

# SOP 1.12 – Image and Public Relations

Section 1 – Patrol Operations

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Effective Date – 10 December 2020

Review Date – 10 December 2022

Electronically Controlled Document

## Purpose

To describe the procedure to be followed by applicable agency personnel involved in Public Relations when representing Life Saving Victoria (LSV).

## Scope

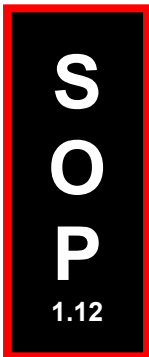
This Standard Operating Procedure (SOP) applies to all Life Saving Victoria (LSV) personnel; paid staff, officers and volunteer members of LSV where engaged in official duties.

## Policy Statement

LSV requires all Patrolling members to adhere to the established policies, procedures and guidelines to ensure safe and effective practices relating to Image and public relations.

## Definitions

Name	Definition
LSV	Life Saving Victoria



## Procedure

### Image

- Display pride in wearing the patrol uniform and whenever carrying out lifesaving duties. Ensuring uniform is neat, tidy and complete.
- Promote an image of professionalism and vigilance through behaviours, communication and physical image.
- Behave in a manner which projects a good image of your club and the lifesaving movement. Skylarking, bad language, improper and dangerous behaviour will not tolerated.
- Operation of rescue equipment must be carried out at all times in a responsible manner, the way in which it is intended and in accordance with the member's training.

### Public Relations

- Be polite and courteous when dealing with the public, other emergency services, fellow members and LSV employees.
- Be considerate and patient when addressing the public, particularly with those members of the community with communication challenges.
- Be open and prepared to provide accurate information regarding lifesaving related matters.
- Use a non-confrontational approach when advising or directing members of the public and fellow lifesavers, fully explain requests and assist to understand your requirements. Always opt for the most conservative outcome when a compromise cannot be reached.

<b>Reference</b>	
Related Documents	SLSA Policy 6.21 - Photography
	SLSA Policy 6.20 - Social Media
	SLSA Policy 6.02 - Privacy

<b>Review</b>	
Date of Issue	10 December 2020
Date Effective	26 December 2020
Date to be Reviewed	1 July 2022
Date to Cease	10 December 2022

<b>Authority</b>
The Life Saving Operations Council Executive has approved this SOP under section 8.3.6(e) of the Life Saving Victoria By-laws, 2019.

