

SOP 1.12 – Image and Public Relations

Section 1 – Volunteer Patrol Operations

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Effective Date – 1 September 2018

Review Date – 1 September 2020

Electronically Controlled Document

Purpose

To provide Life Saving Victoria members with requirements for Image and Public Relations when representing Life Saving Victoria.

Members actively involved in lifesaving duties are regularly in the public eye, this Public Image is affected by behaviour, communication and physical image.

This Public Image as projected to the community has a significant impact on all lifesaving areas. Member should be constantly aware of how they behave and how they portray themselves in social media and in person.

Scope

This Standard Operating Procedure applies to all members and all aspects of Life Saving Victoria activities.

Procedures

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.

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- 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.

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