



**Australian Association of the Order of Malta Limited
Use of the Order's Communications Channels and Mailing Lists for
Members and Third Parties Guidelines as approved at January 2021
(Guideline Number: AAOML_G_005)**

Effective Date: 27 January 2021

Review Date: 31 January 2025

1 Background

Over the years, Order of Malta Australia has built up communications assets including databases, mailing lists, print and digital channels, graphic archives and brand. They are used to communicate news and events of the Order, appeals for donations, updates from executives and advisories such as defence of faith papers to members, supporters and other stakeholders.

From time to time, we receive requests to support an external cause using our communications channels and mailing list. These causes are often aligned to ours, especially in defence of faith; and it would seem natural to lend our support.

This results in an increase of email traffic to members, diluting our impact on our audience, who like many of us, are already receiving too many emails. This has brought about donor fatigue.

On the occasions where we had broadcast messages from members representing an external entity for a cause aligned to our mission, we did it by forwarding intact messages with a covering note. This carries the risks that readers may see us promoting another entity's cause (even if that cause merits our support). Others may see us using our resources to enable a third party to fulfil its goals. The requester may see one broadcast as a precedent for more. Other members may take the view of "Why not mine as well?" – this had already occurred.

Most of the requests received are made in connection to *Tuitio Fidei*. Hence, to say no makes us appear to be unsupportive of our own charism.

In terms of defence of faith matters, we already have a mechanism in place – the Defence of Faith Panel. A member fighting for the Church in another entity may join the Panel to produce advisories. This way, we will bring the member's efforts into a work of the Order, and not the other way round.

We believe that the guidelines below would make it easier for Executive Council members to respond when they are lobbied.

2 Guidelines

Follow these guidelines to manage requests by members and third parties for use of our communications assets.

- 2.1 Our communications assets are valuable and are to be employed for the benefit and works of the Order. Generally, we do not use them as a facility or service for the communications needs of individual members or external parties.

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Use of the Order's Communications Channels and Mailing Lists Guideline

- 2.2 In the event of a member or a third party requesting the use of our communication channels and mailing list, whether national or regional, the request should be forwarded to the President, the relevant Executive/s, National Hospitaller and relevant Regional Hospitallers, and Communications Officer for consideration.

If the President decides that the request has merit, any message, whether for national or regional dissemination, carried via our communication channels, should be formatted as a message from the Order, and not from the requester. This implies that the Order has taken on board a recommendation and incorporated it into a work or position of the Order.

The Order must not be used as nor seen to an agent for the causes of members or third parties.

- 2.3 Requests for appeals to our members, supporters and stakeholders for donations are not to be entertained.

8 Related Policies and Documents

1. Crisis Management Policy
2. Code of Conduct
3. Privacy Policy
4. Volunteers Policy
5. Ethical Screening of Investments Guidelines

9 Review

This Guideline will be reviewed periodically and updated when required.

The Delegate Communications, Chancellor and Company Secretary are responsible for overseeing the review, and recommending changes to the National Executive Council.

This Guideline is approved by the National Executive Council.