



SERVICE STANDARD 1.4.1

ORGANISATIONAL COMMUNICATION

Item	Description
Version Number	1.1
SOPs	> None
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Policy Contact	Director, Corporate Communications
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1 Purpose

- 1.1 Effective communications and engagement are essential in fostering a unified NSW Rural Fire Service (NSW RFS) for all members – One NSW RFS. They are also integral to the professional operations, service delivery and reputation of the NSW RFS.
- 1.2 The NSW RFS is committed to implementing effective and efficient methods of communication to keep its members and other relevant stakeholders informed of the strategic direction, corporate objectives, initiatives, issues and planning decisions.

2 Policy

- 2.1 All NSW RFS members have a key responsibility to ensure that the NSW RFS' communications are effective and that information is passed on without distortion from one part of the NSW RFS to another.
- 2.2 Feedback and information sharing involves all NSW RFS members in a participative and cooperative relationship through all levels of the organisation.
- 2.3 The NSW RFS approach to organisational communication is captured in the One NSW RFS Communication and Engagement Strategy (the Strategy). The Strategy provides a communication and engagement framework, to ensure such activities are coordinated, focused, and that they reach the targeted audiences in a timely, consistent and professional manner.
- 2.4 The Strategy is reviewed annually and updated as appropriate by Corporate Communications.
- 2.5 To ensure consistency and provide volunteers and staff with access to approved templates, Corporate Communications maintains the One NSW RFS Tool Kit and Brand Guidelines. The One NSW RFS Tool Kit contains a suite of branded templates and resources to assist members in developing consistent communications materials.
- 2.6 NSW RFS members are reminded that external communications activities on behalf of the NSW RFS are considered Government Communication, and may be subject to additional requirements. Therefore, members are encouraged to use approved resources from the One NSW RFS Tool Kit.
- 2.7 While pre-approved templates may be used, the content of the public communication activities may require approval (depending on its content, audience and reach).

- 2.8 All sections of the NSW RFS, including business units, Regional/District offices and Brigades, are responsible for managing communication requirements for projects and initiatives within their area of responsibility.
- 2.9 Business units, Regional/District offices and Brigades are encouraged to inform Corporate Communications of activities, issues, research and development, new policies, initiatives, 'good news stories' etc for dissemination throughout the NSW RFS, for example through the Bush Fire Bulletin, or online channels.

State Level Communication

- 2.10 Corporate Communications manages key communications activities and initiatives.
- 2.11 Directorates are encouraged to inform Corporate Communications about events, activities and projects.
- 2.12 All key corporate projects (i.e. those managed through the Corporate Planning Office) must have a communications plan outlining the key stakeholders, key messages and a schedule of communication activities.

District Level Communication

- 2.13 Districts are responsible for managing and disseminating information to brigades where appropriate.
- 2.14 Districts shall establish communication and engagement mechanisms where appropriate (e.g. District communication channels, meetings, and forums).
- 2.15 Districts shall provide support to brigades on communication matters and provide any necessary approvals or referrals for public communication.

Brigade Level Communication

- 2.16 Brigades are responsible for managing and disseminating information to brigade members where appropriate (e.g. in brigade meetings or through brigade secretary).
- 2.17 Brigades are encouraged to establish communication activities at a local level, consistent with the NSW RFS Communication and Engagement Strategy.

3 Related Documents

- > [NSW Government Brand Guidelines](#)
- > [SS 1.4.2 NSW RFS Brand](#)
- > [SS 1.4.6 NSW RFS Websites](#)
- > [One NSW RFS Communication and Engagement Strategy](#)
- > [One NSW RFS Tool Kit](#)
- > [One NSW RFS Brand Guidelines](#)
- > [NSW RFS Social Media Toolkit](#)

4 Amendments

Amendment date	Version no	Description
21 November 2003	1.0	> Initial release as SS 1.1.22
5 November 2007	1.1	> Repealed and remade SS 1.1.22 v1.0 > Updated title of business unit (from Corporate Communications to Media and Public Affairs)

23 November 2015	1.0	<ul style="list-style-type: none"> ➤ Repealed and remade SS 1.1.22 v1.1 ➤ Renumbered as SS 1.4.1 to align with SS Index categories ➤ Added reference to the One NSW RFS Communication and Engagement Strategy and associated Toolkits
17 May 2019	1.1	<ul style="list-style-type: none"> ➤ Repeals and remakes SS 1.4.1 v1.0 ➤ New clause 2.5 – One NSW RFS Toolkit and Brand Guidelines ➤ New clause 2.6 – external messaging on behalf of NSW RFS is considered Government communication ➤ New clauses 2.10 – 2.17 – State, District and Brigade level communications ➤ Link added to NSW Government Brand Guidelines