



**Response
Communications and
Engagement**

Industry Perspective

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Collaboration and Consultation



Industry buy in comes from industry involvement

Involvement must be meaningful

Doing things “with” rather than “to”

Nothing about them, without them

Strengths and Knowledge → Complementary

Accurate, Efficient and Effective



Mature, Informed, Relevant → Trust, Confidence, Credibility

Time sensitive → Hours not days → Definitely not weeks

Do it once, Do it well ~~→~~ Duplication, Inconsistency, Box Ticking

Perils of over-engagement/communication ~~→~~ Oversaturate, Disengage

(Less is More)

Dispatch ≠ Reival

Policy versus Operation

Process versus Outcome

Your priorities versus Their (recipient's) priorities

Risks you're trying to manage versus risks they're trying to manage

Your job → Their livelihood

Other



National consistency

Response must not be worse than disease

Graceful exit – what happens after the response?