

# Strategic Communications & the Role of In-house Counsel

1 March 2019

ACC Australia – In-house Counsel Day

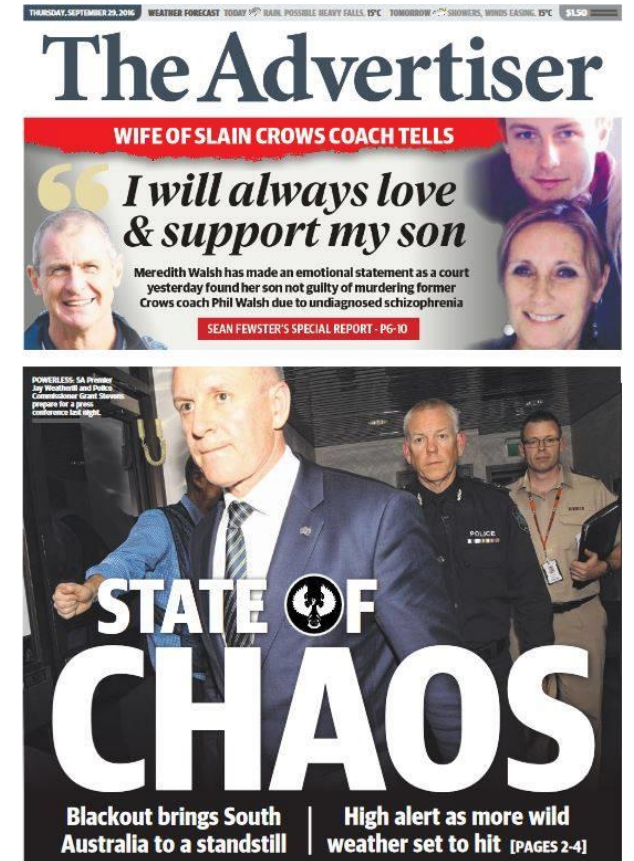
Facilitator: Rebecca Harrison, Director Strategic Communications, FTI Consulting

Panellists: John Doyle, Senior Legal Counsel, ElectraNet Pty Ltd

Julian Grenfell, Legal Counsel, Adelaide Brighton Ltd

Edwina Stevenson, Senior Lawyer, Pernod Ricard Winemakers Pty Ltd

# A crisis can come in any form...



## Planning for a Crisis

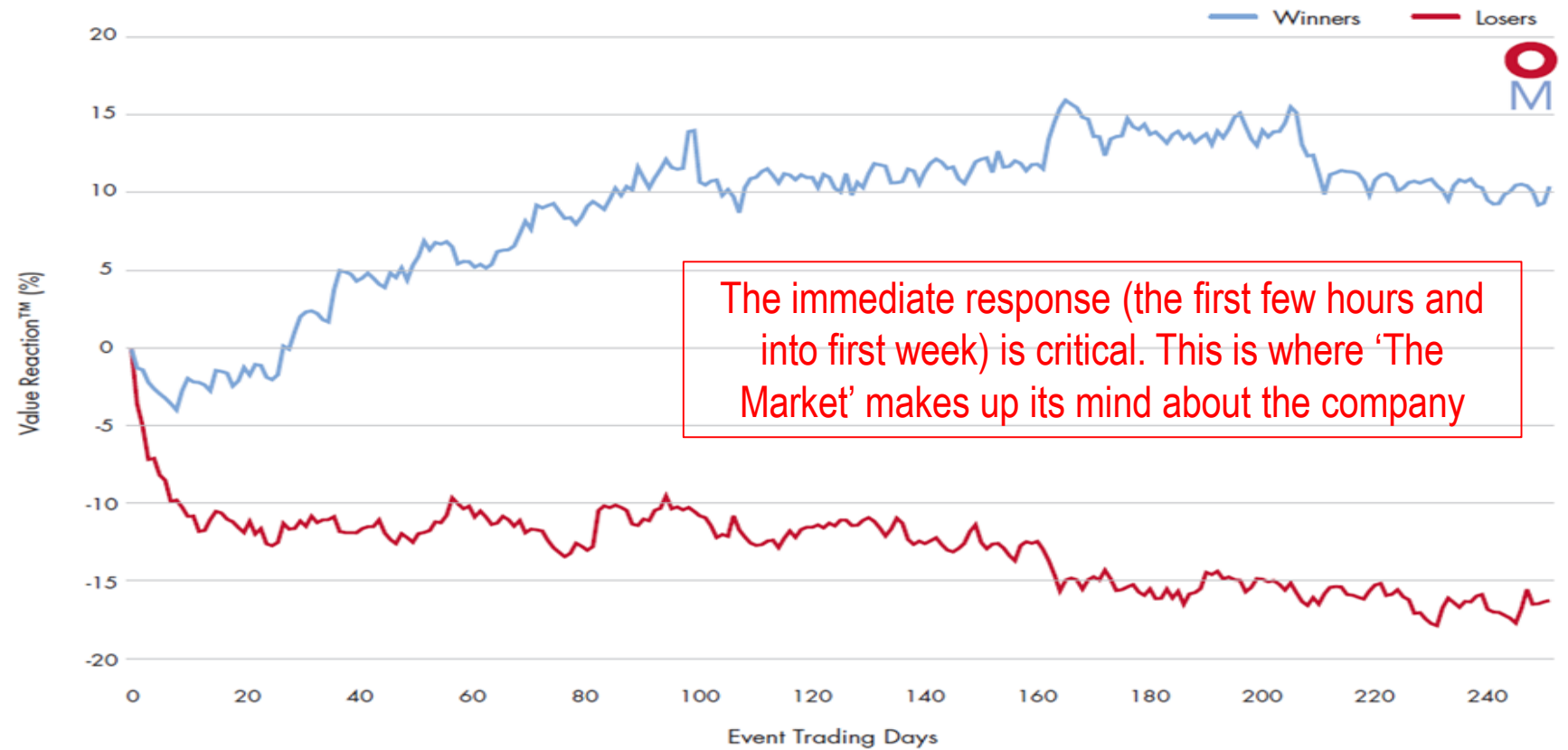
- Identify your Emergency Response Team (**ERT**), structure, delegates and roles.
- Develop your escalation process. Who should be involved and when?
- Identify your incident classification guideline. What types of incidents are you expecting may impact your business?
- Produce ERT response process and issues for consideration guidelines.
- Draft your post event analysis and reporting templates.
- Consider supporting procedures specific to your business.
- Make sure you have candles and a lighter.

## Legal Interface – What do I do?

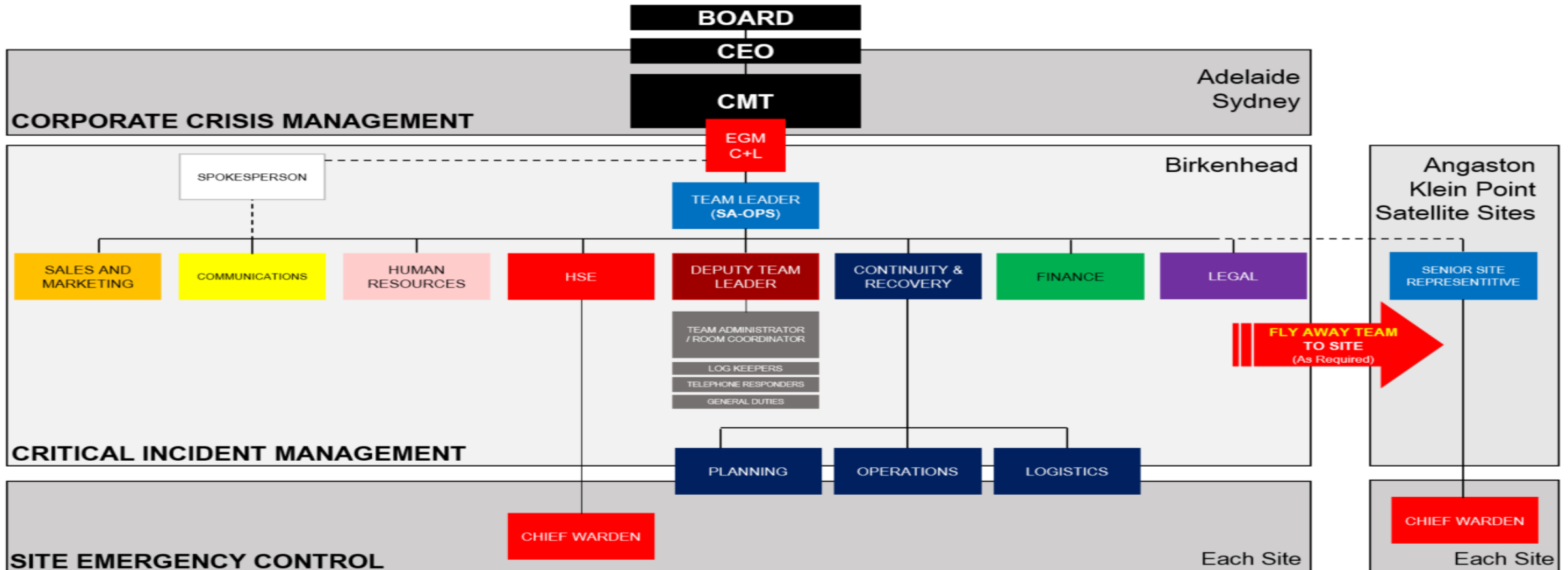
- Immediately consult with the ERT. Be part of the conversation.
- Brief ERT and staff on LPP. Invoke it if you need.
- What investigations are required/may come your way?
- What external stakeholders require notification?
- What are your contractual arrangements? Do you need to send notices?
- Record retention and creation. Keep a log.
- What is your media team doing?
- Reputational impacts.
- Consider Insurance notifications to brokers/insurers.

There are strong financial and governance incentives related to “responding well”

The impact of reputation crises on shareholder value



# ABC Incident Management Team



# Project overview

Built around the development of a tailored plan, training and ongoing practice, the approach taken is to integrate all core business functions with divisional leadership, to ensure there is a comprehensive response in place to quickly address the tactical, operational and strategic ramifications

## SECTIONS DESIGNED TO BE UNDERSTOOD INADVANCE

**Section 1** – Overview of Crisis and Critical Incident Management.

**Section 2** – CIMT structure, processes and support information.

## SECTIONS DESIGNED FOR IMMEDIATE USE

### Section 3 – Team Duty Cards

This section is designed for the respective individual team members. It details the individual response priorities and considerations.

### Section 4 – Threat Response Checklists

This section is designed for use by the CIMT. It details the collective (team) response priorities and considerations for a range of key identified threats.

### Appendices

This section is designed to be updated / reviewed regularly to support an immediate response. Key inclusions are the stakeholder register, CIMT and CMT position holders with corresponding contact details.

## The classic hatchet-job on small operators





## Lessons learned

<https://www.youtube.com/watch?v=segUTGEer6M>

