

# Communication Strategy

## Objective

To provide regular and accessible communication to stakeholders about the Committee's progress in implementing the recommendations of Gwenn Murray's Duty of Care Report and their impact in improving:

- The overall safety and well-being of children and young people in the CEO's care
- The supports provided to children and young people in the CEO's care, their families, carers and caseworkers.

## Stakeholders

1. Minister for Community Development; Seniors and Volunteering; Youth
2. Ms Gwenn Murray
3. Advisory committees
  - a. Care for Children and Young People Advisory Committee
  - b. Ministerial Advisory Council on Child Protection
  - c. Supported Accommodation Assistance Program State Advisory Committee
  - d. Advisory Council on the Prevention of Deaths of Children and Young People
  - e. The Child Death Review Committee
4. Children and young people in the CEO's care
5. Carers
  - a. Foster
  - b. Relative
6. Parents
7. Department for Community Development staff
  - a. Executive Directors
  - b. Divisional Directors
  - c. Advocate for Children in Care
  - d. Program Director ASSIST Project
  - e. Director Business Improvement
  - f. Senior Professional Officer - Psychology
  - g. Senior Professional Officer – Social Work
  - h. Director Operational Policy (Supporting)
  - i. Director Operational Policy (Child Protection)
  - j. Director Operational Policy (Capacity Building)
  - k. Director Policy and Program Development (Supporting)
  - l. Director Policy and Program Development (Child Protection)
  - m. Director Information, Research and Evaluation
  - n. Manager Standards Monitoring Unit
  - o. District Managers
  - p. Team leaders
  - q. Caseworkers
  - r. Placement Officers
  - s. Duty of Care Unit
  - t. Fostering Services
  - u. Learning and Development Unit
  - v. Parent Help Centre
  - w. Client and Community Services System

8. Community and Public Sector Union / Civil Service Association of WA (CPSU/CSA)
9. External Agencies
  - a. Anglicare (Teenshare)
  - b. Centre for Vulnerable Children (University of Western Australia)
  - c. Children's, Youth and Families Agencies Association (CYFAA)
  - d. CREATE Foundation
  - e. Centrecare Djooraminda
  - f. Crossroads West (Salvation Army)
  - g. Family Inclusion Network
  - h. Foster Care Association of Western Australia
  - i. Mercy
  - j. UnitingCare West (formerly Mofflyn)
  - k. Parkerville Children and Youth Care
  - l. WACOSS
  - m. Wanslea Family Services
  - n. Yorganop
  - o. Western Australian community

### **Key messages**

1. We are taking the Gwenn Murray report seriously
2. We are committed to implementing the report's recommendations
3. We are committed to improving the lives of children and young people in the CEO's care
4. We are committed to a holistic, collaborative and co-ordinated approach towards the care of children and young people and will work to ensure that:
  - a. children and young people are safe
  - b. children and young people receive better quality care
  - c. caseworkers are able to provide better quality support for children and young people, their parents and their carers
  - d. children and young people, their families, carers and caseworkers are better supported to reduce the risk of abuse in the home.
5. We will provide regular communication on the Committee's progress to children and young people in the CEO's care, their parents, carers, placement agencies and all other relevant stakeholders.
6. We will ensure that communication with children and young people in the CEO's care addresses the issues that are of interest to them and provides a mechanism for their feedback to the Committee.

## Action Plan

Three types of communication will be undertaken:

- a. One-off introduction to the Committee and its work
- b. Regular progress updates
- c. Major milestone communication

Communication message	Stakeholder	Action	Timeframe
Introduction of Committee, its role and progress to date	Minister for Community Development	Briefing	Completed
	All	One page fact sheet / newsletter (distributed by email or post)  Separate flyer for children in care	June  Separate flyer to be sent out with CREATE Foundation newsletter to children in the CEO's care. Flyer to advertise Committee's work, the Charter of Rights and the new Advocate for Children in care and encourage feedback to CREATE or the Advocate.
	All	Article for newsletters	June
	All	Web page	June
	All	<i>Reflections Department for Community Development magazine</i>	July edition
	Department for Community Development staff	News of the Day	May
Progress updates	Minister for Community Development	Briefing	Ongoing as required
	Gwenn Murray	Briefings Meetings	Ongoing and as required

Communication message	Stakeholder	Action	Timeframe
		Email Telephone conversations	
	All	Update web page	As required
	All	One page fact sheet / newsletter (distributed by email or post)  Separate flyer for children in care to be included in the CEO's CREATE Newsletter	Quarterly  A flyer to be included in CREATE mailout as required ie. When milestones relevant to children and young people are achieved.
Major milestone reached (External /internal interest) <ul style="list-style-type: none"> <li>17.1 - Advocate for Children in Care</li> <li>10.1 - Duty of Care Unit</li> <li>17.2 - Charter of Rights for children in the CEO's care</li> <li>18.3 - Additional permanent child protection workers, caseworkers, team leaders and support staff including psychologists</li> </ul>	Minister for Community Development Gwenn Murray Advisory Committees Children in the CEO's care Carers Department staff CPSU/CSA External Agencies WA Community	Media release Update web page Fact sheet / newsletter Article for external newsletters News of the Day Reflections magazine  Copy of the Charter of Rights	When each milestone is reached
Major milestone reached (Internal interest only) <ul style="list-style-type: none"> <li>18.1 - Specialist Child Protection Training, Mentoring and Resourcing Unit</li> </ul>	Minister Gwenn Murray Advisory committees Department for Community Development staff CPSU/CSA	News of the Day Fact sheet / newsletter (distributed by email)	When each milestone is reached