



Document Title

# Media Policy

Policy Owner:	Director – Funds Management
Approved by:	AAM Investment Group Pty Ltd on 20 November 2023
Last review date:	November 2023
Next review Date:	November 2025
Version:	V2



## 1. Purpose

This policy sets AAM Investment Group's (AAM's or Company's) protocol for dealing with the media and responding to media enquiries.

Communicating with the media informs the public of Company activity and is important to achieving the Company's strategic objectives. Clarity and specificity of the messages put to the media is vital in achieving the communications aims of AAM.

## 2. Application

The policy applies to all permanent full time, part time, casual and fixed term contract employees as well as private contractors/consultants and any other person or company which could be reasonably considered to be in a position to speak for or on behalf of, or with relevant knowledge of the business of AAM or any of its subsidiaries or associated entities.

It applies to all forms of media interaction, including verbal, written or electronic (other than social media which must be undertaken in accordance with the Social Media Policy).

## 3. Responsibilities

The Investment Communication and Marketing Coordinator is the single point of contact for the media and is responsible for:

- a. All interaction with the media;
- b. Coordinating the provision of content, reviewing and distribution of all media releases and obtaining relevant approval to issue releases; and
- c. Advising and assisting the Managing Director in response to requests for information and the formulation of pro-active media and communications opportunities/campaigns.

Approved spokespeople are responsible for:

- a. Only interacting with media on issues approved by the Managing Director.

All Employees are responsible for:

- a. Directing any media enquiries to the Investment Communication and Marketing Coordinator;
- b. Raising any potential media issues with the Investment Communication and Marketing Coordinator or Managing Director;
- c. Contacting the Investment Communication and Marketing Coordinator with opportunities for pro-active/positive media stories; and
- d. When media personnel are on site, it is the responsibility of the Site Manager to alert the Managing Director, Director – Managed Investments, Executive General Manager and Investment Communication and Marketing Coordinator of their presence. Notification is required as soon as the Site Manager has been made aware of their presence on site or intention to come on site. Notification can be done through text message (with a follow up email) or email.

## 4. Guidelines

1. Employees must not initiate contact with the media unless authorised by the Managing Director.
2. All media enquiries must be directed to the Investment Communication and Marketing Coordinator to ensure that the Company's response is accurate, coordinated, and consistent.
3. Employees must not attempt to respond to the enquiry under any circumstances without approval from the Managing Director.

4. All media releases, or joint releases mentioning the Company or its activities, must be approved by the Managing Director (or delegate) or the Director – Funds Management (or delegate) and must be issued by the Investment Communication and Marketing Coordinator.
5. Any draft media material prepared is to be provided via the Investment Communication and Marketing Coordinator.
6. Only spokespeople approved by the Managing Director are permitted to speak to or be interviewed by the media.
7. Where Employees are requested to provide comment directly on operational matters, they must refer the enquiry to the Investment Communication and Marketing Coordinator or Managing Director.
8. All media requests for information will be responded to promptly via the Investment Communication and Marketing Coordinator.

## 5. Personal Media Engagement

If anyone covered by this policy is likely to engage with the media in a capacity outside their business or employment relationship with AAM, the following steps are required to be taken:

1. That person should make the Managing Director and the Investment Communication and Marketing Coordinator aware of the position and circumstances which may require that person to make comment to the media.
2. Whenever that person makes comment to the media and there is any possibility of confusion as to the capacity of the person commenting, that person should ensure that the media representative involved is informed that their comments are not intended to be and should not be construed as representing the views of the management or Board of AAM or have any specific or general reference to the business, undertakings or strategy of AAM. The Investment Communication and Marketing Coordinator can provide appropriate wording to be communicated to the media representative on this matter.
3. Whenever that person makes media comment, they are requested to immediately inform the Investment Communication and Marketing Coordinator of the content and circumstances of the media interaction.

## 6. Policy review

This policy will be reviewed every two years. An off-cycle review may be undertaken as necessary.