



Media Policy

AU Sport encourages having a positive presence in the media, be it print, radio, online, local or national; but understands the nature of the industry and the impact negative coverage could have to our members, our clubs, AU Sport and the University.

All media enquiries should go through the AU Sport General Manager, who may choose to represent the organisation and make comment or pass the responsibility of comment to an AU Sport Board Member, AU Sport Sports Development Officer, AU Club Committee Member or the University of Adelaide Marketing and Communication department, depending on the nature of the enquiry.

AU Sport Clubs and its Members

If an AU student or AU Sport Club member is approached to speak to the media, the views that they present may not be shared by AU Sport and its clubs. They need to be aware that they are not representing AU Sport or their club.

An AU Sport Club Committee may represent their Club when speaking to the media but is asked to notify AU Sport when the club has been approached and when a comment has been made.

If you are asked to comment on a contentious issue, AU Sport asks that you notify the AU Sport General Manager before making any comment. In some cases, AU Sport or the University of Adelaide Marketing and Communication department may advise against making a comment and decide to manage the matter.