

Crisis communications health check

A quick yearly review to help make sure your crisis plan still works for your farm or business.

The challenges facing farm businesses are constantly changing. It's a good idea to check your crisis plan after an incident or at least annually to make sure it still fits your business and the risks you face.

Risk assessment

- ✓ Defining the problem and setting the scene for communications – have new risks emerged that may affect the operation and reputation of your business? Have known risks evolved requiring a new response plan?
- ✓ Define why is there a need for a communications plan in these scenarios? What do you want to achieve?
- ✓ What are the key issues/considerations?
- ✓ Have you undertaken any previous communication activity on these topics? Did it work well? Why or why not?

Industry support materials. Are there any existing resources or templates (from your industry group, QFF, or government) that can help you update your plan

Aims and objectives

- ✓ Write down what you want to achieve by communicating. For example, keep staff safe, reassuring customers, or updating suppliers.

Target audiences

Who do you need to reach or keep informed (e.g. staff, family, customers, suppliers, neighbours, media, local council)

- ✓ Who are your key audiences?
- ✓ Are there any special audiences?
- ✓ Who are your primary and secondary audiences?

Key messages

- ✓ What messages will guide the communications plan and the content of your outputs



QUEENSLAND
FARMERS'
FEDERATION

Creative strategy

- ✓ Proposed communication mix (creative strategy) - what you will do, how you will deliver it and when, i.e. media release for local newspaper on launch day

Issues management

- ✓ Do you have contingencies in place to keep your business operating through the crisis?
- ✓ How will you address operational barriers created by the crisis?
- ✓ Who needs to know about your back-up plans, and when should you tell them?
- ✓ How will you share this information (e.g. meeting, email, phone call).

Budget

- ✓ What funds can be allocated and where will they be sourced to support your contingency plans and additional communications activities?

Timing and implementation

- ✓ Who will implement the plan? Who will do what if a crisis happens?
- ✓ When will each step happen? Think about short-term and longer-term follow up.
- ✓ Consider the whole plan, not just what's in the communications mix

Evaluation

- ✓ What does success look like and how will you know?