



Corporate Communications Plan

THIS CORPORATE COMMUNICATIONS PLAN SUPPORTS THE DEPARTMENT'S CORE BUSINESS OF REDUCING RISKS OF RE-OFFENDING AND CONTRIBUTING TO A SAFER COMMUNITY.

Communication is a term which can cover a multitude of meanings in many different contexts.

'Good communication' is often described as an exchange of ideas and information, interactive management, participatory working relationships, strategic thinking and planning, partnerships and meaningful feedback.

In the Department of Corrective Services, 'good communication' is all about smart use of modern technology, about channels of information reaching across the sections of the organisation, and a concerted effort to work in partnership with other justice and human services agencies to achieve the best possible outcomes in achieving the Department's corporate mission.

'Good communication' in a contemporary setting also includes our commitment to 'good customer service' and public accountability. This means amongst other things that there are mechanisms in place for feedback from the public as well as avenues for appropriate complaints resolution. I commend this plan to all departmental staff who show great professionalism, knowledge and expertise in serving the public of New South Wales.

RON WOODHAM

Commissioner

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NSW Department of Corrective Services Corporate Communications Plan

“Corporate Communications And Information Systems Enable The Achievement Of Contemporary Standards Of Organisational Performance And Governance” (Corporate Plan)

Planned Outcomes

Increased community awareness of, and confidence in, correctional management

Effective communication across the Department to support and enhance organisational efficiency and performance reporting

Enhanced interagency collaboration

Professionalism in service delivery

Key Strategic Objectives

- Provide corporate promotional material which reflects strategic departmental priorities
- Provide user-friendly access to accurate and timely information on the DCS Internet site
- Apply a range of consultative and feedback mechanisms to ensure community standards in correctional management are met
- Incorporate stakeholder evaluation, management and communication in business planning processes
- Facilitate positive media relationships in the context of sensitive and complex strategic and operational security related issues

- Maintain departmental websites with regular updates on achieving the KPIs in the Corporate Plan
- Initiate, develop and review policy and procedural recommendations to promote best practice in communication
- Include communication strategies in all business planning processes
- Provide opportunities for training and development activities to increase effective staff communication
- Provide staff with access to contemporary communications systems and encourage them to utilise the available communications technology to its full capacity

- Expand and maintain a network of stakeholders of government and non-government agencies in the criminal justice and human services sectors
- Implement the Priority Delivery Plan as the blueprint for interagency collaboration to meet the State Plan target of reducing re-offending
- Maintain and improve information exchange with justice sector agencies by contributing to the establishment of technological communication platforms
- Find solutions to overcome the challenges relating to meaningful information exchange in co-operation with relevant agencies
- Provide regular feedback and guidance to agencies subject to the Department’s Community Funding Program

- Deliver all information (internal as well as external to the Department) using channels of communication which are the most appropriate regarding the topic and audience
- Apply a plain English style to all departmental publications and leaflets
- Respond to requests from the public within the spirit of the Department’s Guarantee of Service
- Provide accurate and timely information to visitors of correctional centres and review inmate visits procedures regularly and incorporate visitors’ feedback
- Provide meaningful information regarding the operations of Community Offender Services to offenders who are supervised in the community and their families

■ Provide a central point of contact to assist with access to information and to facilitate continuous service improvement

■ Expand and improve telephony and video conferencing networks to align with the changing business needs and service requirements of the Department

Key Performance Indicators

- Information about the Department is current and readily available
- The Department is represented in appropriate regional consultative committees

- Best practice processes in organisational communication are in place

- Timely implementation of the Priority Delivery Plan and regular reports on targets
- Functional and effective interagency partnership arrangements

- Satisfaction with the Department’s service delivery gauged by surveys and other feedback mechanisms

■ Statutory/central agency reporting requirements are met