



NSW AAA REGION

Guidelines for Dissemination of Information

OVERVIEW

The role in relation to dissemination of information by AAA Regional Committees is to pass on information to members pertaining to the Region and the Australian Alpaca Association (AAA) generally. This includes passing on of information to members at the request of other AAA Regional Secretaries and notifying members of endorsed AAA activities and events.

The NSW Region Committee recognises that from time to time there are circumstances whereby requests to pass on and publish information from other bodies or individuals to the NSW Regions membership is warranted, due to the likely interest and possible benefit factors contained in such communications for NSW members. As such, the NSW Region Committee notionally supports that such information, that is not necessarily AAA or NSW Region information per say, can and will be passed on and published to the membership at the discretion of the committee and in accordance with these guidelines.

In giving this support to passing on and publishing information, it is also however recognised that committee members are volunteers, therefore any communications, especially email communication, that occurs beyond what is normally expected for the Region and AAA is at the good will of and within the time constraints of committee members, in particular the NSW Region Secretary. Therefore the willingness and ability of any member performing the Secretary role or any other committee role to undertake "extracurricular" communication dissemination may fluctuate or change over time. Any person in the Secretary and IT Coordinator roles maintains the right and needs to be respected should they not be willing to pass on communication that are not strictly relating to AAA and NSW Region activities and information. Where the Secretary or the IT Coordinator, is unwilling to pass on the requested communication, then another member of the NSW Region Executive may send the communication to NSW members following approval from the NSW Region Committee.

The NSW Region and AAA generally does not specifically endorse or support any content contained in communications being passed on or published from other sources, nor does the AAA at regional or national level specifically endorse or support any individual, group or business entity that may have non AAA communications posted or published to NSW regions members, by the NSW Region committee.

The NSW Region Committee also reserves the right to decline the passing on or publishing of any information that is thought not to be of possible interest generally to NSW members, contains any content that relates to any illegal activity or product, is unethical or slanderous

or negative toward the NSW Region, any of its members or the AAA generally or that sits outside the parameters of the AAA code of conduct.

Requests for circulation of communication via the region's email, Facebook and website must be received in writing to the NSW Region President, Vice President or Secretary. Approval will then be obtained, via a majority vote, from the NSW Region Committee, noting that the request must meet these guidelines.

Email communication will be sent via the regions email system (Mailman) by a NSW Committee Executive member. The NSW Region Committee will not pass on any member lists to NSW members, other bodies or individuals.

Where a request for circulation or publication is not approved by the NSW Region Committee, a member of the NSW Region Committee Executive will inform the person in writing, stating why approval was not granted.

Requests for publication via the Regional Newsletter must be sent, in writing, to the Newsletter Editor. The Newsletter Editor will seek approval from the NSW Committee for inclusion in the Regional Newsletter(s) where the requested content does not meet these guidelines.

Information, approved in accordance with this guideline, will be shared or published noting the Fee Structure within this guideline.

INFORMATION THAT WILL NOT INCUR A FEE

- Any information requested to be passed on or published to the NSW AAA Region membership free of charge needs to contain content that is for general information sharing to the NSW membership and will not be a substitute for promotion or advertising of specific products, animals, studs or businesses (even if they are operated by NSW Region's or other AAA members).
- Examples that fall within the above guideline may be invitations to participate in activities being conducted by other alpaca related groups such as AABA, fibre collection bodies such as Waratah Alpaca Fibre and AFNA, invites to enter animals in auctions, invites to participate in private alpaca related activities that have not been endorsed as official AAA or NSW Region activities.
- Communications deemed to be whole or in part promotional or advertising in nature will not be passed on without a fee being incurred.
- Communications requested to be passed on or published need to be fully prepared by the person or body making the request. The NSW Region Committee will not pass on or publish any information that requires preparation time by committee members and will only forward or publish communications submitted that are already fully prepared.
- Any communication to be passed on or published needs to clearly contain contact details should members wish to gain more information, the contact person/s are not

to be NSW Region Committee members unless expressly agreed to by the committee.

INFORMATION THAT WILL INCUR A FEE

- Any communication requested and agreed to be passed on or published to the NSW AAA Region membership that is promoting or advertising, whole or in part individual businesses, animals, studs or other product will be charged as per the Fee Structure noted below.
- Examples of communication requests that will incur a fee are auction catalogues, notice of herd dispersals or other sales, any product or activity that is potentially profit making and directly promoting a business, group or individuals services, be it alpaca related or other.
- Communications requested to be passed on or published to NSW members need to be fully prepared by the person or body making the request. The NSW Region Committee will not pass or publish on any information that requires preparation time by committee members and will only forward or publish communications submitted that are already fully prepared.
- Any communication to be passed on or published needs to clearly contain contact details should members wish to gain more information, the contact person/s are not to be NSW Region Committee members unless expressly agreed to by the committee.

FEE STRUCTURE

The following fee structure applies to circulation and publication of information by the NSW Region Committee:

- One email, website and Facebook post: \$25
- Magazine Advertising Rates:
 - Back page: \$80 per edition
 - Full page: \$45 per edition, \$135 for 4 issues
 - Half page: \$30, \$90 for 4 issues
 - Quarter page: \$25, \$75 for 4 issues
 - Business cards adverts: \$10, \$30 for 4 issues
 - Stud male listings: \$15 for 4 concurrent editions (12 months)

All fees are payable to Australian Alpaca Association LTD NSW Region prior to the communication being circulated, posted or published.