



POLICY NO. 4/03

Communication

1.0 Rationale

- 1.1 The purpose of this policy is to outline the Bush Fire Coordinating Committee's (BFCC) role in the communication of bush fire related issues with the public.
- 1.2 The need for a BFCC Communication Strategy is driven by the perception that there are conflicting messages being delivered by agencies and that a whole of government approach is required in respect to the management of fire in the landscape.
- 1.3 The aim of the BFCC Communication Strategy is to detail the arrangements for a coordinated response to the communication of bush fire related issues.
- 1.4 All government agencies employ a variety of ways and means to communicate, and provide information in multiple formats to accommodate diverse needs.
- 1.5 Government agencies routinely identify and address communication needs and issues in the development, implementation and evaluation of policies, programs, services and initiatives.
- 1.6 Government agencies employ a variety of means to communicate specific messages to key audiences. To do so, they have developed strong partnerships with community members and organisations. The BFCC recognises that these networks are valuable.
- 1.7 It is important for Government agencies to provide the public with timely, accurate, clear, objective and complete information about its policies, programs, services and initiatives.
- 1.8 Government agencies and employees are encouraged to communicate openly with the public about policies, programs, services and initiatives they are familiar with and for which they have responsibility.

2.0 Policies

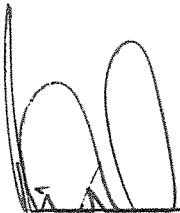
- 2.1 A Communication Working Party is to be convened under the auspices of and report to the BFCC through the Policy Development Standing Committee.
- 2.2 The Communications Working Party is responsible for:

- The development of bush fire related communication that stems from the BFCC Communication strategy.

- Coordinating collaborative work so as to achieve coherent and effective communications with the public on issues related to bush fire management.
- Ensuring that bush fire related communication is timely, practical and accurate.
- Monitoring the implementation of the BFCC Communications Strategy.
- Reviewing the BFCC Communications strategy on a regular basis.
- Reporting to the Policy Development Standing Committee on the status of the Communications Working Party for feedback and reporting to the BFCC.

3.0 Implementation

- 3.1 Member organisations of the BFCC are to nominate a representative for the Communication Working Party
- 3.2 The Convenor of the Communications Working Party should sit on the Policy Development Standing Committee.



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Chairman
20 November 2003