

Purpose and Scope

This policy provides understanding and guidance for the appropriate use of communications tools, including verbal, printed, and digital, by SKG Services employees and subcontractors while conducting company business.

The Policy is an important tool helping to protect SKG Services reputation by ensuring consistency and accuracy in the information the company places in the public realm. The policy applies to management, employees full-time, part-time, subcontractors and casual workers.

Context

For all forms of communication, including verbal, printed or digital staff, cleaners, maintenance staff and security officers at sites are expected to adhere to the highest standards of ethical practice and professional competence.

SKG Services recognises that the key to building positive and lasting client and community partnerships requires effective two-way communication. It is our policy to communicate openly and honestly as a transparent organisation and to maximise knowledge of our activities.

SKG Services is committed to developing and implementing communication policies, practices and resources that:

- Inform clients of key company decisions, services, programs and initiatives.
- Promote accessibility by clients and the community to company staff and their specific roles and responsibilities as points of contact to inform or solve everyday issues.
- Promote transparency and accountability of decision-making processes.
- Promote opportunities for clients to participate in service activities to achieve safer, smarter, and more environmentally friendly delivered services.
- Build pride and stronger motivation for the delivery of these services
- Strengthen the company communications with clients with the introduction of “SKGenius” which will open up new levels of effective communications.

Spokespersons

The General Manager is the official spokesperson on high level company matters while the Operations Manager, Contracts Manager, Financial Manager and Human Resources Manager may communicate in their areas of responsibility during the course of daily business activities.

Other staff and subcontractors are able to communicate with clients for their responsible areas, on a daily basis, however they are not in a position to comment on management decisions and policy matters without reference to the respective manager(s).

Timely Information

To provide accurate, timely, relevant and understandable information to the public and employees about its policies, programs, services and initiatives.

The company has a clear responsibility to ensure that information about its policies, programs, services and initiatives is disseminated or made available to stakeholders.

Methods

To use a variety of methods to communicate, and to provide information in formats that accommodate the needs of all stakeholders.

The company recognises that not all individuals or groups within the community are equally well placed to gain access to our information. A range of communication channels and tools are therefore used, appropriate to the information needs and capacities of the target stakeholders.

Public Engagement

To engage with the public when establishing priorities, developing policies, and planning programs and services.

Open and responsive communications and a consultative process with the community are vital for effective policy development and gaining support for decisions. This requires a partnership approach with the community and ensures that company explains, communicates and gets feedback from the community.

Visibility

To ensure that the company is visible, accessible and accountable to the public.

Clear and consistent branding enables the public to recognise the company's activities, and to improve service to the public by facilitating access to our services.

Collaboration

To foster a corporate and collaborative approach to communication across the whole company.

Co-ordination and collaboration within, between and among departments is imperative to ensure coherent and consistent communications across the company.