



## **New South Wales Group**

**Standing Order 04/2020**  
Version 3

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**AAL Advertising, Recruiting & Development in NSW Group**

**Date of Effect – Immediate and Ongoing**

**Circulation**

**All Group Staff  
All Officers Commanding Wing  
All Officers Commanding Squadrons**

**Cc:**

**Chief Commissioner  
Federal Staff**

# AAL Advertising, Recruiting & Development in NSW Group

## 1. Preamble.

- 1.1. This Standing Order defines the NSW Group Council's requirement for all Wings & Squadrons to abide by a common and uniform approach to how the Group Portrays itself to the public.
- 1.2. To date there has been a lack of conformity & continuity by Wing's & Squadron's with various Names, Logos, Email Signatures, Facebook Presence, Web Sites etc. being used, all of which are different and pose a level of confusion in the minds of the public.
- 1.3. Marketing "Best Practice" would use a single/uniform message to project a consistent image across the organisation. As NSW Group has a Development Officer, Group are going to take advantage of experience and knowledge in this area, thus to further help promoting the "ONE" Group/Organisation that being the Australian Air League.
- 1.4. The Group Council does recognise that for some years squadrons have used Mascot names for local area promotion(Squadron boundaries only), these squadrons need to reapply to the GExC for permission to use the mascot name locally **BUT** outside the Squadron local area (Squadron boundaries) Mascot names are **NOT** to be used.

## 2. Purpose.

- 2.1. The purpose of this Standing Order is to outline the process, regulations and rules for all Wing's & Squadron's for the use of the overall look of any advertisement out to the public in all forms of media.
- 2.2. Wing OC's are reminded they should take a key role in the enforcement of this standing order and bring to the attention of the NSW Group Council those Squadrons who disregard or don't comply with this standing order.

## 3. Actions Required.

- 3.1. All forms of advertising/recruiting need to be approved by the NSW Group Council **BEFORE** release under advisement to the Group Council by the Group Executive Commissioner.
- 3.2. Under No Circumstances is any Officer, Cadet, Associate Member or person on behalf of a squadron or wing to engage with **ANY** media organisation Local or National (TV, Radio, Newspaper, Podcast etc.) or media personalities without prior approval of the Group Executive Commissioner NSW Group and NSW Group Council.
- 3.3. The NSW Development Officer **MUST** be made aware of the advertising/recruiting and must sight the advertising/recruiting proposal **BEFORE** it is released. The material supplied will be vetted with a view to align it to the NSW Group advertising format to ensure uniformity in the messaging we show to the public. The Group Development Officer will then pass on any instances of non-conformance and recommendation to not proceed/proceed to the Group Executive Commissioner NSW Group who will then advise the Group Council of the decision.
- 3.4. The words AUSTRALIAN AIR LEAGUE and the approved AAL Logo **MUST be a prominent part of any advertising in both size and text with the Squadron name is to be secondary with any mascot name to be smaller and not the dominant feature, this is also a requirement if approved mascot name is to be used for local purposes.**
- 3.5. Allowances will be made/allowed for those Squadrons who are single gender and have no plans to combine at the time of the flyer/advertisement being released.

3.6. The Signature block on all the emails using the Air League Domain are to be set out as follows;



NAME  
CONFIRMED APPOINTMENT  
New South Wales Group  
Australian Air League Inc.  
m: CONTACT NUMBER  
e: EMAIL ADDRESS  
<https://www.airleague.com.au>

- (1) FRO 02/2020 at paragraph 13.0 sets this out.
- (2) A page on the website <https://www.airleague.com.au/member-faqs/> sets out how this is done and provides an example logo.
- (3) No Colour is to be used in anyone's signature block or colour AAL Logo used on any advertisement.
- (4) No rank is to be used in email signatures, but awards are acceptable e.g. LM, DSA, MSA etc.
- (5) Those using a private email account are **not to use any Air League email signature block in any form**, simply name only.

3.7. The approved AAL logo must also be included in the layout of any Web, Facebook, Twitter account etc. (refer header page or email signature block) No other logo is acceptable, nor any modification to the approved logo is acceptable or allowed.

3.8. Squadrons are not permitted to change or modify the AAL logo in anyway for their own purposes, nor make up their own.

3.9. No Squadron is permitted to use any other domain name other than that provided by the Australian Air League for an Air League related Web Site etc.

3.10. Reference is drawn to Federal Administration Instruction No.68  
<https://www.airleague.com.au/download/fai-no-68-01-08/>

3.11. The Australian Air League Manual Section 4 Para 4.2  
[https://manual.airleague.com.au/wiki/Post\\_Nominals\\_and\\_Signature\\_Block](https://manual.airleague.com.au/wiki/Post_Nominals_and_Signature_Block)

3.12. Australian Air League Manual -Internet & Social Media Policy  
[https://manual.airleague.com.au/wiki/Internet\\_and\\_Social\\_Media\\_Policy\\_Para\\_2.6.14.2](https://manual.airleague.com.au/wiki/Internet_and_Social_Media_Policy_Para_2.6.14.2)

3.13. Form 46i is also required **BEFORE** setting up any web site or Facebook page.  
<https://www.airleague.com.au/download/form-46i-aal-internet-application-registration/>

#### 4. Permission Approvals.

4.1. Permission approvals must be sought in writing with a brief of the proposed advertisement or to use a mascot name locally to the Group Executive Commissioner via email or post should a Squadron wish to use mainstream local or national media not less than 1 week prior to the advertisement release.

4.2. Email: - [gexc.nsw@airleague.com.au](mailto:gexc.nsw@airleague.com.au)

#### 4.3. Mailing Address P.O. BOX 192 MOUNT KURING-GAI NSW 2080

- 4.4. If a Squadron is applying it would be recommended to include your Wing OC. on the details of the application.
- 4.5. Consultation with the Development Officer before permission approval has started would be recommended to speed up the process and correct any glaring omissions etc.
- 4.6. Email: - [development.nsw@airleague.com.au](mailto:development.nsw@airleague.com.au)

#### 5. Summary:

- 5.1. Due to the confusing message and the general public identifying units as other than the Australian Air League, it has become necessary for the Group Council to affirm the standardisation of the message we send out to the public be uniform, consistent and of the same basic format.
- 5.2. The Group Development Officer has some great advertising materials which can be localised to suit each squadron/wing, so the Group Council is strongly against Squadrons "making up their own" flyers etc. The new Group flyers have already been proven and have had a great impact and success rate. There are also Federal advertising materials available on request.
- 5.3. Should a Squadron wish to do something different they **MUST** submit their proposed recruiting design (flyer) to the Group Development Officer **BEFORE** release, the Development Officer has the right to alter and change the flyer or to reject it, The Group Development Officer will inform the GExC NSWG of any decision made in regard to the proposed flyer or seek guidance from the GExC NSWG.
- 5.4. Whilst some Squadrons will have issues with this Standing Order, it is hoped that all squadrons in NSW will understand the reasonings behind the decision of the Group Council, that being;
- The need to give the public a clear, concise and consistent recruiting message.
  - Local advertising should reflect the Group Advertising standard, so we have a consistent message, but mascot names for local work need to be approved.
  - There have been some bad "looks" in the local media in recent times with uniform breaches and general grooming standards being ignored along with incorrect information being released to the press.
  - The public referring to a Squadron by an alternate name rather than the Australian Air League and the name of the Squadron.
  - No knowledge at Group Council of advertising until after the event and then having to deal with the fallout from any breeches or bad publicity generated.
6. It is hoped that this Standing Order will set the scene now for future recruiting and development in NSW Group to give a unified and consistent message about the Air League and the Group in general.

On behalf of the NSWG Council

Lt Comr. Jeff Remington, DSA., MSA  
Group Executive Commissioner