



SERVICE STANDARD 1.4.1 ORGANISATIONAL COMMUNICATION

Item	Description
Policy Title	Organisational Communications
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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 Service's communication system is 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's position on 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.
- 2.5 All sections of the NSW RFS, including business units, Regional/District offices and Brigades, should regularly 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.
- 2.6 Corporate Communications will maintain a collection of templates and prepared content for use by business units, Regions/Districts and brigades (the One NSW RFS Tool Kit).

3 Related Documents

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

4 Amendments

Amendment date	Version no	Description
5 November 2007	1.0	<ul style="list-style-type: none">> Originally issued as SS 1.1.22> Name changes – Corporate Communications to Media & Public Affairs
23 November 2015	2.0	<ul style="list-style-type: none">> Renumbered as SS 1.4.1 repealing SS 1.1.22 v1.1> SS revised to refer to the One NSW RFS Communication and Engagement Strategy and associated Toolkits