

# Communications Function Review

## Final Report for Steering Committee

### Machinery of Function - Recommendation 10: Consultation on the stock-take of the UK GCN web resources

**Lead: Debbie Gee (Department of Labour)**

#### **Details of Recommendation 10 (from review report)**

*Final consultation is undertaken on the stock-take of the UK GCN web resources and arrangements are made with the Network of Public Sector Communicators to make available information to all as an ongoing source of guidance on best practice.*

#### **Objective of Recommendation 10**

To ensure New Zealand public sector communications practitioners have ready access to useful, high-quality, transferrable and applicable communications resources developed the United Kingdom Government Communications Network (GCN).

#### **Background**

The GCN function is described as:

*“The Government Communication Network (GCN) links all professional communicators across government and supports them in gaining the skills and knowledge they need to carry out their roles.”*

The GCN website is a centralised tool that, if replicated in New Zealand, would make a good point of call for communicators at all levels in government. It provides a comprehensive list of resources and tools for professionals working in government communications. It is supported by the Government Communication section of the Cabinet Office.

Recommendations arising from the original review, as outlined in the table below and in Appendix One, were emailed to Heads of Communications in October with covering note seeking comment and feedback. No feedback was received, so the recommendations were deemed to have been confirmed.

With the formal agreement of the GCN to let us use their Knowledge Bank and evolve elements, most of the content of the GCN indicated below could be replicated with a New Zealand flavour.

Discussions have been held with the Chair of the Network of Public Sector Communicators (PS Network) about hosting the converted GCN information on its website. They were keen on this idea.

Where the GCN site is restricted to UK government communicators and other civil servants, however, the PS Network's preference is that this information be held on a public part of the site, not password protected, in the interests of transparency, given that this project will have been taxpayer funded.

The working group dealing with this recommendation supports this more open approach – subject to the agreement of GCN for the resources, tools and information to be utilised in this way.

Page	Content	Possible in NZ
<b>Home Page</b>	<ul style="list-style-type: none"> <li>• Latest news</li> <li>• Jobs closing soon</li> </ul>	<ul style="list-style-type: none"> <li>• Yes</li> </ul>
<b>Government Communications</b>	<ul style="list-style-type: none"> <li>• Role of communication in government</li> <li>• Government Communication Network</li> <li>• History of government communication</li> <li>• Working in government communication</li> </ul>	<ul style="list-style-type: none"> <li>• Yes</li> </ul>
<p><b>Knowledge Bank – now a wiki – see <i>appendix one</i></b></p> <p>In deciding what was “in” and what was “out” for the purposes of this review, the criteria was firstly would such a guide/tool be appropriate to the needs of the majority of practitioners in New Zealand government communications roles. Secondly, if so, would it need to be adapted for NZ circumstances.</p>		
<b>Propriety and standards</b>	<ul style="list-style-type: none"> <li>• Includes propriety guidance, civil service code and election guidance and sponsorship guidance.</li> </ul>	<ul style="list-style-type: none"> <li>• Yes – Code of Conduct and other formal advice.</li> </ul>
<b>News</b>	Yes	
<b>Learning and development</b>	<ul style="list-style-type: none"> <li>• Professional Practice Framework - core skills for Government Communicators</li> <li>• Courses and events</li> <li>• Events archive</li> <li>• Evolve</li> </ul>	<ul style="list-style-type: none"> <li>• Could be developed for local use</li> </ul>
<b>Training course directory</b>	Local version	
<b>Jobs</b>	This could link to jobs.govt.nz	
<b>Networks</b>	Local version	

## Resources

The process of transferring content from the GCN website and customising them for New Zealand use will be time consuming and demanding on resources.

The Ministry of Social Development has agreed to make available personnel from its web team to vet, to amend as required, and to migrate content from the GCN website to the Network website. This content will be prioritised so that the most relevant and useful content, and/or content requiring little or no change, is amended and migrated first. The migration of priority content is scheduled for completion by 30 June 2010.

This work will be funded by the State Services Commission.

## Timeline of activity

Action	Timeframe	Status
Consultation with Heads of	October	Completed

Communications about which UK GCN resources are relevant and useful to New Zealand public sector via email		
Discussion with Network of Public Sector Communicators about practicalities and logistics of how to get information onto its website	December	Completed
Chair of Government Communications Function Review Steering Committee or State Services Commissioner seeking formal approval from the UK Cabinet Office to replicate certain of its resources by use in New Zealand	May 2010	Draft letter attached (Appendix Two)
Prioritise content for migration.	Late May 2010	Yet to begin
Amend content (i.e. customise for New Zealand public sector) and migrate to Public Sector Network website	By 30 June 2010	Yet to begin

## Appendix One

<b>UK GCN Knowledge Bank wiki:</b> Much of the information on the wiki is very basic comms stuff - but it does put it all in one place and would be useful at different levels of experience for comms operators. Most of this is directly transferable to a local version. Some of it will need to be rewritten to suit the New Zealand case.			
<b>SECTIONS:</b>			
<b>Guides</b>			
<b>Strategic Planning includes</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Aims and objectives	x		
Desk Research			x
SWOT analysis	x		
Other analytical tools			x
Budget Setting	x		
Working with policy	x		
<b>Communication planning includes</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Creating effective communication strategies	x		
Risk communications			x
Media-neutral planning	x		
Reputation management	x		
Creating a proposition	x		
Writing core scripts	x		
<b>Evaluation includes:</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Evaluating communications	x		
Media monitoring and evaluation			x
<i>Stakeholders and audiences needs to include communicating and engaging with Maori. It also could identify the major ethnic minority groups in NZ.</i>			
<b>Stakeholders and audiences includes:</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Working with stakeholders			x
Segmenting audiences			x
Communicating with diverse audiences			x
Introduction to informability		x	
<b>Insight</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Customer journey mapping	x		
People-centred experience	x		
Creating insight	x		
Communication research	x		
<b>Branding</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Understanding branding	x		
Evaluating brands	x		
Developing a brand	x		
<b>Working in Government</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Working with ministers			x
Working with parliament			x
Writing speeches			x
Propriety			x
<b>Creative Management</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Thinking creatively	x		
Evaluating creative work	x		
Finding the right Communication Agency	x		
Creating valuable case studies			x
*needs something practical around printing/ document production, tender processes etc			
<b>Internal Communication</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>

Why is internal communications so important?	x		
Getting started	x		
Employee engagement			x
Professional development - keeping up to date			x
Role of the internal communications manager	x		
Tools			x
<b>Digital Communication</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Why use digital communication?	x		
How to use digital communication channels?	x		
Evaluating digital communications	x		
<b>Campaign Implementation</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Advertising media pros and cons		x	
TV and radio fillers		x	
Videos		x	
Printed communications			x
Live Events			x
Direct and Relationship marketing			x
<b>Press office</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
How the media works		X	
Strategies for media		X	
Practical press office		X	
Rebuttal		X	
Regional Communication		X	
<b>Case Studies:</b>			
Local examples of Best Practice needed			
<b>Tools</b>			
<b>Strategic Planning</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Budget review checklist	x		x
Budget setting checklist	x		
Desk research checklist			x
List of social survey websites		x	
Tips for internet searching	x		
SWOT checklist	x		
Fishbone diagram		x	
Customer task map	x		
Tips for considering disability in your strategy and planning			x
<b>Communication Planning</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Seven steps to creating a risk communication strategy	x		
Checklist for creating a proposition	x		
People change ladder		x	
Integrating channels of communication	x		
<b>Evaluation</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Checklist for successful media monitoring and evaluation	x		
Media monitoring - finding the right agency			x
DFID media monitoring example		x	
<b>Stakeholders and audiences</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
A quick guide to the most common segmentation factors	x		
Communicating with Communities using Outreach: Good Practice Guide		x	
Engaging ethnic minority communities: communication guide			x
Evaluating stakeholder engagement		x	
Five tips for good stakeholder mapping	x		
Guidelines for communicating with diverse audiences		x	

Guidance for creative work			x
Informability checklist		x	
Informability communication formats		x	
Informatibility design for print		x	
Informability plain language		x	
Segmentation: key success factors		x	
Stakeholder mapping - connectivity		x	
Stakeholder mapping - inside-out outside-in	x		
Stakeholder mapping - perception tracking		x	
Stakeholder mapping - proximity		x	
Techniques for engaging stakeholders	x		
Ten tips for good stakeholder engagement	x		
<b>Insight</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
People centred checklist		x	
Research checklist			x
Research glossary	x		
Types of research	x		
Insight exploration		x	
Insight: transforming data		x	
Designing and delivering the best people experience		x	
Customer journey mapping		x	
heart monitor		x	
P.E.T.E.R process		x	
Insight: data sources		x	
Common Research Techniques	x		
Primary vs. Secondary Research	x		
Promoting Customer Satisfaction		x	
How to measure customer satisfaction		x	
Tips on involving disabled people			x
<b>Branding</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Branding jargon buster	x		
<b>Working in government</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Great speeches of the past		X	
The legislative process		X	
Parliamentary committees		X	
Parliamentary questions		X	
Finding your way around Parliament		X	
Parliament explained		x	
<b>Creative management</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Case study checklist		x	
Creative evaluation checklist	x		
Evaluation checklist for advertising	x		
Evaluation checklist for DRM	x		
Thinking creatively		x	
Choosing an agency - positive pitch	x		
Choosing and agency- appraising the pitch submissions	x		
Choosing an agency - public sector considerations			x
Top tips on representing disability effectively			x
<b>Internal communications</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Internal communications checklist	x		
10 step guide	x		
Presentation - top 10 measurement mistakes		X	

Presentation - what are you measuring		x	
Employee engagement - getting started		x	
Introducing employee engagement			x
Making the case for employee engagement		x	
Key drivers of employee engagement	x		
Employee engagement: creating success	x		
The employee engagement process	x		
The change curve	x		
The critical mass model	x		
Continuous improvement framework	x		
Team briefing top tips	x		
Top tips for staff magazine	x		
<b>Digital Communication</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Tips for writing for the web	x		
Accessibility and usability checklist		X	
Website checklist		X	
Cabinet office guidelines for UK government websites		X	
Tips for delivering accessible digital comms		x	
<b>Campaign implementation</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Media planning process	x		
Advertising media glossary	x		
print and paper	x		
Pros and con of different media	x		
Event tool -types of event	x		
Event tool -planning checklist	x		
Event tool -Anti-social Behaviour case study		x	
The COIDRM publicity register		x	
Guidance on contact centres		x	
Face-to-face marketing checklist		x	
Data - and why it's so important		x	
tips for alternative communication formats			x
Tips on publishing and disability equality			x
<i>Press Office focuses on the functions of the Min's office rather than govt departments.</i>			
<b>Press office</b>	<b>IN</b>	<b>OUT</b>	<b>Needs NZ info</b>
Quarterly media trends report		x	
top 15 websites for Press Officers		x	
Planning regional visits		x	
Ministerial visit feedback sheet		x	
Ministerial visit media briefing sheet		x	
Understanding speaking terms		x	
Completed media bid		x	
Media bid template		x	
News handling template		x	
Key principles for effective regional communication		x	
How to regionalise your press notice		x	
Getting to know the regional press		x	
Potential propriety issues		x	
<b>Glossary</b>			
Excellent idea to develop for local use			