

## Luminesce Alliance Communications Policy and Procedures

### 1. PURPOSE

The purpose of this document is to comply with NSW Health's contractual obligations and to demonstrate and encourage collaboration within and beyond Luminesce Alliance partners.

Luminesce Alliance (LA) was established with the support of the New South Wales Government to coordinate and integrate paediatric research with five partner organisations: The Sydney Children's Hospitals Network, Children's Cancer Institute, Children's Medical Research Institute, UNSW Sydney, and The University of Sydney.

Collaboration amongst LA partners is integral to the success of the Alliance. It reduces the risk of fragmentation and duplication and unlocks synergies beyond what each partner organisation can accomplish on its own.

Specifically, this policy:

- Clarifies the communications and marketing responsibilities of (LA) and its Partners to inform and educate internal and external audiences and the wider community of LA activities and impact.
- Establishes procedures to ensure LA and its Partners proactively identify opportunities to communicate LA activities and work collaboratively with each other to action.
- Mandates the inclusion of LA policy and procedures in each partner organisation's associated communication policies and procedures. These include but are not limited to: Communications, Social Media, Media, and Partnership policies and procedures.

### 2. RESPONSIBILITY

- **Senior Executives** - ensure LA Communications Policy and Procedures is embedded in each respective partner's Communications Policies and Procedures (Refer 'LA Directory - Communications Partners' Section 5 Cross References)
- **Communications and Marketing Personnel**
  - Proactively identify LA participation in potential communications by:
    - Asking the question *"Is this research and/or activity funded or supported by Luminesce Alliance?"*
    - Referring to *LA Directory – Lead Investigators and Project'* (refer to Section 5 Cross References) to establish if any LA contribution or involvement. Please also check projects 2019-1023 as completed projects may have contributed to generating further funding for current projects.
  - Consult with LA to give advance notice of any LA associated communications and events involving LA investigators and projects, allowing sufficient time for LA to verify the LA information to be included; identify potential LA sponsorship opportunities and entitlements; and confirm campaign timing and messaging.
  - Include LA attribution, as specified in *LA Standard Messaging*, in all LA associated communications, in advance of publishing and or the activity taking place. (refer Section 5 Cross References).
  - Include LA monthly news updates in partner newsletters including but not limited to 'Chief Executives Update', Network News (CEO), 'What's Happening Now' (monthly SCHN); 'Research Matters' (monthly CMRI); 'Medicine and Health Research Support Newsletter', The Dean's Newsletter (monthly UNSW); Research Bulletin (biweekly USYD); as well as sharing via social media and websites as appropriate.
- **Lead Investigators and researchers** -notify your communications and or marketing team to ensure your activities meet compliance with this policy and procedures. (refer to 'LA Directory - Communications Partners' - Section 5 Cross References).

### 3. SCOPE

The scope of this document includes:

- **Communications strategies** including but not limited to national awareness campaigns, a coordinated media and/or social media timeline and messaging; training of spokespeople, preparation of key messages, backgrounders, media releases, fact sheets, FAQs and launch events.
- **Communication tactics** including but not limited to photo shoots, video, internal and external newsletters, website and intranets, social media, media releases and backgrounders, editorial submissions, abstracts, presentations, webinars, conferences, and symposiums.

This document is to be read and used in conjunction with:

- LA policies, procedures, and forms referred to in Section 5 - Cross References.
- The associated Communications Policies and Procedures of each partner organisation.

### 4. PROCEDURES FOR COMMUNICATIONS PARTNERS

#### STEP 1: LA monthly news updates inclusion in partner newsletters

Communications Partners to include LA 'Illuminate' monthly e-news updates in relevant partner newsletters including but not limited to 'Chief Executives Update', 'What's Happening Now' (SCHN); 'Research Matters' (CMRI); 'Medicine and Health Research Support Newsletter' (UNSW); TBA (USYD); as well as sharing via social media and websites as appropriate.

#### STEP 2: Proactively identify LA participation in communications and associated activities.

When planning communications / associated activities, Communications Partners should:

- Inquire with researchers *"Is the research and or activity we are communicating, funded, or supported by Luminesce Alliance?"*
- Refer to and cross-check the LA Directory, which lists LA-funded and supported projects and investigators that require acknowledgment of LA in communications and associated activities.

**IF YES - Researchers confirm funding/support of Luminesce Alliance and the project or investigators are included in the LA Directory**

#### STEP 3: Consult with LA

Consult with LA to provide advance notice of any communications and events involving LA investigators and projects, allowing sufficient time for verification of LA information, identification of sponsorship opportunities and entitlements, and confirmation of campaign timing and messaging.

#### STEP 4: Nominate a Designated Communication Lead.

To ensure timing and messaging consistency, designate a Communications Lead at the initial meeting to advise all involved communications professionals of final decisions and any changes regarding graphics, timing, messaging, tactics, and channels.

#### STEP 5: Incorporate LA attribution, as specified in LA Standard Messaging'.

Luminesce Alliance standard messaging is used when talking about Luminesce Alliance and includes:

- Standard Acknowledgement – always use when mentioning Luminesce Alliance
- Key Messages - always include one to three key messages.
- Frequently Asked Questions and Answers (FAQs) - include as appropriate.

#### STEP 6: LA Sponsorship

If LA sponsorship is involved, the Lead Communicator to work with LA to confirm the sponsorship entitlements with the designated event organiser (who may be different from the Designated Communication Lead)

## 5. CROSS REFERENCES

- Luminesce Alliance Directory of Communications Partners and Collaborations
- Luminesce Alliance Directory of Investigators and Research Projects
- Luminesce Alliance Standard Messaging and Branding

## 6. POLICY AND PROCEDURES CHANGES AND REVIEW

### Suggestions for Changes and Reviews

Any suggestions for change or improvements to this Policy should be directed in the first instance to the nominated Authorised Manager shown in Section 7 - 'Document Control'.

### Approval for and Issuing Changes and Reviews

Responsibility for approving changes and reviews is vested in the Approving Authority, while production and distribution of changes and reviews rest with the Authorised Manager, both of which are nominated in Section 7: Document Control.

## 7. DOCUMENT CONTROL

Date first approved	Version Number 1 – 22 January 2024
Date last amendment	
Date of Next Review	22 January 2026
First Approved by	Audit and Risk Management Committee Executive Management Committee Luminesce Alliance Board
Custodians	Luminesce Alliance
Author	Communications and Marketing Manager Luminesce Alliance
Responsible Division(s)	LA Communications Partners – Communications and Marketing Teams
Supporting Documents	LA Standard Messaging and Branding LA Directory - Investigators and Projects LA Directory - Communications Partners
References & Legislation	Head Agreement Health Administration Corporation as represented by the Ministry of Health Paediatrico Limited (Luminesce Alliance)
Internal – Luminesce Alliance Partners	Children’s Medical Research Institute Children’s Cancer Institute Sydney Children’s Hospitals Network University of Sydney University of NSW