



Media Relations Policy

Department of Conservation and Land Management

The theory and the practice of public relations in the Department of Conservation and Land Management is based on an understanding that the Department must have public support if it is to achieve its mission, that public support cannot exist in a communication vacuum, that the Department has a right and an obligation to communicate its views and values to the wider WA community, and that the Department also has a responsibility to appreciate the views and values of this community.

The Department recognises the important role of the news media in providing the public with information concerning nature conservation and wildlife management, sustainable forest management, national park and recreation management in WA, and the programs, services and policies of the Department.

It is therefore the policy of the Department:

- to initiate the release of information to the news media when it is likely to aid in public awareness and understanding of nature conservation and wildlife management, sustainable forest management, national park and recreation management in WA, and of the programs, services and policies of the Department; and
- to respond to news media requests for information fully, accurately and promptly.

Responsibilities

Everyone in the Department has a responsibility and a role to play concerning the news media. It is the responsibility of the Director, Strategic Development and Corporate Affairs, or designate:

- to establish and maintain the format and procedure for developing, approving and distributing the Department's media releases;
- to respond to significant instances of inaccurate or misleading media reports by recommending appropriate action to the Executive or to Branch, Region and District Managers;
- to provide advice and assistance to all departmental personnel in responding to requests for information from the news media; and
- where appropriate, to be the primary contact with the news media.

It is the responsibility of each Director or Branch, Region and District Manager:

- to be the primary spokesperson for their Division, Branch, Region or District;
- to designate staff to act as spokespersons for specified issues or subjects; and
- to approve, in consultation with the Director of Strategic Development and Corporate Affairs or designate where feasible, staff appearances on live radio or television programming, except:

- where the subjects to be discussed are of a non-controversial or non-policy nature;
or
- where prior approval is not possible, such as on site during emergencies.

It is the responsibility of all staff in the Department:

- to respond fully, accurately and promptly to requests for information from the news media providing (a) they are technically competent to do so, and (b) another staff member has not been designated as the spokesperson for such enquiries;
- to refer requests for information beyond their area of competence or designated authority to an appropriate source for reply;
- to refer requests to appear on live radio or television to their Manager for approval;
- to refer any issue that is controversial to their Manager or to the appropriate member of the Corporate Executive (often the Executive Director or the Director Regional Services); and
- not withstanding the above, if questioned by the media about a sensitive or potentially contentious issue, to promptly advise their Manager and the Director of Strategic Development and Corporate Affairs (or designate).

Contact Numbers:

Ron Kawalilak – Director, Strategic Development and Corporate Affairs.

Tel: (08) 9389 8644

Mobile: 014 904 5355

Fax: (08) 9389 8296

E-mail: ronk@calm.wa.gov.au

Nigel Higgs – Principal Media Relations Officer.

Tel: (08) 9389 8644

Mobile: 018 926 026

Fax: (08) 9389 8296

E-mail: nigelh@calm.wa.gov.au

Mitzi Vance – Media Relations Officer.

Tel: (08) 9389 8644

Mobile: 041 790 2960

Fax: (08) 9389 8296

E-mail: mitziv@calm.wa.gov.au

[CALMweb Home](#) | [The Big Picture](#) | [The News Stand](#) | [Index of Key Documents](#) | [Divisions, Regions, Branches](#)
[NatureBase](#) | [Internet Links](#) | [CALMweb Guide](#) | [New on the Server](#)
[Phone Directory](#) | [Let's Talk](#) | [Search CALMweb](#) | [Feedback](#)