

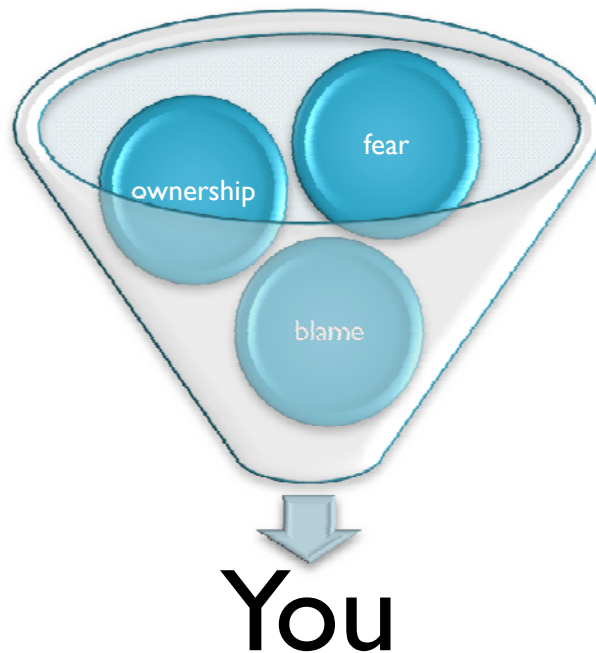


Key stakeholder communications: briefing the Minister

Crisis Communications and Issues Management
Summit 2008

Governments and crisis

- Politicians + crisis + media
- (blame, fear, reassurance)





Effective crisis response

- Contain an issue by:
 - Executing plan of action
 - Retain control and credibility
 - Reduce risk of prolonging crisis
- Then move on with your recovery plan



Impact of governments

- Biggest single influence
- Agenda and priorities
- Constant media interaction
- Potential result is explosive



Understanding government

- Risk averse
- Responsive to public and media
- Guided by cycles
- Options open
- No surprises
- Increasing professionalisation
- Issues management and creation
- Balancing tension



First steps

- History and priorities
- Research
- Identify influence and relevance
- Identify other factors
- Audit political capital



Political capital

- Charitable arm
- Community player
- Appeal of product/services
- Board members and networks
- Sponsorship or assistance



Building relationships

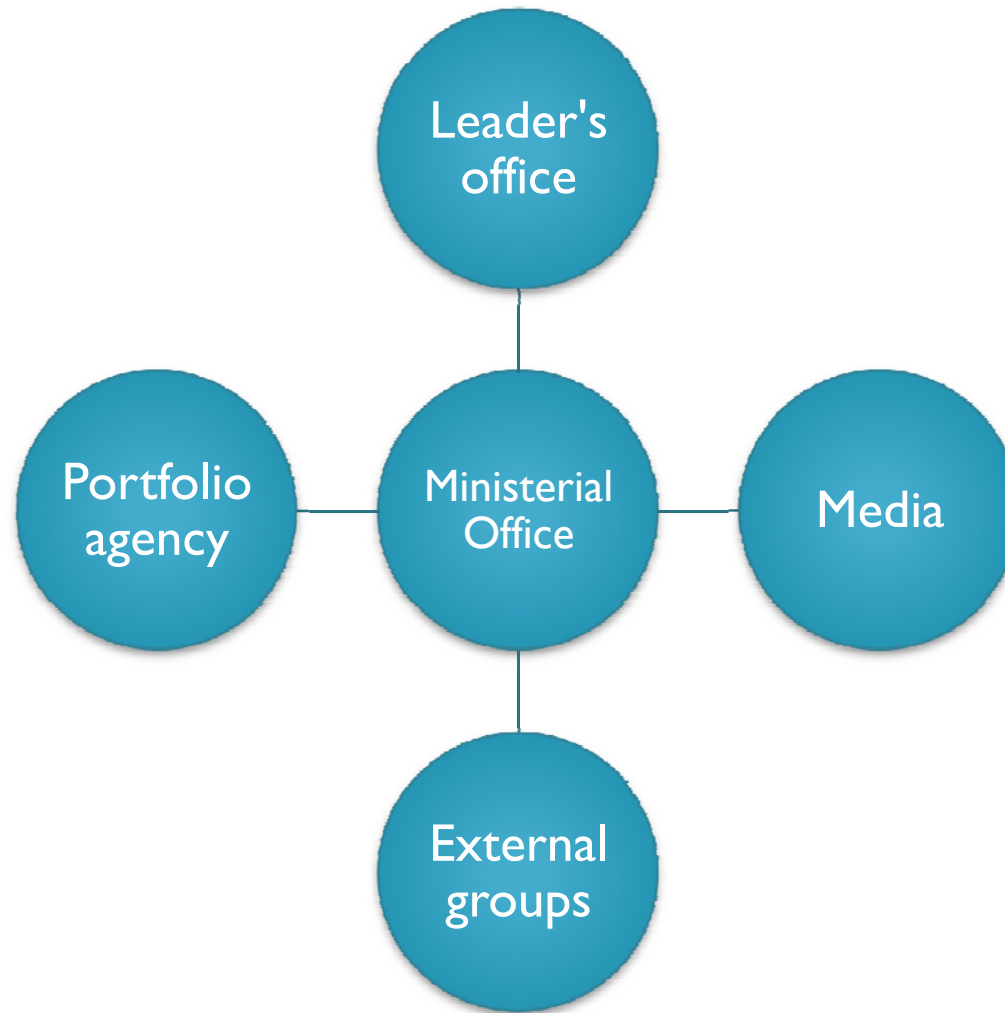
- Chief of Staff
- Stay focused
- Prepare briefing material
- Demonstrate your understanding
- Establish a future point of contact
- Agency rep



Maintaining relationships

- Appropriate level of contact
- Resist emails
- Be selective

The information game





Trust

- Links to other parties
- History
- Other issues
- Contacts
- Hidden agendas



When a crisis occurs

- Early, often and upfront contact
- No spin
- No surprises
- Reassurance
- Be realistic



Stakeholders

- Affected local MPs
- The Opposition
- Unions
- Lobby/community groups
- “Experts” and commentators



Parliament

- Question Time
- Motions/Petitions/Legislation
- Parliamentary committees
- In NSW, a Standing Order 52
- Freedom of Information Requests



Don't forget

- Ombudsman
- ICAC
- Crime/ Justice Commissions
- Administrative Decisions Tribunal
- Auditor General
- Health Care Complaints Commission
- Other bodies with regulatory or oversight responsibility



Remember

- Get political
- Stage management
- Exposure is a driver
- Special conditions apply
- Keep it simple