
COMMUNICATION POLICY

Purpose

The purpose of this Communication Policy is to establish clear, comprehensive guidelines for all forms of communication at Trendie. This policy ensures that all communication is consistent, open, and aligns with the company's values and strategic objectives. By fostering effective communication, we aim to create a transparent, inclusive, and engaged workplace where all employees are informed and can contribute meaningfully.

Scope

This policy applies to all employees at Trendie, including full-time, part-time, temporary, and contract staff. It encompasses all types of communication within the organisation, including but not limited to emails, meetings, instant messaging, and face-to-face interactions. It also covers external communications with clients, partners, suppliers, and the public.

Communication Principles

- **Transparency:**

We are committed to open and honest communication. Important updates, decisions, and organisational changes will be shared promptly to ensure that all employees are well-informed. This transparency fosters trust and a collaborative work environment.

- **Consistency:**

All communication should consistently reflect Trendie's core values and strategic goals. Messages must be clear, accurate, and disseminated in a timely manner to avoid misinformation and confusion.

- **Inclusivity:**

We strive to create an inclusive communication environment where every employee, regardless of their role or location, has access to relevant information. We encourage diverse voices and perspectives to be heard and valued in all forms of communication.



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- **Clarity:**

Communication should be straightforward and understandable. Avoid jargon and complex language to ensure that messages are accessible to everyone. Clarity reduces misunderstandings and enhances the effectiveness of our communications.

- **Feedback and Engagement:**

We value and encourage open dialogue. Employees should feel comfortable sharing their ideas, concerns, and feedback. Leaders are expected to foster an environment where team members can speak up and contribute to discussions without hesitation.

Communication Responsibilities

- **Leaders and Managers:**

Leaders and managers are responsible for ensuring that all communication within their teams is clear, consistent, and aligned with Trendie's strategic goals. They should actively disseminate important information, encourage open dialogue, and support their teams in adhering to this policy.

- **Employees:**

All employees are expected to communicate in a respectful, professional manner that aligns with Trendie's values. Active participation in the communication process is encouraged, including sharing feedback, asking questions, and engaging in team discussions.

- **HR and Communications Department:**

The HR and Communications Department is responsible for developing and implementing communication strategies, providing tools and resources to facilitate effective communication, and ensuring adherence to this policy. They will also provide training and support to enhance communication skills across the organisation.

Communication Channels

- **Internal Communication:**

- **Emails:** Use for formal communication, important updates, and announcements.
- **Team Meetings:** Regular meetings to discuss team progress, project updates, and company news.

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- **Intranet:** A centralised platform for sharing company-wide announcements, policies, and resources.
- **Newsletters:** Monthly newsletters to highlight achievements, upcoming events, and organisational changes.
- **External Communication:**
 - **Client and Partner Communications:** All external communications should be consistent with Trendie's brand and values. Obtain approval from the relevant department before distributing any official communications.
 - **Public Announcements:** All public statements, press releases, and social media posts should be carefully crafted and approved by the Communications Department.
- **Digital Communication:**
 - **Video Conferencing:** Use for virtual meetings and presentations. Ensure that all participants have the opportunity to engage and contribute.
 - **Instant Messaging:** Suitable for quick, informal communications. Maintain professionalism and be mindful of tone.
 - **Social Media:** All social media interactions should align with the company's social media guidelines and be conducted in a professional manner.

Procedures

- **Communication Approval:**
 - Obtain necessary approvals for external communications from the Communications Department to ensure consistency with Trendie's messaging and brand guidelines.
 - Sensitive or high-level internal communications should be reviewed by the HR Department before dissemination.
- **Handling Confidential Information:**
 - Employees must exercise discretion and confidentiality when communicating sensitive information. Use secure channels for such communications and adhere to the company's confidentiality policy.

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- **Responding to Feedback:**
 - Managers should regularly seek feedback from their teams and provide constructive responses. Create an open forum for discussions where employees can freely express their ideas and concerns.
- **Training and Development:**
 - The HR Department will offer regular training sessions on effective communication practices to enhance skills across the organisation. Participation in these sessions is encouraged for all employees.
- **Monitoring and Compliance:**
 - The HR and Communications Departments will monitor communication practices to ensure compliance with this policy. Non-compliance will be addressed through coaching, additional training, or disciplinary measures if necessary.

Compliance and Enforcement

Trendie is committed to fostering effective communication across the organisation. Any breach of this policy may result in corrective action, which could include additional training, formal warnings, or other disciplinary measures in accordance with the company's disciplinary procedures.

Review

This policy will be reviewed annually to ensure it remains effective and relevant. Any amendments will be communicated to all employees in a timely manner. Employees are encouraged to provide feedback on this policy to facilitate continuous improvement.