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[About NSWGFA](#) ∨ [Records](#) ∨ [Rules](#) ∨ [Clubs](#) ∨ [Tournaments](#) ∨

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[Q](#) ([search.php](#))

## Media Policy/Social Media Policy

1. Any MEDIA RELEASE, POLICY or any MAJOR ISSUE MUST go through the NSWGFA President
2. CLUB TOURNAMENT RESULTS – ONLY a Club President can make comment to the media however these comments are to be of a general reporting nature i.e. not giving every single weight etc.
3. CLUB WEBSITES – Clubs are NOT to post any inaccurate or inappropriate information/photographs on their Club website or Facebook Pages.
4. FORUMS – Clubs and/or affiliated anglers are NOT to post any inaccurate or inappropriate information/photographs on forum sites.
5. NO INDIVIDUAL ANGLER/MEMBER should approach the media or answer any queries from the media, if approached that person should contact their Club President with the details who will then carry out the requirements of the NSWGFA Media Policy.
6. The NSWGFA Logo, NSWGFA (name) or NSWGFA Interclub Tournament cannot be used in any media publication (including internet websites) without the express permission of the NSWGFA.

## Rules

[Insignia](#)  
(<http://www.nswgfa.com.au/rule/Insignia-12>)

[Minimum Weights](#)  
(<http://www.nswgfa.com.au/rule/Minimum-Weights-11>)

[Records](#)  
(<http://www.nswgfa.com.au/rule/Records-10>)

[Eligible Species](#)  
(<http://www.nswgfa.com.au/rule/Eligible-Species-9>)

[Point Score](#)  
(<http://www.nswgfa.com.au/rule/Point-Score-8>)

[Sanctioned Tournaments](#)  
(<http://www.nswgfa.com.au/rule>)

## **NSWGFA Executive Social Media Policy**

Due to the popularity of social media and the wish to protect both its members and the public from inappropriate online behavior/content, NSWGFA has published guidelines detailing what is and isn't permitted.

Whilst social media is a vital tool in engaging with the public, if used improperly it can cause a number of problems and even lead to legal proceedings.

### **The policy covers:**

Content – what is & isn't appropriate (pornography, unauthorized use of personal image etc.)

Commenting using libelous or inflammatory remarks

Promoting improper products/services via organization websites/emails

Bringing the related NSWGFA and affiliated clubs into disrepute

Intellectual property issues

### **Social media Policy**

#### **PURPOSE**

Social media offers the opportunity for people to gather in online communities of shared

interest and create, share or consume content. As a member based organization, NSWGFA recognizes the benefits of social media as an important tool of engagement and enrichment for our members.

It is important that the reputation of NSWGFA, its affiliated clubs and the sport generally is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference NSWGFA.

When someone clearly identifies their association with NSWGFA, and/or discusses their involvement in the organization in this type of forum, they are expected to behave and express themselves appropriately and in the ways that are consistent with NSWGFA's stated values and policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by NSWGFA members or staff that makes no reference to NSWGFA or related issues.

#### **SCOPE**

This policy applies to NSWGFA Member clubs and affiliated members of NSWGFA.

**Sanctioned-  
Tournaments-7)**

**NSWGFA Trophies  
(//www.nswgfa.com.au/rule  
NSWGFA-Trophies-6)**

**Guidelines for Radio  
Skeds for  
Tournaments  
(//www.nswgfa.com.au/rule  
Guidelines-for-Radio-  
Skeds-for-  
Tournaments-3)**

**Multifilament Line  
(//www.nswgfa.com.au/rule  
Multifilament-Line-2)**

**Media Policy/Social  
Media Policy  
(//www.nswgfa.com.au/rule  
Media-Policy-Social-  
Media-Policy-1)**

**Visiting Teams or  
Boats  
(//www.nswgfa.com.au/rule  
Visiting-Teams-or-  
Boats-4)**

**NSWGFA Interclub  
Trophies  
(//www.nswgfa.com.au/rule  
NSWGFA-Interclub-  
Trophies-5)**

**Marine Radio  
Guidelines & Protocol  
(//www.nswgfa.com.au/rule  
Marine-Radio-  
Guidelines-and-  
Protocol-14)**

This policy covers all forms of social media. Social media includes, but is not limited to,

activities such as:

Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace); Content sharing including Flickr (photo sharing) and YouTube (Video Sharing); Commenting on blogs for personal or business reasons; Leaving product or service reviews on retailer sites or customer review sites; Taking part in online votes and polls; Taking part in conversations on public and private web forums (message boards); or Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, sponsors of NSWGFA as an organization and the reputation of the sport in general.

### **GUIDING PRINCIPLES**

The web is not anonymous. NSWGFA Members should assume that everything they write can be traced back to them.

Due to the unique nature of NSWGFA, the boundaries between a NSWGFA Member profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do, think or say in their capacity as a Member of NSWGFA. NSWGFA considers all Members of the organization as its representatives.

When using the internet for professional or personal pursuits, all Members must respect the brands of NSWGFA, all Association Members and anybody else involved in our sport and follow the guidelines in place to ensure that sport's intellectual property or its relationships with sponsors and stakeholders is not compromised or the sport is brought into disrepute.

### **USAGE**

For NSWGFA Members using social media, such use:

Must not contain, or link to, libelous, defamatory or harassing content – this also applies to the use of illustrations or nicknames; Must not comment on, or publish information that is confidential in anyway;

Must not bring the organization or the sport into disrepute; or must not otherwise be in breach of the NSWGFA Code of Conduct.

### **OFFICIAL NSWGFA BLOGS, SOCIAL PAGES AND ONLINE FORUMS**

When creating a new website, social networking page or forum for club members, Association Members, tournaments, competitions or Members generally, care should be taken to ensure the appropriate person has given permission to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the written permission of the child's parents and/or guardian.

Posts must not contain, nor link to pornographic or indecent content; Some hosted sites may sell the right to advertise on their sites through "pop up" content which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of "pop up" content cannot be controlled; All materials published or used must respect the copyright of third parties.

## CONSIDERATION TOWARDS OTHERS WHEN USING SOCIAL NETWORKING SITES

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. NSWGFA Members must recognize that it may not be appropriate to share photographs, videos and comments in this way.

NSWGFA Members should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person should they be asked to do so. Under no circumstance should offensive comments be made about NSWGFA, affiliated clubs and club members online.

## **BREACH OF POLICY**

NSWGFA will continually monitor online activity in relation to the organization and the sport. Detected breaches of this policy should be reported to NSW. If detected, a breach of this policy may result in disciplinary action from NSWGFA under the

NSWGFA Constitution and By-Laws. A breach of this policy may also amount to breaches of other NSWGFA governing documents including its constitution, by-laws and other policies. This may involve a verbal or written warning or in serious cases, termination of affiliation or engagement with NSWGFA including suspension of membership.



([//www.nswgfa.com.au/index.php](http://www.nswgfa.com.au/index.php))

## **Contact Us**

**Telephone Enquiry:**  
0423 727 195

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**Address:**  
PO Box 730  
Nelson Bay NSW  
2315

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## **Our Mission**

To govern and co-ordinate the sport of game fishing in the State of New South Wales.

To conserve the game fish and food fish resources of New South Wales waters for the recreational and economic use of present and future generations.

**Email:** To encourage and further the study of game fish angling, secretary@nswgfa.com.au the related species and the habitat requirements of such (mailto:secretary@nswgfa.com.au) species and to assist in the maintenance of the ecological balance of the waters.

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