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Document tendered by	MR WES FANG MLC
Received by	GLENN HILL
Date:	2 / 11 / 23
Resolved to publish	Yes / No

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MO comments

Overall, the draft communications plan is supported – a quality document to be built upon. Requests for added content and some comments are below (which may already be planned for future docs). Please note any operational concerns with the feedback below. MO will reconsider if any of these approaches pose a risk to staff or the successful deliver of operations.

There will be one communications plan which clearly shows key accountability/ for MO or NPWS. .

The Minister is keen to be across the operational details so that she can demonstrate that decisions are made on a thorough understanding of the need for action and the risks that need to be carefully managed.

The announcement to consult on a new method will be from the NSW government. Any NPWS references will focus on the location – Kosciuszko National Park and not the NPWS staff. If the change is adopted, the focus for the MO would move to building support for the need for action and the focus for NPWS would be to lead all operational comms (for the action that NPWS has been directed to do to meet their legislative obligations).

High level summary for each phase

Can we please add the basic messages for each stage to the diagram on page 1. For example:

Phase one – *The NSW Government is considering an amendment because KNP is too important and we have tried everything.*

Phase two - *if an amendment is approved – we have decided to amend the plan because (effective, good welfare outcomes, etc and safeguards are in place to ensure integrity of the program).*

Phase three – *operational focus – to protect KNP and ensure public safety, we are using the most skilled staff, safety is primary, some parts of the parks will be closed, go here for information.*

Other comments

Comms plan

There should be proactive community messaging during operations (weekly during phase three and four – park closures, responses to issues raised about carcasses, security reminders, etc). NPWS lead.

Dedicated website (sub site - easy to access) for updates – closures, operations, etc. All plain English. NPWS Lead.

Key messages

Under KNP values, we should add the pastoral historical cultural association for some at the end. The message needs to be that we urgently need to protect the values of the park, but this does not mean that we are destroying or dismissing the pastoral history (huts etc).

Please add to **'have your say'** section in key messages table: the value of genuine consultation (it is a statutory requirement for many things we do to manage national parks, this is not a decision taken lightly, the Minister will genuinely consider all submissions); consider are there specific questions we would ask .

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Security. Can we have one or two options for standard safety messages to add to most things: a security plan in place, regularly reviewed, you will notice security guards, etc?

Can we add info on the recreational values of the park, including that horse riding is allowed.

Can we add information about the status of the horse population (small, evolved to the landscape), including the attributes that create challenges for rehoming (ie they are not always desirable).

Consider the need to emphasise that the scale of the operation is only temporary (if and when the scale becomes an issue, and because the problem was allowed to get so big).

Regarding reproductive control, this message could be strengthened. This is an urgent

Actions

These are some actions we brainstormed, some of which are already captured in the comms plan.

What	Who	By when
<p>Draft amendment</p> <ul style="list-style-type: none"> • Policy docs ready to go, with related comms to encourage feedback (model on original fact sheet for original plan consultation), online form etc, emails to stakeholder data base. • Encourage feedback – if you support, how would you want to see it used. If you do not support, how would ?? • Have options clear – publish or not? 	<p>the Act requires:</p> <ul style="list-style-type: none"> - The Minister direct the Department to prepare an amendment - The Dept prepares the proposed amendment - The Dept runs the consultation process (including with statutory advisory bodies etc) and provides a report to Minister - Minister considers the input etc and decides whether to adopt the plan (with any alterations the Minister thinks fit) . <p>The department is sending up a brief recommending an appropriate direction from the Minister. Clearedt rhogu legal.</p>	<p>asap</p>
<p>Media release with attached Q and As (and fact sheets)</p>	<p>NPWS (Greg) prep and MO approval (Nat lead)</p>	
<p>Additional Q and As</p> <ul style="list-style-type: none"> • Need to response to the list of things that have gone wrong before. • Why does NPWS take parts of the dead horses? They're sometimes 		

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<p>needed for samples to test for?</p> <ul style="list-style-type: none"> • What condition are the horses in? Not long ago, they were suffering terribly in the drought and this will certainly happen again. • Why aren't pet food companies taking the horses (if we could get a response from industry as to why not, that would be a supporting message). 		
<p>Media pack (products)</p> <ul style="list-style-type: none"> • Images • video footage • Charles Davis for native animal images • maps – animation (zones – best known locations – showing extent) • 'animals under threat' fact sheet • Fact sheets (see below) 		
<p>Fact sheets</p> <ul style="list-style-type: none"> • Values of KNP. • Operations (to an appropriate level, including key facts from SOPs). • Carcass management • Others? 		
<p>Background stakeholder list (senate inquiry, Sharwood, Snowitall, Steve cuff (local media and photographer), etc)</p>		
<p>Minister actions</p> <ul style="list-style-type: none"> • internal comms to staff – for each phase • 		
Updated comms resources on website	NPWS	
Location options for announcement	NPWS	asap
Key facts for staff and advice on how they respond (FAQs)	NPWS	Before announcement
Media briefing		

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	Note, Minister will need to be briefed on some operational details as she is keen to be knowledgeable and this will support NPWS messaging etc.	
Line up statements of support <ul style="list-style-type: none"> • ISP (Garrett) • RSPCA (support method and will audit to ensure) 	MO	Around announcement
Difficult questions	Nat and Greg to do	Mid July
Minister's folder (timeline, phases, CAP members, early plans for next week(s))		