



# Kho Kho Australia

## Media & Communications Guideline

**Version:** 2.0

**Approved by:** Kho Kho Australia National Committee

**Effective Date:** 2<sup>nd</sup> February 2026

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### 1. Purpose

This Media & Communications Guideline provides clear direction on how Kho Kho Australia (KKA) is represented across all forms of media and public communication.

It aims to:

- Ensure consistent and accurate messaging
- Protect the integrity and reputation of Kho Kho Australia
- Clarify when permission is required to represent or reference KKA

### 2. Scope

This guideline applies to:

- All KKA members, players, officials, volunteers, and affiliates
- All community and local Kho Kho groups
- Any person or group referencing Kho Kho Australia

It covers all media types, including:

- Social media
- Print and online publications
- TV, radio, podcasts
- Interviews, press releases
- Events, exhibitions, and promotional activities

### 3. Key Principles

- **Consistency:** One clear national message
- **Accuracy:** Information shared must be factual and not misleading
- **Authorisation:** Permission is required to speak on behalf of KKA
- **Respect:** Communication must be inclusive, positive, and professional



#### 4. What Is Allowed (No Permission Required)

The following activities are allowed, provided they do **not** imply official representation of Kho Kho Australia:

- Local or community groups promoting their **own activities** using their own group name
- Individuals posting personal Kho Kho-related content
- Sharing or reposting official KKA posts without alteration
- Local media engagement **about local activities only**


**Recommended disclaimer for independent groups whose controlling members are not KKA members:**

“This group/page is independent and is not an official representative of Kho Kho Australia.”

#### 5. What Requires Prior Permission

Written approval from Kho Kho Australia is required before:

- Using the **Kho Kho Australia name, logo, or branding**
- Claiming or implying affiliation, endorsement, or collaboration with KKA
- Representing KKA in:
  - TV, radio, podcast, or online interviews
  - Print or digital media articles
- Issuing press releases referencing KKA
- Promoting national initiatives or sanctioned events
- Advertising exhibition matches or events claiming KKA involvement
- Creating co-branded or sponsored content

 **Approval requests must be sent to: [KhoKhoAusMedia@outlook.com](mailto:KhoKhoAusMedia@outlook.com)**

#### 6. What Is Not Allowed

The following are not permitted:

- Speaking to media on behalf of Kho Kho Australia without authorisation
- Using the KKA logo or branding without written approval
- Publishing false, misleading, or speculative information about KKA



- Using personal or local contact details alongside the KKA logo
- Posting political, offensive, discriminatory, or divisive content linked to KKA
- Issuing press releases or official statements referencing KKA without approval

## 7. Logo and Branding

- The Kho Kho Australia logo and branding are the intellectual property of Kho Kho Australia Inc.
- Unauthorised use is prohibited
- Approved materials must display **official contact details only below:**

✉ [KhoKhoAustralia@outlook.com](mailto:KhoKhoAustralia@outlook.com)

Website: <https://khokhoaustralia.org.au>

## 8. Events and Exhibitions

- The KKA logo may only be used for events **sanctioned or approved** by the National Committee
- Promotional materials must be reviewed by KKA Media Committee before public release
- Sponsor or partner logos may appear alongside KKA branding only with approval of KKA Media Committee

## 9. Breach of Guideline

Breach of these guidelines may result in:

- A request to remove or correct content
- Written clarification or guidance from KKA
- Restriction from future collaborations or promotions
- Potential legal action

## 10. Contact

### General Communication:

✉ [KhoKhoAustralia@outlook.com](mailto:KhoKhoAustralia@outlook.com)

### Media, Approvals, and Collaborations:

✉ [KhoKhoAusMedia@outlook.com](mailto:KhoKhoAusMedia@outlook.com)