

APPENDIX B1: BECTU COMMUNICATIONS POLICY

1. The aims of BECTU's Communications Policy are to:

- Enhance union democracy.
- Assist in successful collective bargaining.
- Enable members to access services and benefits.
- Promote the union.
- Further the union's commitment to modernisation.

2. These aims should be achieved by:

- Providing information to members by the most appropriate means.
- Providing opportunities for debate and communication between members.
- Providing information to employers, government, media and others so as to enhance the union's reputation and effectiveness.

3. In furtherance of this, BECTU will employ the most advanced available and affordable information technology:

- (a) in the implementation of conference resolutions;
- (b) in its own internal administration;
- (c) in the provision of services to its members;
- (d) in the facilitation of members' representative and self-governing democratic structures.

4. Those aims concerned with provision of information should be achieved by maximising the availability of all BECTU-created content, across all available means of delivery, to members-only or to all users as appropriate.

Current sources of BECTU content creation include:

- *Stage Screen & Radio*
- BECTU website, Learning Studio website, branch websites etc.
- Research Department
- Training Officer
- Divisions/other industrial committees

Current means of delivery include:

- *Stage Screen & Radio*
- Other postal communications
- BECTU website, Learning Studio website, branch websites etc.
- E-mail

5. The aim of providing opportunities for debate and communication between members should be achieved by continuous improvement in two-way and interactive communications.

These are:

- *Stage Screen & Radio*
- Face to face meetings
- Telephone services
- BECTU website, Learning Studio website, branch websites etc.
- E-mail.