

# Australian Digital Inclusion Alliance (ADIA) Guiding Principles for Public Communications<sup>1</sup>

The purpose of this document is to provide a framework for member organisations to collaborate on shared communications to inform debate, policy and advocacy in line with the mission of the ADIA. It sets out the guiding principles for the ADIA as it seeks to:

- Establish and respond to positions of interest in the public arena in a timely and professional manner
- Frame how members will be engaged with to ensure that all ADIA members have an equal opportunity for input and contribution
- Identify areas of shared interest for the ADIA to lead public and/or policy discussion with the aim of ensuring no one gets left behind in relation to digital inclusion.

<b>Principle</b>	<b>Rationale</b>	<b>Process implementation question, notes and actions</b>
<p>1 - That the process for developing a public position on an issue is agreed by the ADIA membership and that responsibilities within that process are clearly identified.</p>	<p>Ensures clarity of roles and responsibilities of all members regardless of position with the ADIA structure.</p> <p>Ensures a clear and agreed sign-off process before going public on policy positions</p> <p>Determines how ADIA decides what issues require a public position transparently.</p>	<p>Any member organisation can nominate an issue at any time for consideration in consultation with the ADIA Backbone Facilitator</p> <p>Does there need to be a quorum of members who agree a position should be developed?</p> <p>For each issue/policy position developed a member organisation needs to be nominated as the lead agency to oversight the process and ensure that deliverables are met within the timeframe.</p> <p>That lead agency is required to seek input from the ADIA membership exclusively through ADIA communications channels (e.g via the ADIA backbone and email list)</p>

<sup>1</sup> This document has been created by the Collective Voice Project of the ADIA

		<p>This process will be supported by the ADIA backbone</p> <p>Any final communication is signed and/or endorsed by the ADIA Chair</p>
<p>2 - That all ADIA member organisations have time to respond and contribute respecting their individual processes and points view and that all member organisations may publically support or not support a position taken by the ADIA.</p>	<p>Ensures that responses can be developed in a timely manner</p> <p>Recognises that the ADIA doesn't speak for any one organisation and that a member organization has the right to stay silent on an issue.</p> <p>Enable as much time as possible for for ADIA members to consult with their own membership and/or stakeholders</p> <p>Streamlining procedure to develop an ADIA public position when responding to tight deadlines, e.g. submissions to government inquiries.</p>	<p>All ADIA member organisations need to have a designated representative for communications</p> <p>The ADIA adopt different levels of support on a position –</p> <ol style="list-style-type: none"> <li>1. Full support (which will be indicated by including logo of organisation and/or their name);</li> <li>2. support 'in principle' where agree overall but do not agree on all aspects of policy (no logo but may organisation could be acknowledged in submission</li> </ol> <p>If ADIA member organisations wish to remain silent on an issue for whatever reason indication of that position to the Backbone and lead agency would assist in ensuring efficiency of response.</p>
<p>3 - That every member has the opportunity to participate and contribute</p>	<p>Ensure that ADIA Membership being open to all gives equal voice to each member</p> <p>Ensures that ADIA policy positions recognise the diversity of experiences, needs and abilities within different communities and cohorts. For example, the needs of older people vary significantly across the age cohorts e.g. 65-75, 75-85, 85+</p> <p>Communications to members are accessible in their preferred format.</p> <p>Representation of minority groups is welcomed and encouraged</p>	<p>When an organisation joins we identify specific accessibility conditions of that member ( e.g. CEO uses a screen reader, etc)</p> <p>Include a process to provide feedback to members on agreed policy positions and any outcomes</p> <p>We provide additional support to members requiring assistance to participate in process of developing a public position e.g. low levels of digital literacy; financial, personal and technological barriers to participating in meetings or online</p>

<p>4 - That organisations and individuals involved in the ADIA are clear that contribution is voluntary in nature; there will always be a choice to support or not support a position.</p>	<p>Ensures that the value of ADIA member organisations volunteer time is respected</p> <p>Volunteers are recognised for giving valuable time and are not conscripts</p>	<p>The ADIA Backbone record all aspects of volunteering for the ADIA in relation to this work and report back</p> <p>That the ADIA Backbone welcome any and all contributions</p>
<p>5 - That the ADIA use processes that apply co-design principles where possible</p>	<p>Ensures that minority perspectives are part of the process.</p> <p>Co-design validates positions of collective point of view.</p> <p>ADIA will be clear who the key stakeholders are on any given issue and develop a strategy to ensure they have opportunity to be involved. With the diversity of ADIA membership not all members will have an interest or expertise in all issues.</p>	<p>Specific interest groups/ projects be developed within ADIA over time to lead discussions in specific areas of interest groups.</p>
<p>6 - That the ADIA produce high quality, evidence based work.</p>	<p>The ADIA will use evidence and research to underpin policy positions</p> <p>What are the opportunities? Are there any events etc that ADIA can leverage e.g. a government inquiry, International day etc.</p> <ul style="list-style-type: none"> <li>○</li> </ul> <p>Any draft documentation sent to ADIA members for comment should be as complete and of the highest standard the working group can produce within the timeframe.</p>	<p>Be clear on:</p> <ul style="list-style-type: none"> <li>○ the purpose of the work</li> <li>○ the target audience</li> <li>○ the context – how does it fit into the broader picture of what is going on or what ADIA is trying to achieve?</li> </ul> <p>Key principles of agreement/issues/key asks</p> <ul style="list-style-type: none"> <li>○ Any risks?</li> </ul> <p>Timeframe for developing a position and the appropriate consultation process this allows.</p>