

Media Policy

Purpose

This policy outlines the coordination of contact between the Media and Hamilton Island Enterprises Limited, Hamilton Island Shared Services Pty Ltd and all other subsidiaries and related entities (**HIE**). It applies to all Employees at all times, that is 24 hours a day, seven days a week. It is designed to ensure that in all dealings with the Media, HIE acts in a professional, coordinated manner and that all statements made are accurate and appropriate. Adhering to this policy is critical to effectively managing Hamilton Island’s public image and reputation, and assist us in meeting our legal and ethical obligations.

Scope

This policy applies to all Employees of Hamilton Island Enterprises Limited and Hamilton Island Shared Services Pty Ltd.

Definitions

For the purposes of this policy, the following terms have the following meanings:

Hamilton Island	Anything related to or associated with the operation of Hamilton Island including but not limited to its accommodation, activities, events, guests, visitors, residents, employees and owners.
HIE	Hamilton Island Enterprises Limited, Hamilton Island Shared Services Pty Ltd and all other subsidiaries and related entities.
CEO	The Chief Executive Officer of Hamilton Island Enterprises Limited.
Employee	An employee of Hamilton Island Enterprises Limited or Hamilton Island Shared Services Pty Ltd as defined in the Hamilton Island and Dent Island Rules and Regulations and Hamilton Island Employee Code of Conduct.
Media	Includes television, print, radio, online and social media organisations and their representatives including but not limited to journalists, influencers, photographers, drone pilots and videographers and their crews.
Media Contact	Refers to any individual or entity who communicates with Hamilton Island Resort through any means, including but not limited to online, offline or other forms of communication. This includes but is not limited to providing tip offs, sending emails or SMS messages, participating in phone or video calls via platforms such as Skype, Zoom, Google Meet, Webex or Teams, sharing film footage or photography or presenting oneself as a spokesperson for Hamilton Island. This also includes providing information about, or appearing to be acting on behalf of Hamilton Island on any social media or other communication platform, whether personal or private.

Policy

To ensure that in all dealings with the Media, HIE acts in a professional, coordinated manner and that all statements made are accurate and appropriate there are defined roles and responsibilities. These are:

CEO

The CEO is responsible for approving all external content for Media including media releases, media statements and imagery relating to Hamilton Island. The CEO is the official spokesperson for HIE and will coordinate contact with the Media through the Director of Marketing and the Group Communications Manager, or other responsible person as designated by the CEO.

Director of Marketing and Group Communications Manager

The Director of Marketing and the Group Communications Manager or other responsible people/agents designated by the CEO, will cultivate relationships with journalists, field and filter Media enquiries, and keep Media contact records.

Media Policy

Other responsibilities include drafting or coordination of media releases and statements and coordination of Media interviews, preparation of media kits and background materials; liaison with appropriate Employees to coordinate responses to Media enquiries, and alerting senior management to sensitive or controversial issues relevant to HIE that may attract Media attention.

Employees

Employees must advise the **CEO** and the **Director of Marketing or the Group Communications Manager** of any likely events, announcements or issues that may attract Media interest, and ensure that information provided is timely and accurate.

Employees must not under any circumstances initiate Media Contact or respond to Media enquiries.

If contacted by Media or asked a question via an online or social media platform, with regards to Hamilton Island activities, personnel, any guest-related topic or any situation that relates to HIE, Employees must do the following:

1. *State: "I am sorry, but I am not the right person to speak to about this matter. All media enquiries go through our press office. Can you please tell me the nature of your enquiry. Can I get your name, number and email address and where you are calling from so that I can let them know you called?"*
2. Get the journalist's details and assure them that our press office will get in touch as soon as possible. Be polite at all times.
3. The person receiving the call must ensure they don't make any comment, even if the journalist says "it's off the record".
4. Thank the journalist and politely end the conversation.
5. Immediately advise their line manager.

Either the Employee or their line manager must immediately contact the CEO, the Director of Marketing and the Group Communications Manager on pr@hamiltonisland.com.au and alert them that a member of the Media has called, provide their name, number, email and where they calling from and the detail of the information that they requested. Please ensure you receive receipt post sending the above information.

If film crews, photographers or drones are observed on Hamilton Island, Employees must also alert the Director of Marketing and the Group Communications Manager on pr@hamiltonisland.com.au and provide information regarding their location.

Confidentiality

Employees must respect the privacy of all guests, residents and Employees and owners of Hamilton Island. Personal information or contact details about Employees, guests and residents and the owners of Hamilton Island must not be provided to the Media without their prior consent. The release of any information to the Media must be in accordance with the Hamilton Island Privacy Policy, the Hamilton Island Code of Conduct, the Hamilton Island and Dent Island Rules and Regulations and the terms of an Employee's employment contract.

Issues Management

Employees must immediately report emerging issues of potential media and public sensitivity relating to Hamilton Island to the Director of Marketing and the Group Communications Manager via the following email pr@hamiltonisland.com.au

The Director of Marketing and the Group Communications Manager will work with the CEO and appropriate Employees to develop an accurate and appropriate Media response.

Media Policy

Compliance

Failure to abide by this policy may result in formal disciplinary action and possible termination of employment.

Subject to change

This policy is subject to change and HIE reserves the right to vary, replace or amend it at any time. This policy does not comprise a term or condition of an Employee's employment with Hamilton Island Enterprises Limited or Hamilton Island Shared Services Pty Ltd, and does not create any contractual rights on the part of any Employee or impose any contractual obligations on Hamilton Island Enterprises Limited or Hamilton Island Shared Services Pty Ltd.

Document approval

Approved by: General Manager People, Culture & Development

Created: March 2012

Updated: July 2024