



Health Professional Councils Authority

## **Combined NSW Health Professional Councils and HPCA Communications Framework**

### **Overview**

The combined NSW Health Professional Councils and HPCA Communications Framework sets out the key target audiences, objectives and relevant communications tools to provide structure and direction for the communications activities of the Councils and HPCA.

The Communications Framework supports the three year combined Councils and HPCA Strategic Framework objectives to:

- strengthen the profile and positioning of the Councils and HPCA, and
- develop partnerships with key stakeholders, internally and externally.

The Communications Framework also aligns with the objective in the HPCA Strategic Plan 2015 to 2018, to grow opportunities and means to consult with and meet information needs of external stakeholders.

The Communications Framework encourages shared knowledge and resources across Councils and the HPCA for a stronger, more consistent and streamlined approach to communications activities.

### **Key principles**

Key principles underpinning the Framework are:

#### **1. Credibility**

The communications messages and way in which they are delivered seek to instil confidence in, and promote the credibility of, the Councils, the HPCA and the work undertaken in the interests of public protection.

In all communications, our messaging is guided by the need to balance transparency with privacy and confidentiality.

#### **2. Consistency with flexibility**

Consistency and cohesion between Councils and the HPCA in communications strengthens the messaging and credibility and assists in achieving operational efficiencies. Consistency rather than replication also allows flexibility to accommodate the character of the different health professions and the priorities of individual Councils.

Consistency with flexibility is also critical for communicating with different audiences. While the key messages remain consistent, the way those messages are delivered must be tailored to each target audience. The information needs of the different target audiences also influences communications content for each target audience.

To support consistent messaging, the Communications Framework supports the creation of shared communications resources (such as a Style Guide, repository of articles and template presentations) for use by all Councils and the HPCA.

#### **3. Public protection focus**

Messaging of the Councils and the HPCA is focused on public protection with three main themes:

- Public protection is the paramount consideration of Councils. While some interventions by Councils are supportive rather than disciplinary, health practitioners are only allowed to continue to practise where it is safe to do so.



*Health Professional Councils Authority*

## **Combined NSW Health Professional Councils and HPCA Communications Framework**

- Councils and the HPCA have the expertise required to effectively fulfil their public protective responsibilities. Councils are strengthened by balancing professional expertise and community expectations through Council membership.
- Councils and the HPCA work collaboratively with other bodies in the interests of a cohesive National Registration and Accreditation Scheme and to ensure complaints about NSW health practitioners are managed effectively and efficiently.



Health Professional Councils Authority

## Combined NSW Health Professional Councils and HPCA Communications Framework

### Who?

**Who are the target audiences?**

1. The public
2. Stakeholders engaging with health practitioners
  - education facilities i.e. universities and colleges
  - employers of health practitioners
  - professional associations
  - industrial bodies
  - insurers and defence bodies
3. Scheme stakeholders/partners e.g. HCCC, AHPRA
4. Health practitioners
5. Student/trainee health practitioners
6. Council, committee, panel, and hearing members
7. HPCA staff

### What?

**What is our objective or desired outcome?**

- Increase understanding of the role and scope of the Councils
- Increase understanding of the complaints process, targeted to each audience
- Establish and maintain strong relationships with stakeholders and partners
- Engage with stakeholders to share knowledge, leverage efforts and inform them of Council and HPCA initiatives and raise the profile of the Councils
- Provide information to internal audiences (Council, committee, panel, hearing members and staff) that assists decision making and performance in their respective roles

### How?

**Tools and actions to achieve objectives**

**Websites**

Assess and update current website content to increase relevance and consistency of information and ease of access

**Newsletters**

Share information and knowledge through:

- Council newsletters
- HPCA newsletters
- Panel and hearing members newsletters

**Shared resources**

Develop resources that can be shared across Councils and HPCA teams for greater efficiency and more consistent messaging including:

- library of generic communications resources e.g. template speaking notes, presentations and key messages
- case study/articles library for newsletters and other communications mediums
- style guide

**Networking**

Establish and develop partnerships with stakeholders/partners through:

- presentations at conferences and events or through educational seminars
- initiating speaking engagements e.g. at education providers
- joint initiatives, collaboration and sharing resources with the HCCC and AHPRA
- exploring new communications options such as webinars and resource packs e.g. for professional associations and education providers