



## MANAGEMENT SYSTEMS MANUAL

# Sahaja Yoga Australia Communications Policy



This Communications Policy covers internal and external communication including, verbal, written, emails, website, print media, social media, live or recorded streaming, lectures, presentations, audio-visual, handouts and advertising which are essential for effective communication amongst Australian Sahaja Yogis to keep everyone fully informed.

For the purpose of this policy the following descriptions are used:

**LETA Directors** = Trustee Directors of Life Eternal Trust Australia referred to as “Trustees”.

**Sahaja Yoga volunteers** = as it relates to the LETA Deed those who volunteer to support the work of Sahaja Yoga such as the Finance, Bookkeeping, WWCC, and Legal teams.

**Council** = Sahaja Yoga Council and Councillors including Coordinator/s.

**Sahaja Yoga practitioners.**= all those who practice Sahaja Yoga and as a group are referred to as the "Sahaja Yoga Collective" or “Collective”.

### THIS POLICY AIMS TO ACHIEVE FOLLOWING OBJECTIVES

- Raise awareness in the wider community about the LETA/LEPA’s and Sahaja Yoga Meditation Australia’s mission, objectives, activities, training, events and benefits of Sahaj Yoga and meditation, medical research and other areas, in a positive, inclusive manner supporting Sahaj Yoga’s effectiveness in management of individual and group-wellbeing.
- Engage effectively with Trustees, Councillors, Volunteer Representatives and Administration Assistants and the Sahaja Yoga Collective active within the Sahaja Yoga community, including parents of children (attending LETA/LEPA’s training, events, and overnight camps) by providing clear and timely communication and acting on feedback where appropriate.
- Be sensitive to the desires of our community and respond to appropriate changes when necessary.
- Recognise and express appreciation for achievements and the outstanding work done by volunteers.

### COMMUNICATION SHOULD

- Be relevant, accurate, sensitive, and timely
- Enable meaningful engagement with the intended audience.

- Recognise the importance of core values of Sahaja Yoga.
- Not breach copyrights in any form; and
- Have prior consent from any person(s) appearing in any audio or visual media.

Faces of persons under 18 years of age will not be included in any medium to be shared within the community or able to be viewed by the general public.

## MEDIA MANAGEMENT

Council representatives, Sahaja Yoga Volunteers and members of the Sahaja Yoga Collective **are not authorised** to respond to enquiries or spot interview by any press/media organisations and will immediately refer all inquiries to the Legal Compliance Coordinator [compliance.syaus@gmail.com](mailto:compliance.syaus@gmail.com) who will confirm the inquiry and respond to it in due course and may need to obtain legal advice before providing a response.

## GENERAL GUIDELINES and EMAIL POLICY

Our commitment:

Email communication is essential for sharing news and information with Councillors, Volunteers and the Collective.

Our communication will be timely, appropriate, and related to Sahaja Yoga.

This policy encourages positive, productive communications between LETA Directors and Sahaja Yoga Councillors, Volunteers and Collective while protecting all parties and LETA from legal liability and reputation damage and maintain positive communication.

LETA communication policies, rules and expectations are tailored to fit the needs within which we operate as a volunteer organisation.

The following guidelines comprise the LETA email policy as a volunteer organisation covering communications between Directors and volunteers working with the Trust. It does not cover private Emails shared between Sahaja Yoga practitioners.

## WHAT WE ASK YOU TO DO

Our Trustees, Councillors, Volunteers and Practitioners are expected to conduct themselves appropriately when using email communication to share information with others or posting material on public websites connected to Sahaj Yoga.

- All emails written are to be composed with respectful language and intent.
- Both authors and recipients must be open to understanding and attempt to understand the contents of emails in an unbiased manner.
- Emails should respect and maintain the privacy of yogis

- Emails must not bring Sahaja Yoga into disrepute.
- Foul language in any form is prohibited.
- Yogis who work with children and young people under 18 years of age must direct electronic communication through the child's parents only.

#### WHAT IS NOT ACCEPTABLE

Certain types of communications are considered unacceptable under this policy, primarily in the interest of heading off inappropriate or illegal behaviour and protecting LETA, Councillors, Volunteers and Practitioners from liability and as a duty of care to Directors and Volunteers working with the Trust.

Email communications should not be bullying or disruptive in nature, make personal unproven allegations or distribute unsubstantiated claims about Trustees, Councillors, Volunteers, Practitioners, and their families.

Emails of this nature are considered against Sahaja Yoga values and the recipient has every right not to respond.

Sahaja Yogis involved in private companies or business interests will not use the Collective Communication Services or Social Media and Online facilities to promote their ventures.

#### RECEIPT OF INAPPROPRIATE EMAIL

Trustee-Directors, Councillors, Sahaja Yoga volunteers and practitioners are encouraged to report any inappropriate email as outlined to the Legal Compliance Team at [compliance.syaus@gmail.com](mailto:compliance.syaus@gmail.com) who will investigate and address any reports of inappropriate email in a timely manner.

#### CONSEQUENCES OF NON-COMPLIANCE

The Legal Compliance Team is responsible for compliance with this policy as a duty of care to all Sahaja Yoga volunteers and practitioners.

Those involved in non-compliance should be aware there may be consequences for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another person or persons, as outlined in our LETA BULLYING/HARASSMENT POLICY.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, those who publish or pass on false or misleading comments about another person within the Sahaja Yoga community public domain (e.g., Facebook, YouTube, X, Email, WhatsApp and other social media groups) may be liable for defamation.

## ANONYMOUS EMAILS

It is also standard practice to indicate that anonymous complaints, social media posts and other communications are not accepted and are deleted upon receipt.

This is in line with Human Rights provisions that anyone receiving accusations must be able to address what has been communicated with the author of the communication.

## MANAGING PRIVACY

Life Eternal Trust Australia is committed to protecting the privacy of personal information that the organisation collects, holds and administers. Personal information is information which directly or indirectly identifies a person.

Life Eternal Trust Australia complies with the Australian Privacy Principles contained in the **Privacy Act 1988** in handling personal information of its volunteers. Use and disclose personal information such as the Trustees personal Email id is through the person's consent. Without their consent accessing their Email id for matters related to Life Eternal Trust Australia is unauthorised access.

The Trust provides volunteers and stakeholders with the right to seek access to information by contacting [life.eternal.trust.australia@gmail.com](mailto:life.eternal.trust.australia@gmail.com)

## STATE COMMUNICATION

A team of suitably qualified volunteers will operate at a State level to create and share local State related messages and announcements to the State Collective by various media, and produce advertisements and literature for the public in conjunction with State Councillors.

State Council representatives will keep the State Collective advised about meetings, relevant announcements and general information relating to Sahaja Yoga and the Collective. Any paid advertising at a State level will require prior budget approval and approval of any content by the State Councillors and the Trustees.

Communication should always be respectful, dignified and focused on positivity and spreading joy, and always reflecting the will and love of HH Shri Mataji.

**State Councillors** will communicate via email and social media and restrict messages to their state with the focus on establishing and retaining a settled enjoyment in the Collective.

State Council messages intended for the National Collectives, such as National Puja invitations will be referred to and distributed by the National Councillors via the National email service and social media where appropriate. Messages from or to overseas Trusts, Councils or other bodies will be referred to the Trustees for action.

## NATIONAL COMMUNICATION

A team of suitably qualified volunteers will produce and share National Collective related messages and announcements to the National Collective and produce advertisements and literature for the public domain via state or national printed or electronic media in conjunction and with two tier approval from National Councillors and the LETA Trustees.

Any public announcements or advertisements involving substantial funds or important aspects relating to Sahaja Yoga will be shared with the LETA/LEPA Trustees before publication as a liability protocol and for input. Any paid advertising at a National level will require prior budget approval and approval of the content and expenditure by National Councillors and the LETA/LEPA Trustees.

**National Councillors and Coordinators** will communicate with the Australian Collective via email or social media ensuring all messages are positive with the focus on establishing and retaining a settled enjoyment in the Collective and reflecting HH Shri Mataji's will and desire for Her family and spreading Her message and blessings. Message will require two tier approval from National Councillors and the LETA

**No private message services.** No Councillors/Coordinators will have access to a private message service to the Collective bypassing normal processes via our Communications Team

and no Councillors/Coordinators will use our Communication Services to send private/personal/unapproved/critical or defamatory messages to the Australian Collective or to overseas Councils, Trusts or Sahaja Yogis.

**LETA Trustees and Administration volunteers** will communicate with the Collective directly via the National email service currently managed by Mr Tiralongo without reference to the Councillors or the Coordinator. The Trustees may also communicate via the LETA email service.

Messages intended for International Collectives, such as Puja invitations, International Tours etc. and messages with potential disturbances, or involving overseas Collectives, Councils, Trusts or Committees are to be referred to and managed by the Trustees.

Extensive information and advice regarding Life Eternal Trust Australia and Life Eternal Properties Australia, including required policies are available on the LETA website at: [www.syletanews.com](http://www.syletanews.com)

The Trustees can be contacted with any inquiries on: [life.eternal.trust.australia@gmail.com](mailto:life.eternal.trust.australia@gmail.com)

## MANAGEMENT OF COMMUNICATION SERVICES

The LETA Trust supports, funds, and has overall full responsibility and legal liability for the management of our Communication Services and associated social media activities.

To avoid legal liability and retain a peaceful environment for the Collective all messages intended for National or Overseas Distribution are to be approved by a two member Trustee media Communication Team only, who will all provide their approval or changes in writing to the Communication Manager, presently Mr Charles Tiralongo.

Communication with overseas Trusts will be the responsibility and role of the LETA Trustees only.

## COMMUNICATING WITH TRUSTEES

All communications in relation and addressed to LETA/LEPA Trustee Directors is to be via the official LETA Email address [life.eternal.trust.australia@gmail.com](mailto:life.eternal.trust.australia@gmail.com) and not to personal

email addresses. This ensures all Trustees receive messages, can respond accordingly and an easily accessed record is kept.

**NOTE:** Emails sent to the personal email id of the Trustees with respect to matters related to Life Eternal Trust Australia will not be responded to. The Trustees email id's are for their personal use only. It is requested that messages relating to or referencing LETA/LEPA include a CC to the Trustees email: [life.eternal.trust.australia@gmail.com](mailto:life.eternal.trust.australia@gmail.com)

Anything of a confidential nature can be sent to [compliance.syaus@gmail.com](mailto:compliance.syaus@gmail.com).

## CONTACTING LIFE ETERNAL TRUST AUSTRALIA

The communication channel to engage with Life Eternal Trust Australia is to send an email to [life.eternal.trust.australia@gmail.com](mailto:life.eternal.trust.australia@gmail.com) which will reach all the Trustees.

This is the preferential method for all people to contact NGOs which has also been put in place by other Sahaja NGOs such as the World Foundation and the Central Committee.

## LETA / LEPA WEBSITES

The official website [www.leta.org.au](http://www.leta.org.au) has been produced and published to display the Sahaja Yoga Australia structure and operations and required policies for the benefit of government agencies, banks, insurance companies etc.

A news style website [www.syletanews.com](http://www.syletanews.com) has been produced and published for the use of Sahaja Yogis and provides a deeper understanding of Sahaja Yoga Australia operations and structure.

LETA/LEPA provide and manage both websites.

LETA/LEPA may provide communication relating to its role and responsibilities directly to the Sahaja Yoga Collective via its own email message service.

## INTERNATIONAL COMMUNICATIONS

To respect the structural operations of all International Trusts all communication with International Trusts will be managed by Life Eternal Trust Australia.

Sahaja Yoga Australia works with, supports, participates with, and enjoys our wider international family during international events and tours and warmly welcomes brothers and sisters from around the world.



Signed.

Director / Trustee LETA/LEPA

Creation date: 30/6/2019

Revised November 2024