



## **COMMUNICATION TO THE MEDIA**

### **CONTENT**

It is the policy of SAMI to ensure that

1. All comments should be consistent with the terms of reference for a profitable South Australian River Murray irrigation industry in which the sustainable use of our water and other natural resources supports expanding vibrant regional communities in control of their own futures vision of SAMI.
2. Any comment to the media in the name of SAMI needs to be referred to the Chair or to the Chair's nominee in the case of their absence.
3. Written comment of SAMI is to be referred to the appointed SAMI media consultant. The appointed media consultant will in turn consult with the SAMI board on matters of Policy and statements to the press.

### **Strategies**

- SAMI will maintain regular communication with relevant organisations
- SAMI is a reference group for SA Government
- SAMI provides a unified voice and professional leadership
- Engage local councils in SAMI policies and build relationship
- Keep irrigators' voice in the media – SAMI Chair to release a media statement following each meeting on important issues
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### **Adoption of policy**

Formally adopted by SAMI on 13<sup>th</sup> May 2008

### **Review**

SAMI will review this policy bi-annually

### **Information**

The contact person for information in relation to this policy is SAMI Chair