4. **Breach of policy guidelines**

Should any of the above policies be breached, SCT shall:

- 4.1 SCT shall aim to respond to all queries and grievances within 24 hours.
- 4.2 Any grievances shall be handled by the SCT board.