

DRAFT

Interim Communications and Media Protocol

1. Protocol Owners

The Communications and Media Protocol (Protocol) owners are:

- Branch Manager, Communication and Media Branch, Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA)
- Branch Manager, NDIS Service Delivery and Clients Services, NDIS Launch Transition Agency
- Branch Manager (?) title, South Australian Government, and
- Their respective team members

Operationally, the contacts are:

- a. Section Manager, Client and Community Engagement, NDIS Launch Transition Agency
- b. Director Service Delivery South Australia, NDIS Launch Transition Agency
- c. Director Disability, Aging and Carers, Department for Communities and Social Inclusion, South Australia

2. Purpose of Protocol

This protocol identifies the protocol owners and relevant processes to managing communication and media about the National Disability Insurance Scheme (NDIS) in South Australia. This protocol contributes to the collaborative engagement between NDIS launch transition agency, FaHCSIA and the South Australian Government to create processes for the following:

- a. Identification of priorities for response
- b. Quality and consistency
- c. Timeliness
- d. Delivery
- e. Risk management

This includes all information that is relevant to respective Ministers, service users, service providers, stakeholders and the community.

3. Information Sharing Principles and Mutual Assurance

NDIS information is defined as all relevant communication strategies and media issues relating to the South Australian launch site of the NDIS.

High Level Principles

Principle 1: Commonwealth and State government are partners in the South Australia NDIS launch site

Principle 2: The partners ensure that communications are managed in accordance with the appropriate legislative frameworks

Principle 3: Partners agree to appropriate, respectful and timely engagement between teams, both informally (i.e. phone call and emails), and formally, (i.e. cross-agency working groups and face-to-face meetings)

Principle 4: There is the opportunity for greater awareness of communication and marketing activities where joint opportunities exist and a coordinated approach to reaching common customer segments with common messaging.

4. Timeframe

This protocol is an interim working agreement until the long term protocol is endorsed as part of the bilateral agreement of the NDIS in South Australia.

5. Process, Framework and Guidelines

This protocol agrees the following operational processes for all communication strategies and activities relating to the NDIS in South Australia developed by NDIS Launch Transition Agency, FaHCSIA or South Australian Government:

- a. Developed documents containing key messages about the NDIS in South Australia will be agreed by the operational contacts in this protocol.
- b. Public events about NDIS in South Australia will be agreed by operational contacts in this protocol and contributed to by both governments
- c. Changes to documents and currently agreed communication products about the NDIS in South Australia will be agreed by the operational contacts in this protocol.

In the event of media issues will be managed as follows:

- a. Issues concerning NDIS governance, administration, branding and/or service delivery are the responsibility of the NDIS Launch Transition Agency and FaHCSIA
- b. All parties will work cooperatively in managing media issues that in the first instance affect only one organisation yet have the potential to affect the other.

NDIS Launch Transition Agency, FaHCSIA and South Australian Government will communicate on a regular basis and confer, as required, over special issues, such as:

- response to requests for comment or input from the media, and;
- response to negative press.

This protocol agreed the following joint business management strategies:

- a) NDIS Launch Transition Agency, FaHCSIA and South Australian Government will communicate regularly as required to ensure a collaborative and consistent approach.
- b) NDIS Launch Transition Agency, FaHCSIA and South Australian Government will undertake post implementation discussion, as appropriate, to measure the effectiveness of communication, media and marketing outputs and activities.
- d) NDIS Launch Transition Agency, FaHCSIA and South Australian Government agree to inform each other when a breakdown in communication is identified, and agree to resolve issues collaboratively.
- e) NDIS Launch Transition Agency, FaHCSIA and South Australian Government agree that if a breakdown in communication cannot be resolved the team will refer the issue to the relevant Branch Manager for resolution.

6. Agreement

This protocol is agreed by:

Branch Manager, Communication and Media Branch, Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA)

Branch Manager, NDIS Service Delivery and Clients Services, NDIS Launch Transition Agency

Branch Manager (?) title, South Australian Government; and