

Fairtrade Australia & New Zealand

Communications, Campaigns, and Advocacy Protocol

1. Purpose

This protocol ensures all Fairtrade Australia and New Zealand (Fairtrade ANZ) external communications, campaigns, and advocacy activities are aligned with our organisational values, uphold integrity, and protect the safety, rights, and dignity of primary stakeholders.

Our communications and advocacy efforts play a critical role in maintaining trust, demonstrating accountability, and ensuring our work is accurately represented.

2. Scope

This protocol applies to all external communications, campaigns, and advocacy initiatives, including but not limited to:

- Media releases, public statements, reports
- Social media content
- Campaign materials
- Advocacy messaging and public policy positions

It covers all Fairtrade ANZ personnel, contractors, volunteers, and partners involved in these activities.

3. Core Principles

All communications and advocacy activities must:

- be accurate, respectful, and preserve the privacy and dignity of individuals
- not disclose personal or sensitive information, particularly relating to children or vulnerable people
- be evidence-based and accurately reflect Fairtrade's work and advocacy positions
- be developed with the free, prior, and informed consent of those featured
- reflect the perspectives of primary stakeholders, including farmers and workers
- not increase the risk of harm to affected individuals or communities
- respect the reputation and roles of other NGOs and partners.

4. Risk Assessment for Advocacy Initiatives

Before launching any advocacy initiative, Fairtrade ANZ must:

- conduct an analysis of risks associated with the advocacy activity
- prioritise the safety and rights of primary stakeholders in decision-making
- document and reference evidence sources for advocacy messages
- ensure alignment with Fairtrade ANZ policies, including the Protection of Children and Vulnerable Adults Policy, PSEAH, Gender Equity Policy, and Complaints Handling Policy.

5. Content Development and Review Protocol

Content Presentation Requirements

- All content must be fact-checked and supported by credible sources.
- Personal details, especially of minors, must remain confidential.
- Quotes and images must be credited and collected with consent.
- Content must align with Fairtrade's organisational values and policies.
- Campaign and advocacy messages must clearly articulate Fairtrade ANZ's position and use accurate, respectful language.

Review Process

All content must undergo a minimum two-step review:

1. Initial Review: By the Marketing & Community Engagement Manager or Digital Advisor for compliance, accuracy, and alignment with organisational values and risk management
2. Final Review: After revisions, a final sign-off is required before publication or launch.

Advocacy content must also be reviewed to confirm:

- risk analysis has been completed
- the message reflects primary stakeholders' perspectives
- no harm is anticipated for affected groups.

6. Responsibilities

- All personnel are responsible for compliance with this protocol and for raising any concerns about potential risks in communications or advocacy activities.
- Marketing & Community Engagement Manager ensures proper review and approval before publication.
- CEO oversees high-profile communications and advocacy initiatives.
- Safeguarding Focal Point (psr@fairtrade.org.nz) provides guidance on content involving safeguarding or sensitive issues.

7. Document Control

This Policy is available in the shared Fairtrade ANZ drive for all employees and board members.

A copy of this policy will be provided to any person or organisation on request.

8. For More Information

For more information or assistance, contact us at:

- Australia: info@fairtrade.com.au
- New Zealand: info@fairtrade.org.nz

9. Approval and Review

This protocol will be reviewed every 3 years or sooner if required to reflect changes in organisational priorities or external obligations.

Last Approved by the Board: May 2025

Scheduled Review date: May 2028

