



Communication Policy

This policy covers internal and external communication including, verbal, written, emails, website, print media, social media, lectures, presentation, audio-visual and handouts.

Effective and direct communication is in the best interest of LETA/LEPA. This policy aims to achieve following objectives:

- Raise awareness in the wider community about the LETA/LEPA's mission, objectives, activities, training, events and benefits of Sahaj Yoga and meditation, medical research supporting the Sahaj Yoga's effectiveness in management of stress;
- Engage effectively with yogis, volunteers and parents of children (attending LETA/LEPA's training, events and overnight camps) by providing communication and receiving feedback;
- Address behavioural change and perception when necessary; and
- To publicise achievements and outstanding work done by volunteers.

LETA will designate a team of volunteers at state level responsible for media communication to the wider community. This team will develop various forms of regular and event-based media communication and updates to LETA/LEPA's website, under the direct guidance of the State Councillor who will approve every communique before it is released to various media platform. State Councillor and Media team has a responsibility to ensure that all communication is:

- relevant, accurate, sensitive and timely;
- enables meaningful engagement with the intended audience;

- recognises the importance of core value of the organisation
- doesn't breach the copyrights in any form; and
- has prior consent from any person(s) appearing in any audio or visual media.

All email communication relating to LETA/LEPA amongst the volunteers using their private emails must be CC to life.eternal.trust.australia@gmail.com to ensure that a record of email discussions is kept at LETA/LEPA. National Coordinator and State councillors use emails to communicate amongst themselves. Any communication, direction or instructions to the volunteers will be communicated via email by the state councillor directly or by volunteer in-charge.

Minutes of monthly trustees' meeting will be recorded in minutes of meeting template and circulated to all relevant parties.

Any paid advertising will require prior approval of budget and content by the State Councillor.

Volunteers are not authorised to respond to enquiries or spot interview by press/media organisation.

Any enquiry must be referred to the State Councillor who will respond to it in due time after confirming the information requested.

LETA/LEPA prohibits direct email communication between any volunteer and a child who is attending Sahaj yoga, meditation, event, training or overnight camp. Email of advisory nature sent to all underage participants by volunteer is permissible.

LETA/LEPA prohibits use of foul language in any form.

Signed.

A handwritten signature in blue ink, consisting of a stylized, cursive name that appears to be 'P. S.' with a long horizontal stroke extending to the left.

Director / Trustee LETA/LEPA.

Date: 30/6/2019



LIFE ETERNAL TRUST AUSTRALIA

MANAGEMENT SYSTEMS MANUAL

COMMUNICATION PROCEDURE

No.	Procedure	Actions	Accountability	Responsibility	When
1	Digital media and online promotion & advertising	<ol style="list-style-type: none"> Digital media and online promotion and advertising will be carried out by the designated media team volunteers under the guidance and direction of the State Councillor and/or National Coordinator Any budget pertaining to one off digital media/online campaign must be approved by State Councillor Any website update, digital media campaign must be presented to the State Councillor and/or National Coordinator for review and approval Digital media campaign about any forthcoming event must be coordinated with the relevant events team about the program and activities to ensure that incorrect information is not presented in the digital media 	State Councillor	Media team volunteers	As and when required
2	Print Media Promotion	<ol style="list-style-type: none"> Like Digital media promotion, any print media promotion will have to be reviewed and approved by State Councillor State councillor to consider intended audience and effectiveness of the print media campaign Any budget pertaining to the print media campaign is to be approved by the State Councillor 	State Councillor	Media team volunteers	As and when required
3	Annual Collective Meeting	<ol style="list-style-type: none"> Date for ACM is to be circulated minimum 30 days prior Agenda and any other reports are to be circulated to those relevant and intended recipients of the reports Quorum – AM can only be held if at least one National Coordinator and minimum of two State Councillors from each state are present Minutes of AGM are to be recorded and circulated to all present and also absent invitees Minutes of AGM are to be archived once all the action items are complete. 	National Coordinator	National Coordinator	Once every year
4	Periodic meeting of office bearers and volunteers	<ol style="list-style-type: none"> Monthly meeting of the trustees to be held and minuted 	Trustees	Trustees	Monthly
5	Formal communication with external stakeholders and interested parties	<ol style="list-style-type: none"> All formal communication with the external stakeholders will be from the National Coordinator, State Councillor or their designated volunteer. 	National Coordinator or	National Coordinator or	As required



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		2. A draft of the formal communication to the external stakeholders or interested parties needs to be approved by the National Coordinator or State Councillor depending upon the relevance of the matter	State Councillor as required	State Councillor as required	
6	General team communication	1. State Councillor, H&S Coordinator, Volunteer Coordinator, Child Safety Coordinator and volunteers must coordinate their activities by regular verbal and email communication to ensure that responsibilities of assigned tasks are understood and acknowledged by those assigned with the tasks. 2. Any email communications amongst the team using their personal emails must be via the email groups set-up by the organisation	State Councillor	everyone	On going
7	Communication with suppliers and services providers	1. Refer to purchase procedure			