

## Policy Statement of Rosslare Golf Club

RGC are fully committed to safeguarding the wellbeing of their members. Every individual in golf should at all times, show respect and understanding for members' rights, safety and welfare and conduct themselves in a way that reflects the principles of the organisation and the guidelines contained in the *Code of Ethics and Good Practice for Children's Sport & Code of Ethics for Golf for Young People*.

In working with young people in golf our first priority is the welfare of the young people and we are committed to providing an environment that will allow participants to perform to the best of their ability, free from bullying and intimidation.

# Rosslare Golf Club Communication Plan

1. Rosslare Golf Club's communication plan supports the core values of the club which are:

- a. To be welcoming and inclusive.
- b. To achieve excellence in all our operations.
- c. To foster camaraderie, consideration and respect for others.
- d. To promote good sportsmanship.
- e. To responsibly practice stewardship of our heritage.
- f. To continue our strong family based membership tradition.
- g. To play a positive part of our local community.

2. The club communicates with:

- Public
- Members;
- Media; other stakeholders (sponsors etc)
- Decision makers in our community (on all levels);
- Decision makers in the club;
- Staff

3. The following different communication techniques and methods are used;

- Press releases (and press conferences where applicable)
- Publications (magazines and newsletters)
- Website, Social Media, Emails.
- Allocated messages to club members through text or social media
- Club Constitution, Rulebooks and club policies
- Notice Boards
- Meetings/ Events/Competitions

4. The Purpose of Communication

The objectives of communication of our club are:

- Implement our values across golf and the sport sector
- Help grow our golf club
- Create a positive and truthful image of our club and the game of golf
- Provide information on our activities and purpose as a club to our members

and public

- Strengthen our role in the community

Communication is an essential part of our club and its management because it connects us to our members.

5. Responsibilities

Every official / committee member / employee is a "communicator", who creates an image of our club. Everyone is responsible to submit relevant information to the

Communications Sub-Committee and to communicate according to values of our club.

The Marketing/Communications sub-committee together with the P.R.O. is responsible for planning and coordination of communication together with the management committee. They are also the contact point with media.

#### 4. Internal communication and Information Flow

Well governed internal communication improves the club atmosphere and helps the management committee to succeed in the challenges of external communication.

Internal communication includes:

- Office, Bar, Pro Shop and Course staff
- Members
- Sub-Committees

Communications received will be acknowledged immediately and a full reply will follow as soon as is practical.

#### 5. External Communication and Relations to the Community

External communication creates preconditions to interaction between our club and our main target groups and strengthens the role of our club in the community.

External communication makes the activities of our club known and strengthens the positive image of the club and golf in the community.

##### 5.1 Values and main objectives

The Management Committee, the club members and staff commit themselves to communicate outward in line with the values and main objectives of our club. Their task is to make our club known through local media. Members and club management have an important role in modifying and keeping the good image.

##### 5.2 Visual image

Visual image (logo) is present in all publications, web services, events and happenings. Everyone should follow the club guidelines in relation to visual images.

##### 5.3 Relations with local community

Relations with the local community is the responsibility of the Management Committee. Relations are maintained and created by active interaction with local consumers, local decision makers and authorities and the media.

##### 5.4 Relations with media

The Marketing/Communications sub-committee and P.R.O. are responsible for media relations. Good service for the media is essential to create a good image of our golf club.

#### 6. Crisis communication

Crisis communication means communication which differs from normal conditions and which needs more efficient and accurately managed action, where if possible, messages go through one appointed person. Crisis can materialise due to reasons that are out of the control of the club, but potential and possible crisis situations will

be analysed in advance. In crisis situations a crisis group must be established, which is lead by the Captain / Chair of the Management Committee.  
The Marketing/Communications sub-committee and other experts can be invited to the group. All the discussions and actions of the group are confidential until otherwise decided.

#### 7. The Means and Channels of Communication

- Press releases (and press conferences where applicable)
- Publications (magazines and newsletters)
- Website. Social Media.
- Allocated messages to club members through text or social media
- Rule books and club policies
- Notice Boards
- Seminars/Workshops/Meetings/ Events/Competitions

#### 8. Follow up.

The club will make a qualitative and quantitative assessment on how successful our communication has been. both internal and external communication is conducted.

Internal Assessment is done by:

- Conducting an annual survey across staff, committee members and club members on the quality of internal communication
- Collecting feedback from the same and reflecting possible corrective measures

External assessment is done by:

- Following the quantity of our own media hits on a monthly basis;
- Collecting feedback from all sources and reflecting possible corrective measures.

# Rosslare Golf Club Communication Policy

1. Rosslare Golf Club is committed to active communication with its members, visitors and all others on all relevant aspects of the club activities.

2. The different groups that the club communicates with will include:

- Public
- Members;
- Media; other stakeholders (sponsors etc)
- Decision makers in our community (on all levels);
- Decision makers in the club;
- Staff

3. The following different communication techniques and methods will be used;

- Press releases (and press conferences where applicable)
- Publications (magazines and newsletters)
- Website, Social Media, E-Mail.
- Allocated messages to club members through text or social media
- Club Constitution, Rulebooks and club policies
- Notice Boards
- Seminars/Workshops/Meetings/ Events/Competitions

4. Communication is used to inform our members and visitors, to implement our values, to grow our club, to create a positive image of our club and to strengthen our role in the community.

Internal communication includes communication with our Staff and Members

External communication creates preconditions to interaction between our club and our main target groups and strengthens the role of our club in the community. External communication makes the activities of our club known and strengthens the positive image of the club and golf in the community.

All communications received will be immediately acknowledged and a full reply will follow as soon as is practical.

5. Visual identity – Rosslare Golf Club will ensure our logo image is present in all publications, web services, events and happenings. Everyone should follow the club guidelines in relation to visual images.

6. Assessment of communication – The club will make a qualitative and quantitative assessment on how successful our communication has been.

7. Clearly defined staff roles – Responsibility - Every official / committee member / employee is a "communicator", who creates an image of our club. Everyone is responsible to submit relevant information to the Honorary Secretary, Marketing/Communications Sub-Committee and to communicate according to values

of our club. The Honorary Secretary, Marketing/Communications sub-committee together with the P.R.O. are responsible for planning and coordination of communication together with the management committee. They are also the contact point with media.

8. Crisis management - In crisis situations a crisis group must be established, which is lead by the Captain / Chair of the Management Committee. The Marketing/Communications sub-committee and other experts can be invited to the group. All the discussions and actions of the group are confidential until otherwise decided.