



ANZCA Media policy

1. Purpose and scope

The intention of this policy is to ensure that media engagement by the Australian and New Zealand College of Anaesthetists (ANZCA) is consistent and represents the values and objectives of the college. All references to ANZCA or the college include the Faculty of Pain Medicine (FPM) and the Chapter of Perioperative Medicine.

This policy outlines the expectations required of fellows, trainees, specialist international medical graduates (SIMGs) and staff when representing the college in the media and provides guidance on how to manage media inquiries.

It applies to any publication that is openly accessible, including, but not limited to, mainstream media (print, digital and broadcast), medical journals, podcasts and blogs.

2. Body of policy

2.1 Media team

ANZCA has an experienced media team based in the Policy and Communications unit (PCU) that manages all interactions with the media for the college in Australia and New Zealand, including drafting official statements, preparing media releases, responding to media inquiries and organising interviews.

The ANZCA media team, including the media manager in Australia, the senior communications advisor in New Zealand and the executive director, Policy and Communications, play a key role in ensuring that communications are consistent, accurate, and aligned with ANZCA's values and objectives.

This team works with the media to co-ordinate interviews and offers media coaching to fellows, trainees and SIMGs appearing in the media.

The media team must be the first point of contact following all media inquiries, including interview requests and the development of media releases.

The team works with local, national and sometimes international media to highlight the important roles played by the specialties of anaesthesia, pain medicine and perioperative medicine and aims to respond promptly to media requests given the increasing demands of the 24-hour news cycle.

They will work with college leaders including the ANZCA president, ANZCA vice-president, FPM dean, the chief executive officer, committee chairs and/or subject matter experts to develop timely and appropriate responses to media requests or to make public statements.

The media team also proactively promotes the work of ANZCA and individuals within the college through directly contacting individuals in the media and issuing media releases in consultation with appropriate spokespeople, for example, presenters at college scientific meetings. Media releases should be forwarded by the media team to those quoted in media releases as well as the ANZCA president, CEO and/or FPM dean for noting/feedback before distribution to the media.

The media team monitors the media and maintains media contact lists for individual interactions as well as media release distribution.

2.2 Media inquiries

Any media inquiries to fellows, trainees or SIMGs, including requests for interviews or comments about the college, must be directed as soon as possible to the ANZCA media team – usually the media manager in Australia or the senior communications advisor in New Zealand.

This ensures that all communication is appropriately and promptly managed, and the college's message remains consistent and clear.

All queries should be directed to communications@anzca.edu.au in the Policy and Communications unit or communications@anzca.org.nz for queries in New Zealand. Urgent or after-hours queries can be directed to +61 408 259 369.

2.3 Who can speak to the media

Only individuals who have been explicitly authorised by the college may represent the views, policies, or official positions of the college in the media.

The ANZCA president and vice-president, FPM dean, the Safety and Quality Committee chair and the New Zealand National Committee chair are the first designated spokespeople for the college, but they can delegate this responsibility as appropriate and at their discretion. The media team should be made aware of any discussions involving the media.

Fellows, trainees or SIMGs who hold paid or volunteer roles with the college, including members of ANZCA Council and the FPM Board must contact the college media team before making any comment to the media, even if the request is unrelated to core college business.

A college fellow, trainee or SIMG may represent the college in the media in their area of expertise if authorised by the ANZCA president, vice-president or FPM dean.

Fellows, trainees and SIMGs are not restricted from speaking to the media as individuals but it is important that they clearly distinguish personal opinions from official statements of the college. Fellows, trainees and SIMGs should be mindful of how their comments might be perceived and must ensure these comments do not inadvertently imply endorsement by the college on a particular issue unless authorised.

In these cases, they should explicitly state they are not speaking on behalf of the college, for example: "I am speaking in a personal capacity and not on behalf of ANZCA/FPM" This disclaimer should be made at the start of any interview or feature prominently in written contributions. Those speaking individually should be aware that they may be quoted as representing the organisation for whom they work or are affiliated unless they expressly ask not to be.

When conducting online interviews, college screen backgrounds should only be used when speaking as a representative of the college, not as an individual specialist.

Media training is arranged every two years for the ANZCA president, vice-president, FPM dean and vice-dean and the chair of the Safety and Quality Committee (recognising media interest in this core role of the college). In New Zealand, the New Zealand National Committee leadership is encouraged to attend locally arranged media training.

3. Other resources

- [ANZCA Social Media Policy](#).

4. Concerns or comments

If you have any concerns about this policy, please contact the Policy and Communications unit 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 this policy

ANZCA may modify or amend this policy at any time. Formal notice of amendments will not ordinarily be given, but the current social media policy will be available via the ANZCA website or by contacting the college on +61 3 9510 6299.

6. Change control register

Version	Author	Approved by	Approval Date	Sections Modified
1.0	Policy and Communications unit	Council	13/9/25	Created.

7. Policy review

Promulgated: 2025

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Policy custodian: Executive Director, Policy and Communications