



Why good comms matter (but do they?)

February 2021



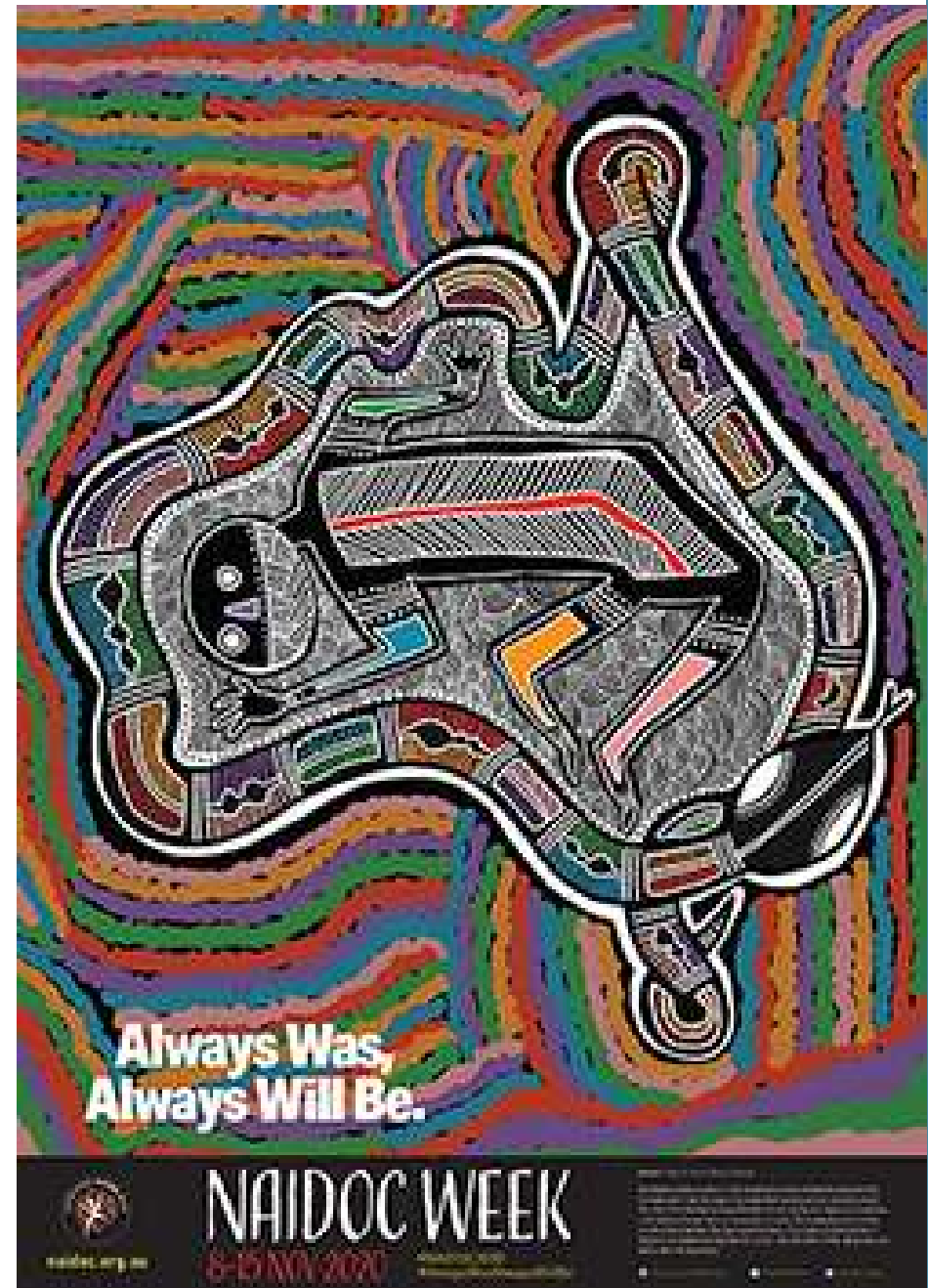
Acknowledgement of country

I'd like to acknowledge the Traditional Owners on all of the lands wherever you are today.

I pay my respects to Elders past, present and emerging who may be with us today.

I would like to acknowledge the connection that Indigenous Australians hold to country and culture, particularly at this time of great uncertainty.

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Who said?



From managing communication to managing reputation

Why is reputation important to a regulator?

Open doors

Build cooperation and collaboration

Promote constructive dialogue

Encourage alliances

Buy time in a crisis

Build belief in a shared vision

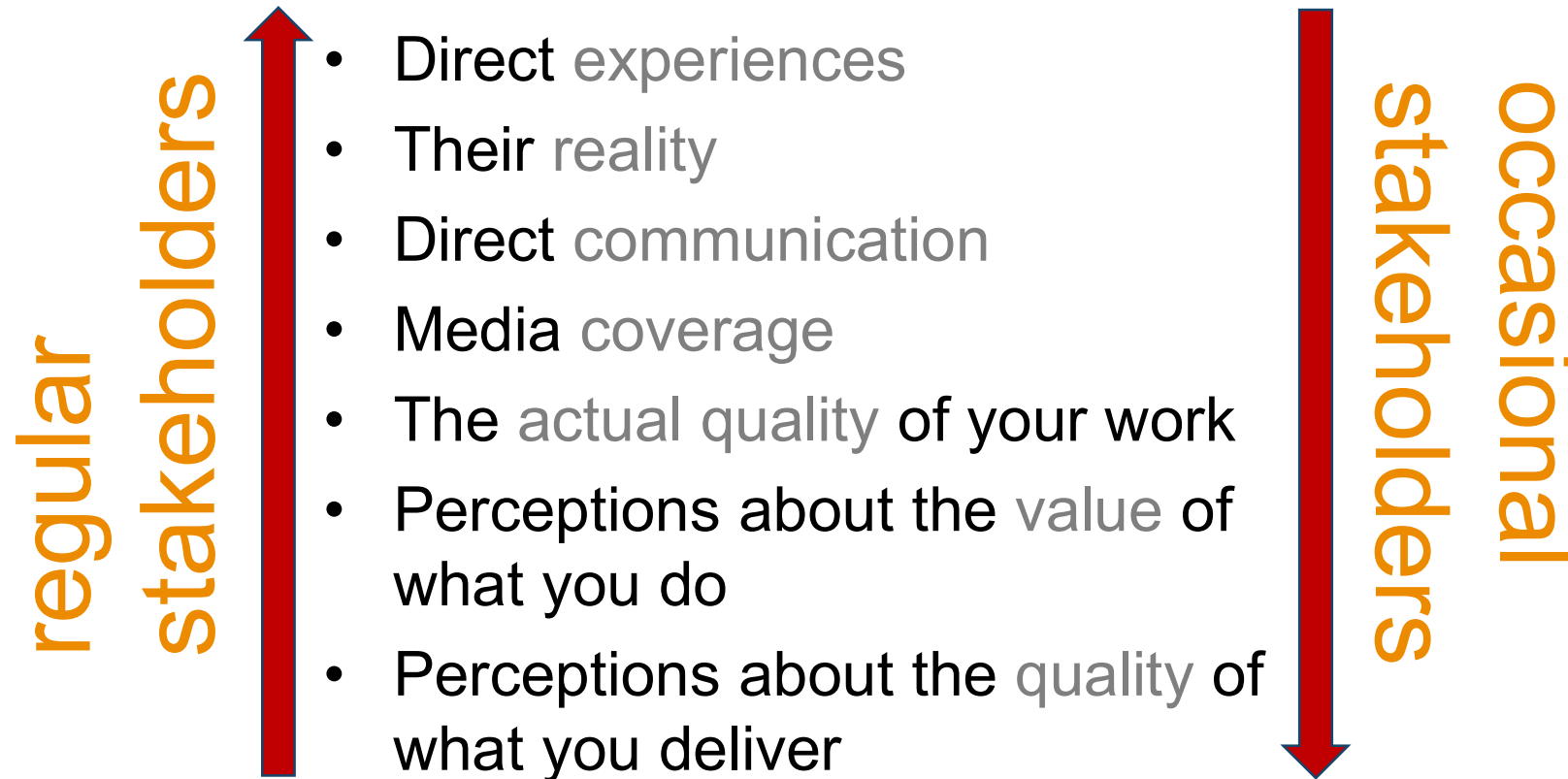
Unlock discretionary effort (of staff)

Generate open communication

Essential to effective working relationships

Maintain our licence to operate

What are the drivers of reputation?



Source: Reputation management in local government: In search of a measurement paradigm M. Bryne 2010



the **communications** core actions

These are the core actions that tell people what you can do and are doing for them... they show your residents what they get for their money:

- manage the media effectively to promote and defend the council
- provide an A-Z guide to council services
- publish a regular council magazine or newspaper to inform residents
- ensure the council brand is consistently linked to services
- good internal communications – make sure staff and members are informed

MORI research up and down the country shows that these, along with the environmental actions on page 6, are drivers of our reputation.



+



then



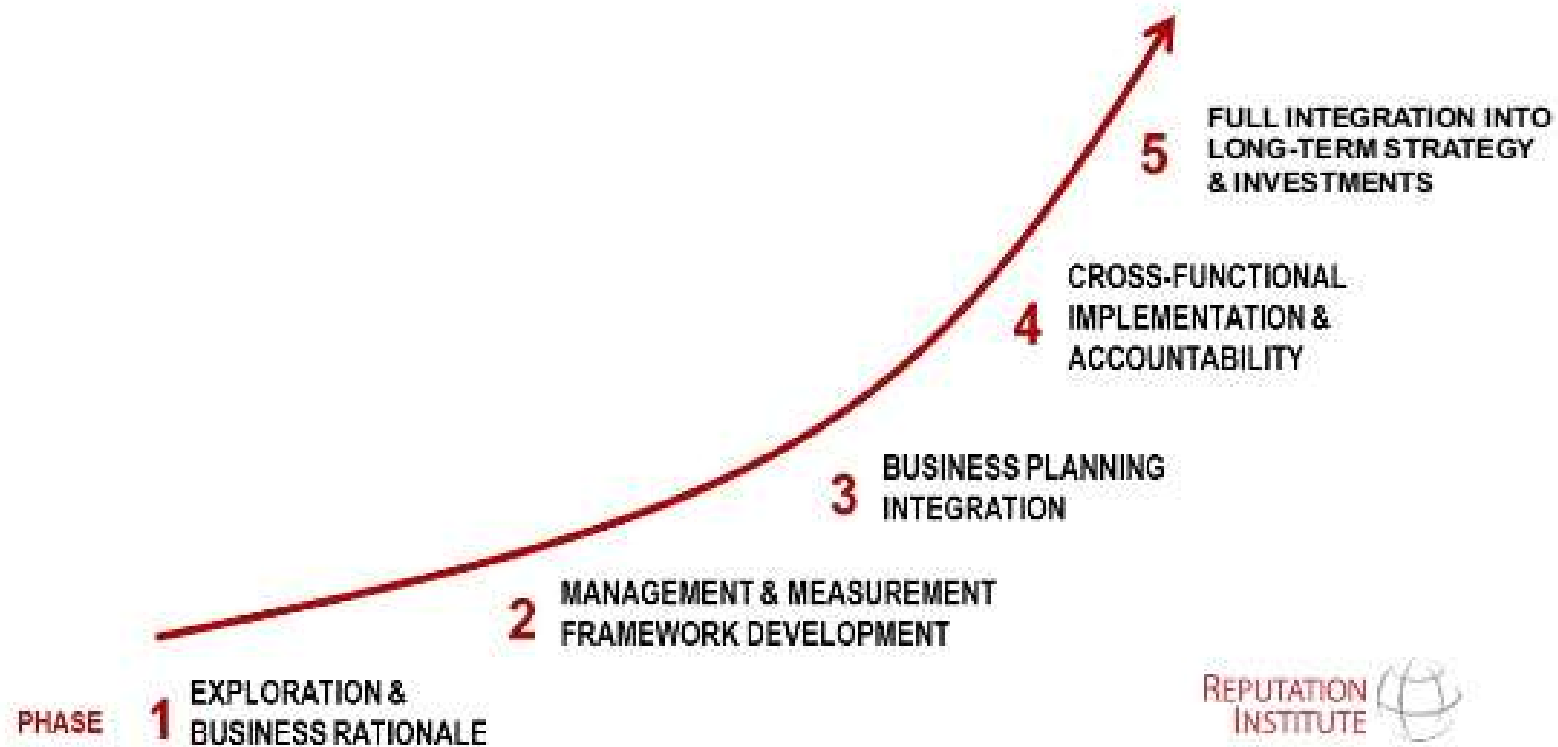
CHANNELS

CULTURE

CONTENT



WHERE ARE YOU ON YOUR REPUTATION JOURNEY?



Channel review 2016-17

Evaluated channels for effectiveness and efficiency

Reviewed organisation's needs

Established centralised communication team

Developed new writing standards

Established web content standards

Overhauled media approach

Established performance metrics

Established reputation attributes

Our reputation attributes



Trusted and impartial



Active (updated from responsive)



Connected



Transparent



Innovative and farsighted



Professional and credible

2017 stakeholder (reputation) survey

2017 stakeholder (reputation) results	Overall								
Overall satisfaction	58%	39%	55%	78%	61%	57%	58%	61%	82%
Communication with stakeholders	60%	52%	54%	83%	56%	55%	54%	78%	82%
Stakeholder consultation and engagement	68%	42%	76%	88%	71%	47%	77%	86%	100%
Providing information to the commission	58%	43%	55%	70%	50%	72%	58%	83%	72%
The commission's processes	55%	42%	45%	74%	60%	57%	62%	57%	73%
Interactions with staff	64%	49%	57%	82%	73%	62%	74%	71%	81%
Outcomes and decisions	53%	35%	46%	75%	61%	49%	78%	56%	77%



CHANNELS



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Culture strategy 2017-18

Every division had its own response plan – mapped to the reputation drivers

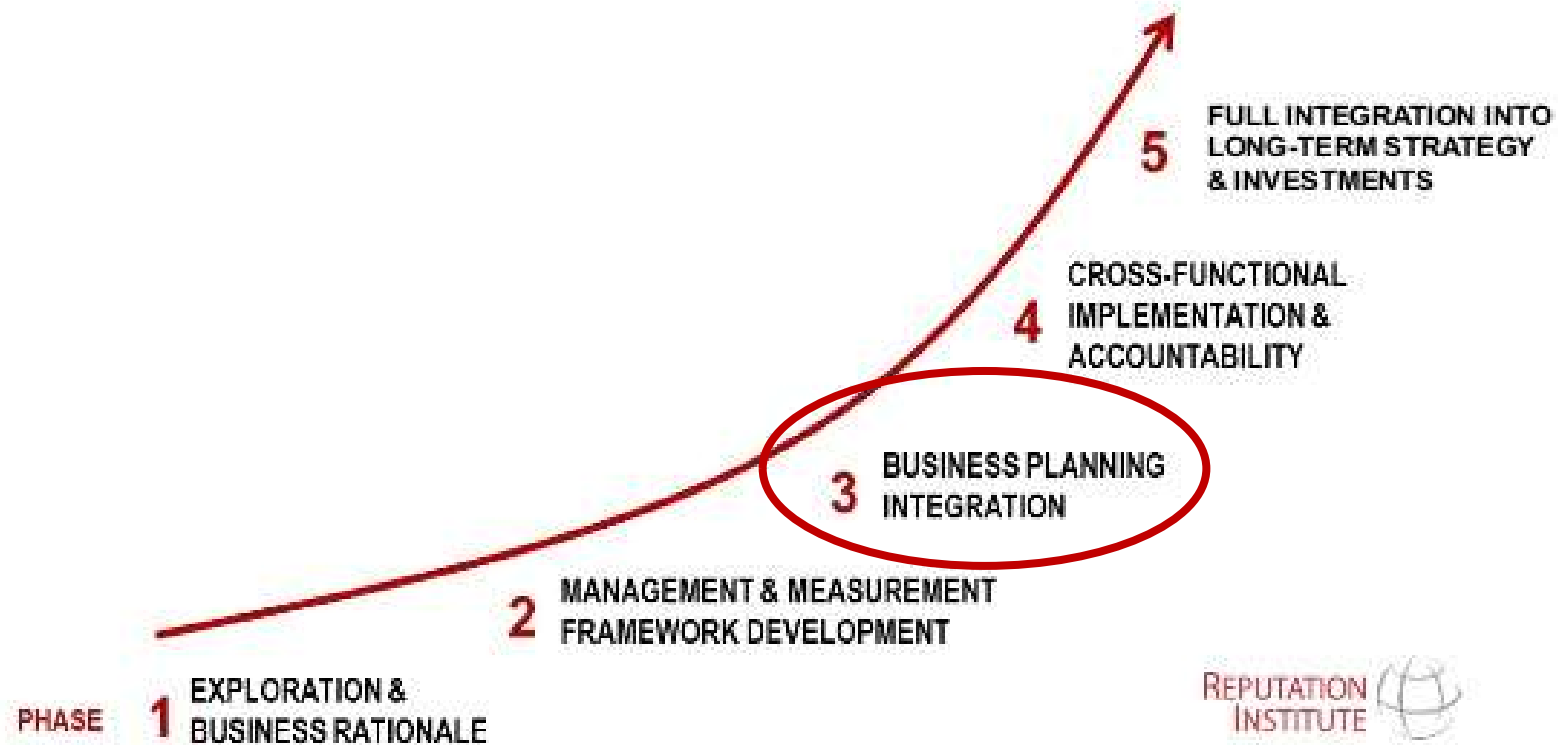
Consultation charter review – inside out reform

Plain English training

Communication planning tools



WHERE ARE YOU ON YOUR REPUTATION JOURNEY?



Channel strategy 2018-19

Developed 2-year digital strategy

New website

Established social media presence and strategy

New Stakeholder Engagement Framework

Engagement skills training

2017 to 2019 - overall

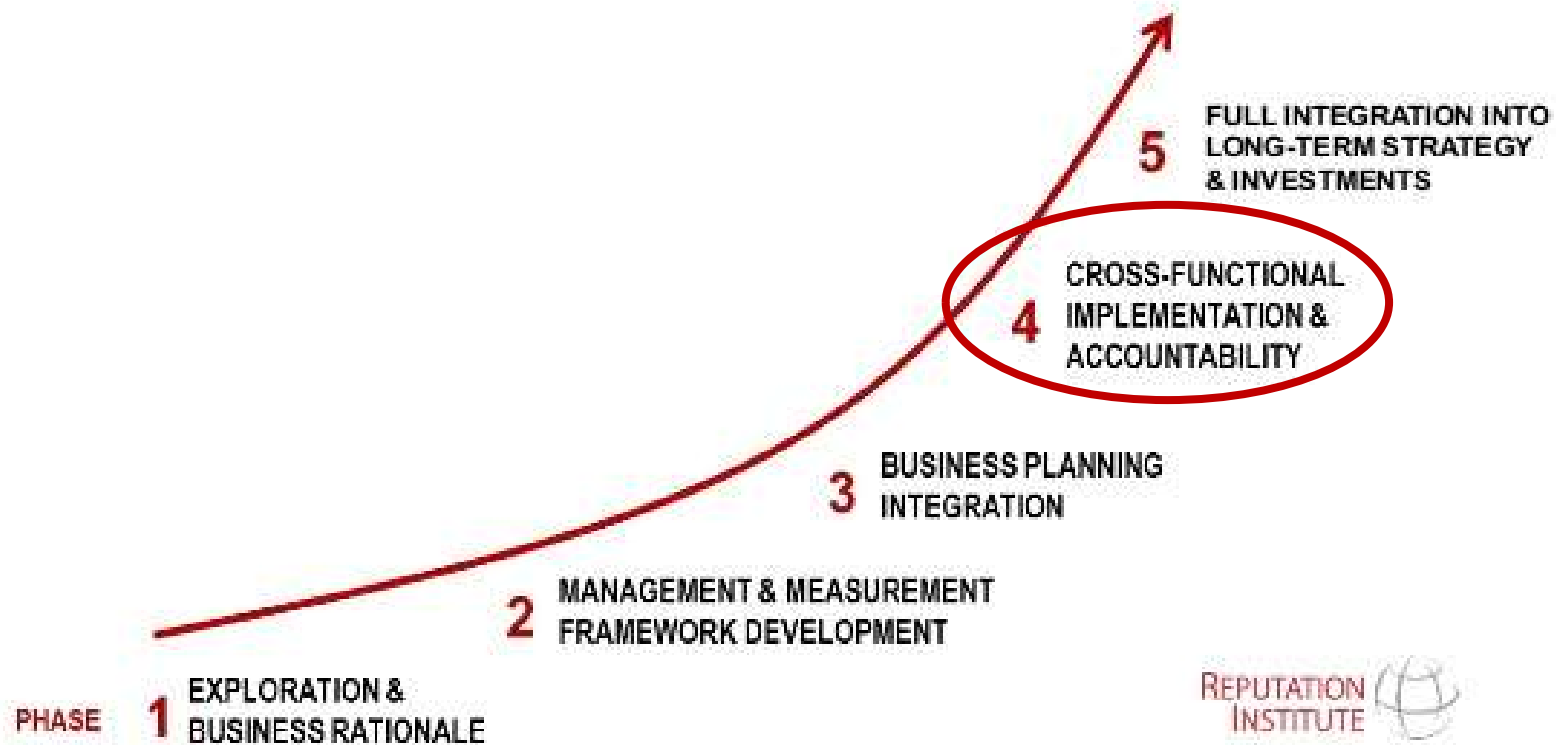
	2017	2018	2019	
Overall satisfaction	58%	61%	64%	+6%
Communication to stakeholders	60%	67% ↑	72%↑	+12%
Stakeholder consultation and engagement	68%	75% ↑	73%	+5%
Providing information to the commission	58%	65% ↑	66%	+8%
The commission's processes	55%	62% ↑	67%↑	+12%
Interactions with commission staff	64%	73% ↑	70%	+6%
Outcomes and decisions	53%	59% ↑	59%	+6%

2019 stakeholder (reputation) survey

2019 stakeholder (reputation) results	Overall							
Overall satisfaction	64%	54%	62%	80%	67%	79%	64%	71%
Communication with stakeholders	72%	65%	73%	88%	63%	81%	73%	71%
Stakeholder consultation and engagement	73%	58%	73%	86%	76%	73%	81%	83%
Providing information to the commission	66%	55%	66%	74%	72%	85%	76%	73%
The commission's processes	67%	51%	61%	83%	57%	84%	72%	75%
Interactions with staff	70%	56%	56%	85%	63%	86%	78%	78%
Outcomes and decisions	59%	47%	71%	75%	53%	78%	71%	75%



WHERE ARE YOU ON YOUR REPUTATION JOURNEY?



2019-20 – Year 3

- reputation survey III
- developed divisional engagement strategies
- It's your Energy integrated communication campaign
- stakeholder engagement audit
- new (temporary) engagement role
- advanced facilitation skills
- Engage Victoria now standard
- new intranet





CHANNELS



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CONTENT

Themes

The strong regulator

The connected regulator

The compassionate and
visionary regulator



WHERE ARE YOU ON YOUR REPUTATION JOURNEY?

