

# WMAA Communications And Advocacy Guidelines

Adopted by the WMAA Board of Directors 15 June 2010

WMAA has a diverse range of members with differing and often competing interests. WMAA's broad membership covers most, if not all, integral disciplines in the waste management sector including , but not limited, to government at all three levels, consultants, academia, waste contractors, resource recovery operators, equipment suppliers, manufacturers and waste generators.

WMAA values the individual views and interests of all its members and as such will show respect for the views and interest of all members in its external communications.

## DEFINITIONS

- **ADVOCACY** - representing the views and interests of our membership to parties external to the waste management and resource recovery industries.
- **CONSENSUS** - an opinion reached by a group as a whole.

## WRITTEN COMMUNICATIONS FROM WMAA

- Communications in the name of the WMAA (as an entire association) will only be made by the CEO or the National President.
- No written communication will go out under the banner of WMAA unless it complies with one of the options detailed within this document.
- A copy of all written communications from WMAA will be kept on file at National Office.
- In normal circumstances it is not the role of the CEO to alter or sanitize the content of any such communications unless the content is inflammatory, deemed inappropriate or not in the spirit of a WMAA communication.
- If the CEO refuses to approve a communication and the Branch, Division or Working Group wishes to dispute the decision then the matter will be taken to the Board of Directors for resolution.
- The creator of any communication to be published or circulated will ensure that the CEO has been provided sufficient information to be satisfied that the agreed process of consultation has been followed.
- If the CEO is not satisfied that adequate consultation has been carried out he/she may request that further consultation be conducted. If this doesn't occur, approval of the communication may be refused.
- State Branches, State Working Groups and National Divisions are encouraged to contribute to debate on waste issues and to prepare position documents. These are to be presented only if each has been through a thorough consultation process, and in the case of State Branches and National Divisions have been presented to the CEO in advance of submission.

## GENERAL PRINCIPLES

- All WMAA Office Bearers, when making presentations, preparing press releases or the like , on behalf of themselves or their company must, if including their position with WMAA ensure they add the following disclaimer. *"While I am an office bearer of WMAA, this presentation does not represent the views of the Waste Management Association of Australia"*.
- Media Releases by members or member organizations shall not include affiliation with the WMAA without the written authorisation of the CEO or National President. This includes mention of volunteer positions held by individuals named in the Media Release.
- Members participating in radio, television or other media interviews shall not speak in the name of the association or any of its State Branches, National Divisions or State Working Groups, unless intending to communicate a previously agreed position of the State Branch, National Division or State Working Group.
- State Branches and State Working Groups should generally limit their commentary to issues in their home state.
- National Divisions should generally limit their commentary to issues relating to their special interest sector.

## **WMAA (WHOLE OF ASSOCIATION) POSITION STATEMENTS**

- Any position statement issued in the name of WMAA, as an entire association, will have gone through the consultation process agreed to by the Board.

## **GENERAL SUBMISSIONS TO GOVERNMENT (POLICIES, INQUIRIES ETC)**

- To avoid confusion, submissions to government should be coordinated as a single submission from WMAA and include contributions from States, National Divisions and State Working Groups as appropriate.

## **NATIONAL DIVISIONS**

- National Divisions may develop position statements within their special interest sector.
- National Division Chairs may represent their National Division provided they have followed the agreed consultation procedures and have the agreement of their State Working Groups.
- Any position statement from National Divisions will only be communicated as a position of that Division of WMAA and not of WMAA as a whole.
- Position Statements and general correspondence must be approved by the CEO.
- A transparent process of consultation must be undertaken by the initiator of the position statement which includes, as a minimum consultation, input from each of their respective state working groups.
- Written communications will be on the National Division letterhead.
- National Divisions can form position statements on national issues when agreement has been reached amongst all of the corresponding State Working Groups and there are no significant disagreements. In the event of a minority differing view the position statement will reflect this and actual details of the differing view will be included if the member/s holding that view so desires.
- National Divisions do not need to obtain approval from other Divisions before taking a position or responding to a request for information. However, circulation of any position documents to other National Division Chairs for information purposes is encouraged.

## **STATE BRANCHES**

- State Branches may develop state specific position statements on local issues after following the agreed consultation process which will include the state working group chairs.
- Any State Branch, when making representations or submissions must ensure that this is done in the name of the State Branch and not that of WMAA as a whole.
- State Branch Presidents may represent WMAA in their state provided they have agreement from the State Branch Committee including State Working Group Chairs.
- Written communication should be on the relevant State Branch letterhead.
- State Branches should not make comment on issues in other states without the prior approval of the State Branch President in that state. This does not preclude making presentations on case studies, lessons learnt or factual presentations.
- State Branches will not make comment on National issues, as this is a role for WMAA nationally when appropriate.

## **STATE WORKING GROUPS**

- State Working Groups may develop state specific position statements on local issues relevant to their special interest sector after following the agreed consultation process which will include all members of the State Working Group.
- Any State Working Group, when making representations or submissions must ensure that this is done in the name of the relevant State Working Group and not that of WMAA as a whole.
- Written communication should be on the relevant State Working Group letterhead.
- State Working Group Chairs may represent their Working Group in their state provided they have consensus from the working group members.
- State Working Groups should generally limit their commentary to issues in their home state relevant to their special interest sector but if the State Working Group feels the issue is important they should seek the prior approval of State Working Group Chair in that state.
- State Working Groups will not make comment on National issues concerning their sector without consultation with the National Division.
- State Working Groups, should inform their National Division, (if they are part of one) and/or State Branch office bearers if they expect to be involved in any form of external communications.
- State Working Groups should generally limit their commentary to issues in their home state.