



## **Landscape of Grand Pré Inc.**

### **Communication Policy**

#### **1. Purpose and Application**

This Communication Policy is to establish requirements and guidelines for the Landscape of Grand Pré Inc. ("**Corporation**") for external communications by the Corporation, including the sharing of information about the Corporation to the public, visitors, stakeholders, donors and media. This policy applies to all directors, officers, employees, contractors, and volunteers ("**Corporation personnel**").

#### **2. Guiding Principles**

The success and long term viability of the Landscape of Grand Pré Inc., and the UNESCO World Heritage Site to which it dedicates its work, is furthered by positive and balanced relationships with its stakeholders, communities and the public. The Corporation's aim for these relationships is effective consultation and cooperation, to be achieved through transparent and timely communications. The Corporation's personnel are expected to undertake internal and external communications with honesty and integrity in an environment where all persons are treated with dignity and respect.

Open dialogue, including criticism which is intended to improve the business of the Corporation by clarifying or instructing, should be welcomed when delivered with respect and tact. Destructive criticism, which is designed to detract from the Corporation's business or harm another person, will not to be practiced by Corporation personnel or accepted from others.

The standard of the Landscape of Grand Pré Inc. is a work environment respecting personal characteristics and diversity through lawful communication and actions. Corporation personnel have the responsibility to foster an understanding of others' differences in order to create an environment where those differences contribute to a better Corporation.

#### **3. Types of Information**

General and routine information is information that would not otherwise be classified as information required to be kept confidential, or private because of privacy laws.

Confidential information is information not widely disseminated within, or external to, the Corporation which, if disclosed, could be detrimental to the Corporation's interests by interfering with the Corporation's pursuit of a specific objective or strategy, with ongoing negotiations, or with its ability to complete a transaction, project or obtain funding.

Wherever practical, confidential information should:

- be identified as such;
- be stored in locked cabinets or rooms to which access is restricted, and/or be subject to secure limited access of electronically stored computer information;
- be removed promptly from meeting rooms at the conclusion of meetings;
- not be discussed in places where the discussion may be overheard; and
- not be copied unnecessarily or discarded where others can easily retrieve it.

Private information is information that meets the definition of Private Information in Canadian and provincial regulation. Private information will be secured and protected as required by such regulations.

#### **4. External Communications**

All public statements made on behalf of the Corporation must be made or authorized by the Board Chair or the Executive Director.

No other member of the Corporation's personnel will speak to the media without the prior consent of the Board Chair or the Executive Director. Only the Board Chair and the Executive Director have authority to act as spokespersons for the Corporation.

Corporation personnel should recognize that public statements of personal opinion regarding the Corporation, or representing a personal opinion regarding the Corporation as a fact or position of the Corporation, may not be in the Corporation's best interests without first determining that is a position or fact of the Corporation and should refrain from such communications.

Corporation personnel who are invited to make speeches or presentations about the Corporation to public meetings, industry groups, conferences, or public meetings are expected to provide an outline of their presentation to the Board Chair, receive the approval of the Board Chair prior to accepting invitations, and receive approval of their presentation package prior to the event.

Records of the Corporation are available to the members and the public upon request to the Board Chair or Executive Director, with the following notable exceptions:

- personal information
- law enforcement or legal proceedings information
- information which might violate the solicitor-client privilege
- a trade secret, a trademark, or commercial, technical, financial, or labour relations information which might, if released, harm the competitive or sustainable position of the Corporation; and
- draft or preliminary information which is not in final or approved form.

In the normal course of business, the Corporation will make all corporate and financial information filings as required by law. Any external requests for records or information regarding the Corporation should be directed to the Board Chair or Executive Director.

#### **5. Media / Press Communication**

All media relations activities are coordinated by the Executive Director who will consult with the Board Chair on the appropriate action and spokesperson assignment. Unless otherwise

authorized by the Board Chair, media relations activities and media interviews are restricted to the Board Chair and the Executive Director. In addition, the Board Chair is the primary spokesperson for the Corporation on matters of corporate governance.

All media enquiries must be referred to the Executive Director as soon as possible for consultation with the Board Chair and for follow-up by a designated spokesperson.

From time to time, other designates or subject-matter experts may be called upon to speak to the media regarding specific areas of responsibility or subject matter. These opportunities will be pre-arranged in consultation with the Board Chair.

Unless in conflict with business purposes or the resources of the Corporation, media deadlines are to be respected wherever possible.

The designated spokesperson has a duty to speak truthfully and openly to the best of his/her knowledge regarding the Corporation, subject to any disclosure restrictions for confidentiality or privacy purposes.

Corporation personnel who are not authorized to serve as spokespersons will not respond on behalf of the Corporation to any enquiry from, or initiate communication with, the media.

## **6. Stakeholder Relations and Communication**

The Corporation fosters an approach and environment in which it actively seeks ideas, input and feedback from stakeholders in order to advance the mandate of the Corporation and to cultivate connections with others. The Corporation especially recognizes the unique cultural and historic perspectives of Aboriginal people, the Acadians, and the local community in these efforts.

Those acting on behalf of the Corporation are receptive to the input of others and capture it for consideration by the Corporation. When disagreements occur and remain unresolved, Corporation personnel are expected to demonstrate respect for the views presented. As determined appropriate by the board or the Executive Director, the Corporation will provide relevant, timely and transparent communications to the public.

The Corporation will use the most cost effective and appropriate means of communicating and consulting with stakeholders, which may include using its website, social media, electronic communications and newsletters, surveys, public events, focus group discussions or open house events.

## **7. Review and Amendment**

This Code of Conduct will be reviewed yearly by the board and may only be amended by the board.

Approval Date: November 15, 2017

Last Review Date: November 15, 2017