



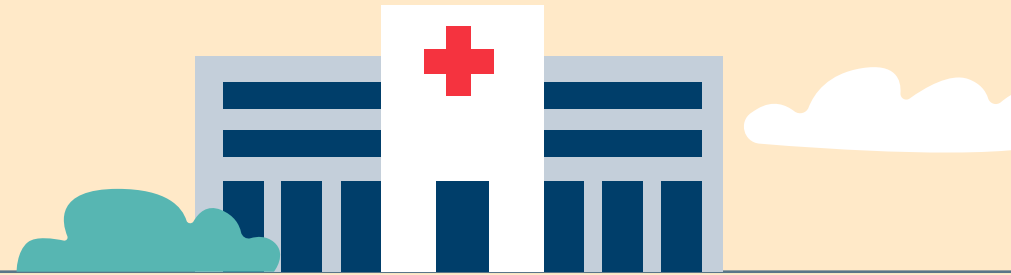
An Australian Government Initiative

# Media and Communications Guidelines

for SEMPHN-funded programs and services



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# General contact information

Get in touch with your allocated Service Development Officer, or contact SEMPHN's Strategic Relations team:



**Brian O'Sullivan,**  
Executive General Manager, Strategic Relations

[Brian.osullivan@semphn.org.au](mailto:Brian.osullivan@semphn.org.au)

**Kym Westbury,**  
Communications Manager

[Kym.westbury@semphn.org.au](mailto:Kym.westbury@semphn.org.au)

## Connect with us online!

You are strongly encouraged to connect with SEMPHN's communication channels.

Visit [www.semphn.org.au](http://www.semphn.org.au)

**Sign-up** to SEMPHN's two newsletters Network News and SEMaphore. You can do this and see previous editions at <http://www.semphn.org.au/news/newsletters.html>

**Follow and tag** SEMPHN on social media:

- Facebook: @SEMPHN
- Twitter: @SEMPHN
- LinkedIn: South Eastern Melbourne Primary Health Network

**TIP:** Please tag us on social media in relevant posts about your funded program so we can share it to our network and extend our reach.

# What's in the contract?

In the Publicity section 11.7 of the Head Agreement all service providers agree to the following:



## Department Requirements and Access

### Publicity (11.7)

- 11.7.1** The Contractor must comply with any directions of the PHN in respect of publications.
- 11.7.2** The Contractor must not make any public statements, media releases or announcements regarding the Head Agreement or a Schedule or the Program without the PHN's approval.
- 11.7.3** The Contractor must not use any logo of the PHN or the Department without express permission.
- 11.7.4** The Contractor agrees to have its name and the existence and nature of the Head Agreement and each Schedule publicised by the PHN or the Department.
- 11.7.5** The Contractor must publically acknowledge that it receives financial and other support from the Department through the PHN in all written documents (including those published or disseminated online), and must use the precise form of words provided by the PHN.
- 11.7.6** The Contractor must include a Department disclaimer in publicly disseminated documents (including those published or disseminated online), in the precise form of words provided by the PHN.
- 11.7.7** Nothing in this Clause 11.7 restricts the Contractor's ability to respond appropriately to any emergency situation, or to comply with law.

# Announcing your funding

SEMPHN is responsible for announcing successful tenders or other commissioned programs. Before you announce your new funding from SEMPHN, we will publish a news item or media release through our usual channels.

We value your input and will do our best to liaise with you before it is published. Once published, you are welcome to reshare the content through your own channels.

**TIP:** Photos are always great for online engagement (think: Likes, Shares & Follows).

Consider providing a photo of your service or staff (with their permission for it to be shared to SEMPHN channels) so SEMPHN can highlight your service.



# Service or program launches

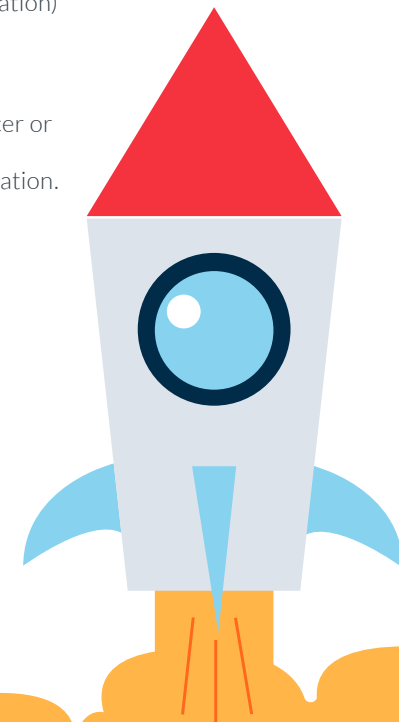
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Support with service and program launches is at the discretion of SEMPHN, and will depend on a number of factors, which we will discuss with you. These might include the financial value of the program, the timing of launch with other activities, and having a clear purpose for the launch.

**Our assistance might include:**

- Ensuring important stakeholders have an opportunity to attend (including local MPs, media representatives, local community representatives and SEMPHN staff).
- Managing RSVPs or invites
- Event promotion
- Marketing collateral
- Consulting on the run-sheet (agenda & time allocation) for the event
- Engaging a guest speaker if needed

Contact your allocated Service Development Officer or Kym Westbury, Communications Manager ([kym.westbury@semphn.org.au](mailto:kym.westbury@semphn.org.au)) for more information.



# Media

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As part of your Service Provider's contract, **you must not make any public statements, distribute media releases or announcements about SEMPHN or SEMPHN-funded activities without consulting with us first.**



SEMPHN has two dedicated staff representatives who are authorised to engage with media on behalf of the organisation.

If you receive a call from a journalist requesting comment about SEMPHN or SEMPHN-funded activities, please forward the contact details and advise:

**Brian O'Sullivan**, Executive General Manager, Strategic Relations

[Brian.osullivan@semphn.org.au](mailto:Brian.osullivan@semphn.org.au)

**Ph: 0413 889 277**

**OR**

**Kym Westbury**, Communications Manager

[Kym.westbury@semphn.org.au](mailto:Kym.westbury@semphn.org.au)

**Ph: 0413 592 227**

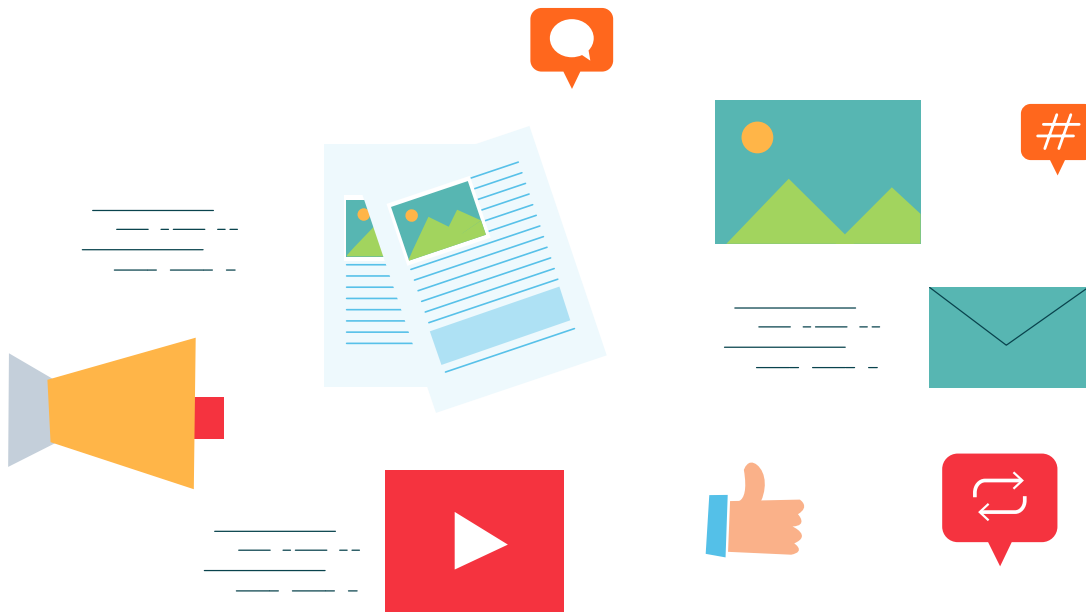
# SEMPHN's responsibilities

SEMPHN is responsible for broad, region-wide promotion and communications activities relating to SEMPHN-funded services.

**This may include:**

- promotion via newsletters, email campaigns, SEMPHN website, social media, media releases, SEMPHN events.
- engagement with federal/state/local politicians
- information sessions, events and webinars.

Audiences may include referrers, health professionals, consumers and their natural supports.





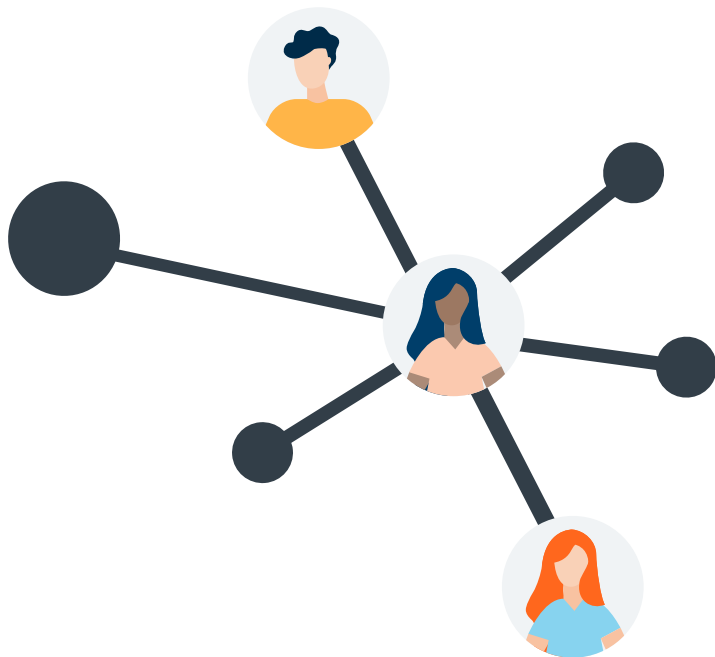
# Your responsibilities

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You are responsible for local promotion, communications and engagement activities relating to SEMPHN-funded services, including:

- developing relationships with local communities
- networking with potential referrers in the local catchment
- developing relationships and/or partnerships with services who work with relevant priority groups (e.g. aged care facilities, homelessness services, and services for Aboriginal and Torres Strait Islander people)
- developing and implementing communication and marketing plans to facilitate stakeholder engagement and attract referrals into the service e.g. posters, brochures, webpages, advertising.

**All promotional material must be approved by the SEMPHN Communications Manager ([kym.westbury@semphn.org.au](mailto:kym.westbury@semphn.org.au)) before publication and distribution.**



# Acknowledging funding

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SEMPHN-funded service providers must not use the PHN logo. Instead, a general acknowledgement of funding from the PHN is needed.



The wording for the acknowledgement of funding can be:

- 'This [activity/service] is supported by funding from South Eastern Melbourne Primary Health Network through the Australian Government's PHN Program.'
- 'This [activity/service] has been made possible by [funding/support] from South Eastern Melbourne Primary Health Network.'
- 'This [activity/service] is supported by South Eastern Melbourne Primary Health Network.'

On social media, SEMPHN funding can be acknowledged less formally.

# Celebrating success through stories

We love to share stories about how your program or service is making a difference in the community. Contact SEMPHN's Communications Manager ([kym.westbury@semphn.org.au](mailto:kym.westbury@semphn.org.au)) if you have a story to share.

Throughout your contract, you may be contacted by a member of SEMPHN's Strategic Relations team or SEMPHN's Program Lead for a good news story. We often look for a story involving:

- a positive story from one of your (de-identified) clients
- a case study of a positive outcome
- a milestone in your program or service.

