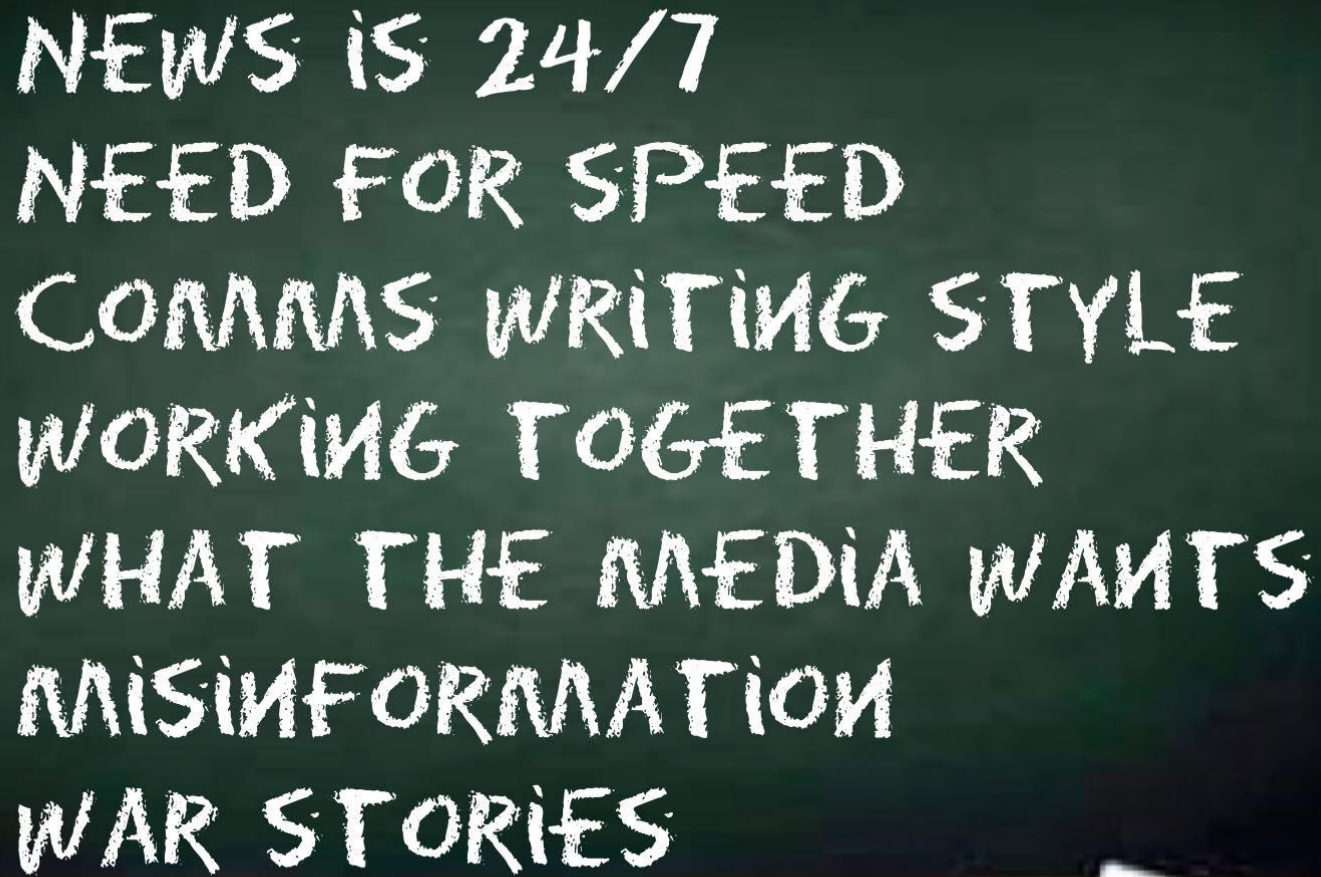


Communicating during a response

November 2023

What we'll cover today

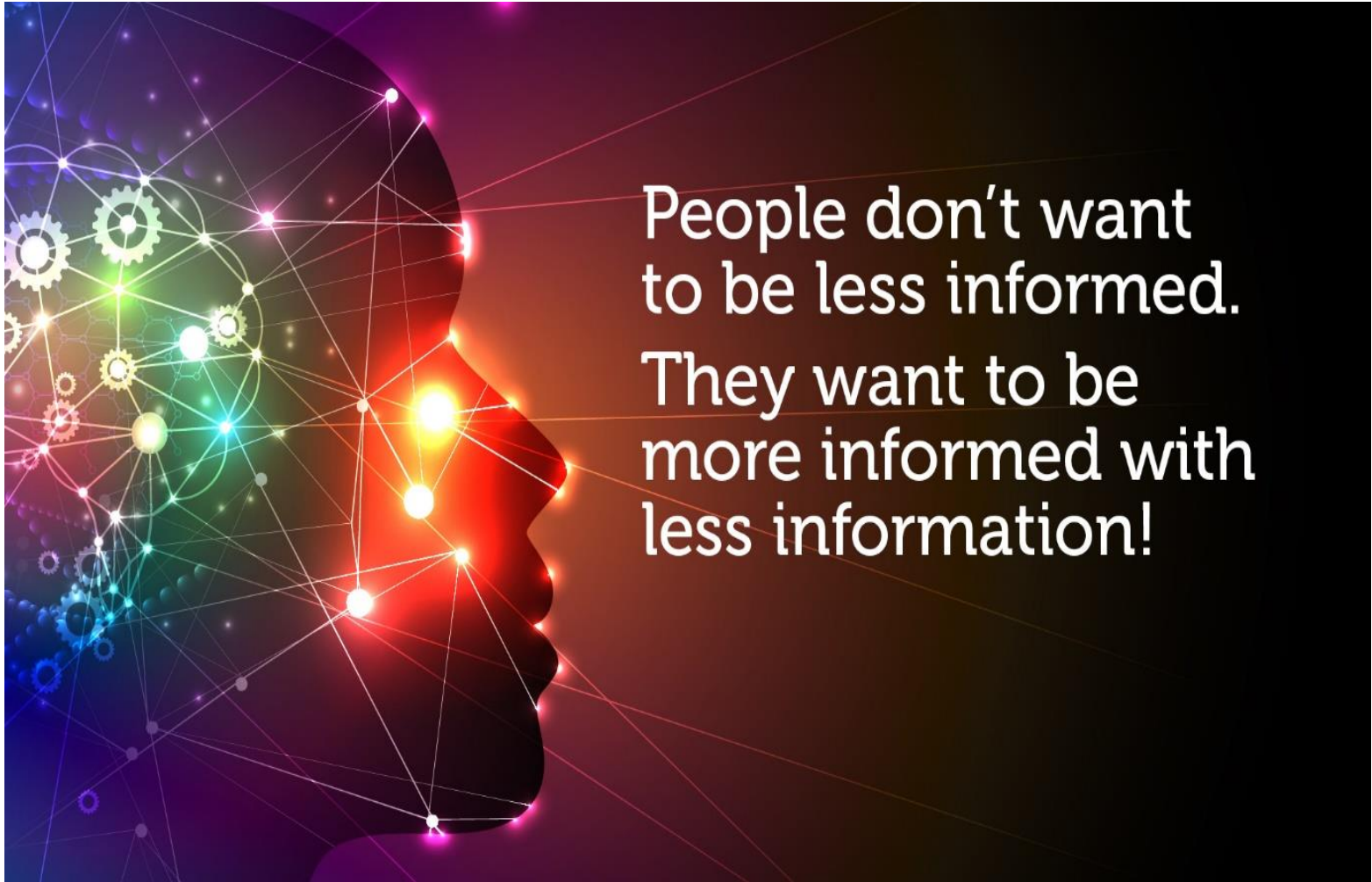


NEWS IS 24/7
NEED FOR SPEED
COMMAS WRITING STYLE
WORKING TOGETHER
WHAT THE MEDIA WANTS
MISINFORMATION
WAR STORIES









People don't want
to be less informed.
They want to be
more informed with
less information!

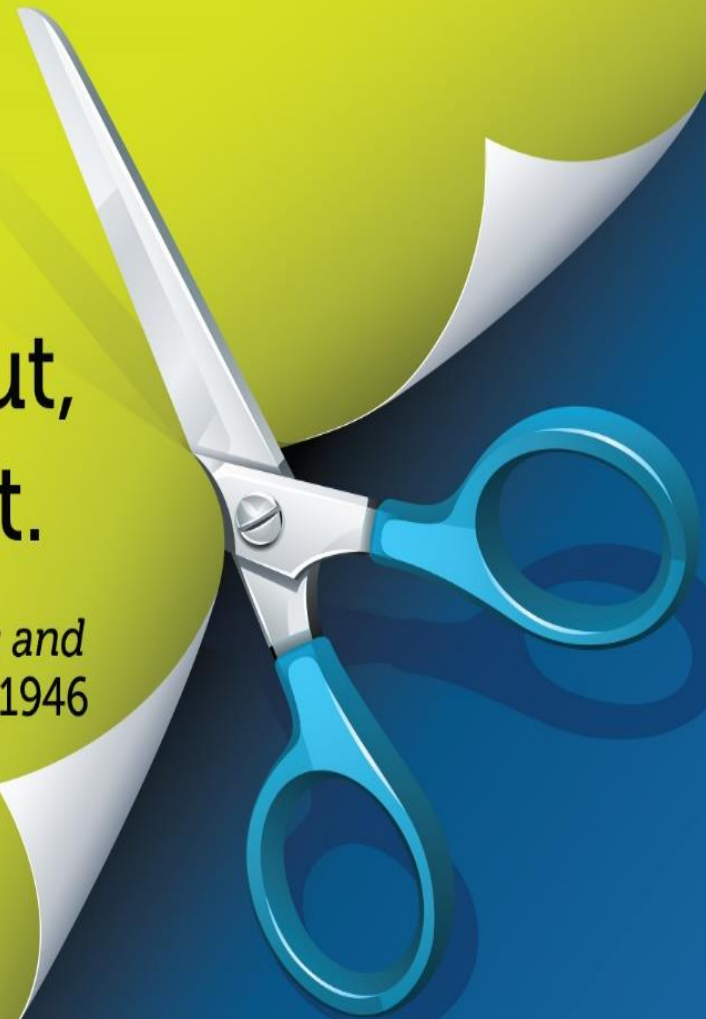
Less is more principle

**“Every time you write something,
think of yourself as a pauper
sending a telegram to an idiot.”**

Media lecturer Dennis Butler

If it is possible
to cut a word out,
always cut it out.

- George Orwell, *Politics and
the English Language*, 1946



The writing challenge

Not all writing is the same

- A personal letter is different to a poem
- Which is different to a work of fiction
- Which is different to a shopping list
- Which is different to a briefing note
- Which is different to an instruction manual
- Which is different to a legal argument
- Which is different to song lyrics.

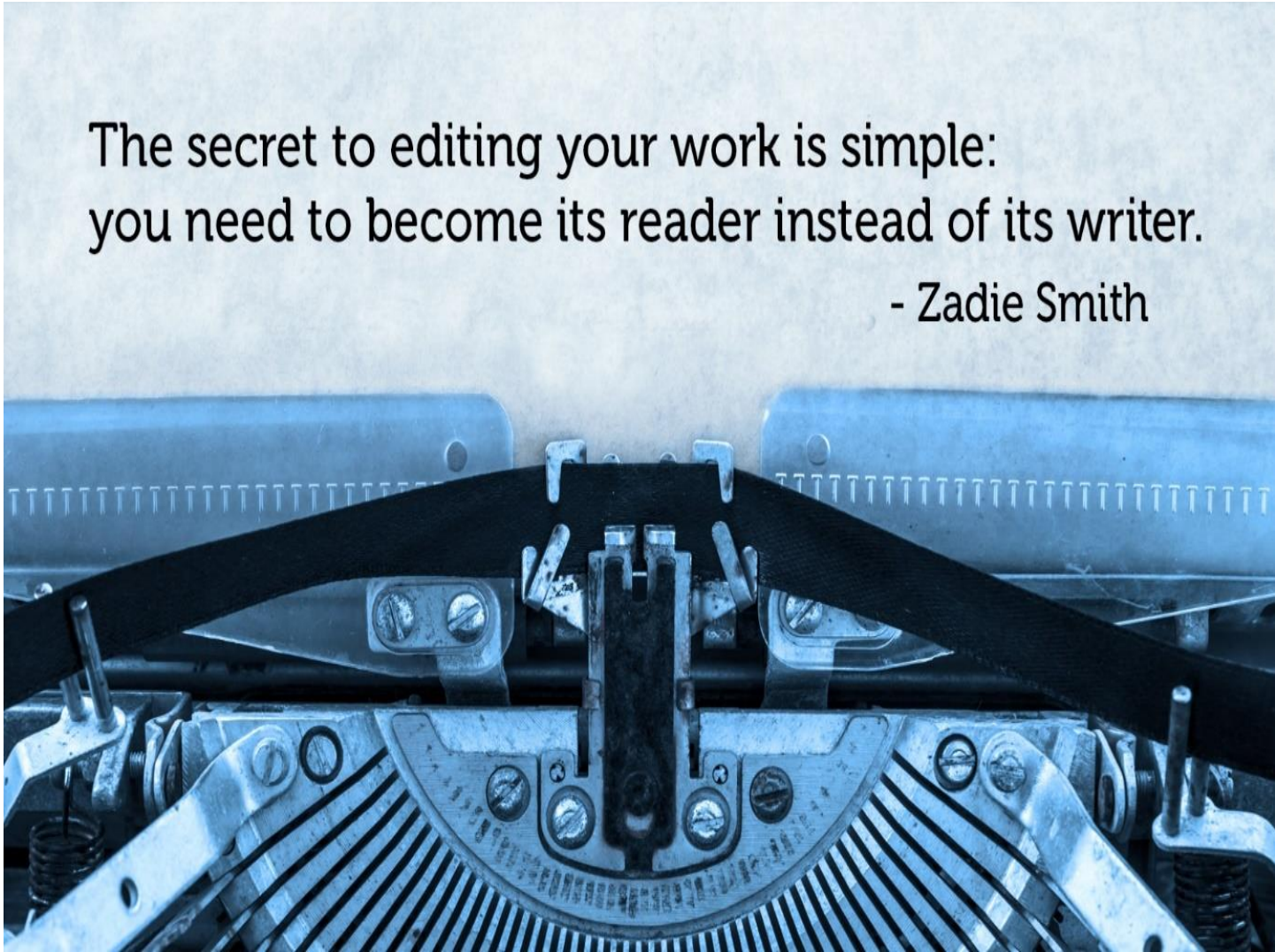
The purpose and audience determine your writing approach.

Who is our audience?

- **Landholders**
- **Stock owners**
- **Growers**
- **Public**
- **Media**
- **Internal**

The secret to editing your work is simple:
you need to become its reader instead of its writer.

- Zadie Smith



WAIT!
HAMMER
NO!

QUIET
NAIL.





Engage brake (the Brake), start gearing down, take foot off the accelerator, reduce speed and bring your vehicle to a optimal non- moving state. This will ensure you do not collide with other vehicles or pedestrians. Look both ways, ensure the road is clear of other vehicles before depressing the accelerator and resuming your journey.





The writing is for the audience.

We must communicate with people in a way that:

- **Engages – grabs attention, speaks directly**
- **Informs – give them the information they need**
- **Prompts an action.**

Tuesday, 7 July 2020

STATEMENT FROM THE PREMIER

2020 has not been the year any of us wanted.

Cancelled events. Plans put on pause. Uncertainty about what the future holds.

And I guess that's why so many people want to pretend this is over.

Others don't have that luxury. In the last 36 hours we lost two more Victorian lives to this deadly virus. We don't yet know their names, their stories or the circumstances in which they died.

All we do know is that – except for the company and compassion of the medical staff who cared for them – they would have died alone.

No family. No friends. No holding hands. No goodbyes. Denied the last quiet moments that we all hope for.

That's how dangerous and infectious this disease is.

Thankfully, it's a fate that most Victorian families have not been asked to endure. And I think, for some, that's led to a creeping complacency.

But although today it's someone else – tomorrow it could be you, or me.

I know a lot of people aren't scared because this feels like something happening to other people in other parts of the world. But you should be scared of this. I'm scared of this. We all should be.

Yesterday, we reached a grim new milestone, the most cases in a single day. Today, we surpassed it.

It's clear we are on the cusp of our second wave – and we cannot let this virus cut through our communities.

It's why based on the advice of the Chief Health Officer, Stage 3 "Stay at Home" restrictions will be reinstated across metropolitan Melbourne and Mitchell Shire from 11:59pm on Wednesday 8 July.

For six weeks, and if you live in these areas, there'll be only four reasons to leave your home:

Shopping for food and essential items. Care and caregiving. Daily exercise. Work and study – if you can't do it from home.

Otherwise: Stay home. Stay home. Stay home. In case it needs repeating, stay home. We are fighting a global and deadly pandemic.

This Stay at Home direction will apply to your principal place of residence – that means no escaping to holiday homes.

And because we need to limit the spread of the virus across our state, there will only be three reasons to cross the border of these metropolitan areas: Shopping for food and essential items. Care and caregiving. Work and study – if you can't do it from home.

Unless you're a local, that means no fishing trips at Lakes Entrance. No four-hour hikes in the Grampians.

Businesses in metropolitan Melbourne and Mitchell Shire will also return to Stage 3 restrictions.

Restaurants and cafes will return to takeaway and delivery services only. Beauty and personal services will need to close. Entertainment and cultural venues will need to close. Community sport will need to stop.



Journalists want info NOW and with images.

**Media thinks government is slow,
bureaucratic, inflexible, and insensitive.**

How do we fix this and get the media onside?

Here are some learnings...

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Questions/discussion

Panama - interview scenario November 2023

Initial results suggest a positive TR4 detection on samples taken from three new properties – with no apparent connection to the first known infection at a Tully property.

On-farm biosecurity measures range from very strict to very lax. One farmer has a history of disputes with government, and now won't allow authorities back onto his property and is threatening self harm.

Another farmer has a family member for works for the local newspaper and is feeding her information about the response.

Feral pigs and pigshooters are very active in the area, and the local Council says it hasn't had enough support from Biosecurity Queensland in rolling out shooting, trapping and baiting programs.

ABGC is pushing Biosecurity Queensland to shut down all affected farms immediately.

Media are present at the three suspect properties where there is no fencing and they are going onto the sites to interview the growers.

Research into disease-resistant varieties is going slower than expected with no positive outcomes.

Questions from media:

- Do you have capacity to manage this many simultaneous incidents, and how?
- Will you shut down all operations at these farms immediately, and if so what compensation can they expect?
- Is there any point in farmers persisting with costly biosecurity measures given these new cases?
- Doesn't this mean your efforts have all been in vain and the industry has no future?