

Australian and New Zealand College of Anaesthetists

BULK COMMUNICATIONS POLICY

1. PURPOSE

The Bulk Communications Policy has been established to ensure that ANZCA, including FPM, applies a consistent approach in its communications to Fellows, trainees, international medical graduate specialists and other key stakeholders. Material should be accurate, professionally designed and compliant with the *ANZCA Style Guide*.

2. INTRODUCTION

The Bulk Communications Policy details the standards to which the format, content and authorisation procedure of all bulk communications must comply. Communications may take the form of emails or printed mail-outs.

ANZCA aims to minimise the number of communications sent to Fellows and trainees who receive numerous emails from a range of sources.

To minimise the number of emails sent, information should be disseminated where possible via regular communications channels, including the *ANZCA Bulletin* or regular e-newsletters, for example, the *ANZCA E-Newsletter*, the *Training E-Newsletter*, *Synapse* (for the Faculty of Pain Medicine) and *Gasbag* (for New Zealand). Bulk emails should otherwise be used sparingly.

Other bulk communications may include:

- Announcements from ANZCA's president, FPM's dean, the chief executive officer or other senior representatives.
- Event collateral, for example special interest group (SIG) or continuing medical education (CME) event information (such as registration brochures, programs or event confirmations).
- Online event information, for example, webinars or podcasts.
- College unit information, for example, relating to the continuing professional development program, educational information, fees reminders and training.
- Information for Fellows or trainees in a specific region or New Zealand.
- Information for FPM Fellows.
- Requests from Anaesthesia Continuing Education (ACE), formerly the Anaesthesia Continuing Education Co-ordinating Committee (ACECC), and the New Zealand Anaesthesia Education Committee (NZAEC) to publicise regional or SIG events.

Privacy issues prevent ANZCA from sharing its database with external organisations or individuals and ANZCA does not distribute bulk communications on behalf of external organisations or individuals. There are many reasons for this:

- ANZCA endeavours to minimise the number of emails sent by the College to Fellows, trainees and other key stakeholders.
- Some Fellows/trainees may resent the College using the ANZCA email system or an ANZCA email address on behalf of another organisation.
- Externally run activities or events may clash or compete with an ANZCA-run event or activity.
- Externally run activities or events may not meet the standards of an ANZCA-run activity or event and to email details to Fellows and/or trainees may imply endorsement of that event.

Events can be submitted for inclusion in the ANZCA web-based events calendar – www.anzca.edu.au/Events/Submit-an-event.

External organisations or individuals are also able to advertise events or activities in ANZCA publications (www.anzca.edu.au/Communications/To-advertise) as long as these are clearly marked as advertisements.

ANZCA does not distribute bulk communications via text messaging.

3. BODY OF POLICY

3.1 Authorisation

To ensure ANZCA's communications are accurate, contain the correct messaging and images, look professional and adhere to the *ANZCA Style Guide*, they must be authorised by:

- The general manager (or designated staff member) of the unit responsible for distribution, who may consult with relevant Fellows, such as the chair of a committee or the chief executive officer.
- ANZCA's Communications unit, which, where necessary, will consult with the College's medical editor for advice on clinical or other matters, or other College managers.

3.2 Preparing content

Bulk communications to Fellows, trainees or other groups of key stakeholders should:

- Be concise and to the point.
- Reflect the professional nature of ANZCA.
- Adhere to the *ANZCA Style Guide*.

Recipient lists should be extracted from ANZCA's database (iMIS) and data checked to ensure accuracy. This includes checking that communications are sent to the users' preferred name as indicated in iMIS.

In addition, emails:

- Should only be sent using the College-approved bulk email platform (Informz).
- Be constructed using approved templates (where applicable).
- In the form of e-newsletters should contain news items of no more than 80-120 words and have short, descriptive headlines.
- Should contain ANZCA <name of unit/office> or FPM in the “From” line. For example, From: ANZCA Communications, From: ANZCA – CEO or From: FPM.
- Should concisely describe the content of the message in the “Subject” line. For example, Subject: ANZCA E-Newsletter – August
- Should not include attachments. Instead, additional material should be accessed via an electronic link within the email, for example, to a document on the ANZCA website.

3.3 Email distribution – Informz

Unless otherwise approved by the general manager, IT, bulk communications should be distributed via College-approved distribution software (Informz).

- ANZCA-wide emails should be copied to all ANZCA staff and targeted emails should also be sent to relevant staff. For example, emails sent throughout New Zealand should also go to New Zealand staff.
- It is the responsibility of the author to populate the Informz template.
- It is the responsibility of the author to seek authorisation for the email.
- Authors should ensure the Bulk Communications Schedule managed by Communications (communications@anzca.edu.au) has been consulted prior to distribution to ensure recipients receive communications from ANZCA in a timely manner.
- Authors should have completed Informz training before sending bulk emails.
- As per the Spam Act 2003, electronic messages distributed via Informz must contain a functional unsubscribe facility and include clear and accurate information about ANZCA and/or FPM.

4. CONCERNS OR COMMENTS

If you have any concerns about the bulk email policy please contact the general manager, communications on +61 3 9510 6299 or via communications@anzca.edu.au.

Requests must be in writing and resolution of concerns will be sought as promptly as possible.

5. CHANGES TO ANZCA BULK COMMUNICATIONS POLICY

The College may modify or amend this policy at any time. Formal notice of amendments will not ordinarily be given but the current Bulk Communications Policy will be available via the College corporate policy register (G:\Policies), the ANZCA website (www.anzca.edu.au/resources/corporate-policies) or by contacting the Communications unit on +61 3 9510 6299.

6. RELATED DOCUMENTS

ANZCA Style Guide
ANZCA Bulk Communications Procedure

ANZCA Bulk Communications Schedule
 ANZCA Event Promotion Guidelines
 ANZCA Informz Business User Guide
 ANZCA Privacy Policy
 ACECC – Guidelines for Committees Organising Regional Continuing Education and
 Special Interest Group Meetings

7. DEFINITIONS

- An email is considered a bulk email when it is sent to more than 50 recipients (excluding internal emails, that is, <name>@anzca.edu.au or <name>@anzca.org.nz).

9. CHANGE CONTROL REGISTER

Version	Author	Approved by	Approval Date	Sections Modified
1	Communications Unit	ANZCA Executive	November 9, 2012	Created.
1.1	Communications Unit	Communications Unit	March 7, 2012	ANZCA does not distribute bulk communications on behalf of 3 rd parties.
1.2	Communications Unit	Communications Unit	September 17, 2013	ANZCA does not distribute bulk communications by text message
1.3	Communications Unit	CEO	March 11, 2014	Copyright statement added.
1.4	Communications unit	Vice President	March 14, 2016	Added detail about emailing on behalf of external organisations