



## MEDIA CODE OF CONDUCT

The code of conduct surrounding public comment about the Nominal Insurer and WorkCover reflects the Deed obligations of a Scheme Agent as outlined in clause 30.1.

The primary objective of the media code of conduct is to provide a framework for a Scheme Agent to be able make public comments without referral to the Nominal Insurer.

### Public comment on the work of the Nominal Insurer

As a Scheme Agent of the Nominal Insurer it is understood that there will be times when a Scheme Agent will be required to make public comments about the Nominal Insurer, the Scheme and Workers Compensation in NSW.

All public comments on the NSW Workers Compensation system must be prefaced with confirmation that the comments do not represent the official view of the Nominal Insurer or WorkCover.

It must be clear that public comments made by employees of a Scheme Agent represent the view of the Scheme Agent or individual.

Public comment includes public speaking engagements, briefings, presentations and training, as well as comments to the print and electronic media, and views expressed in letters to newspapers, online services or in publications.

### Media liaison

All media statements produced by a Scheme Agent that refer to the Nominal Insurer, NSW Workers Compensation Scheme or WorkCover must be sighted by WorkCover prior to release.

A Scheme Agent cannot respond to media enquiries or issue media statements on behalf of WorkCover or the Nominal Insurer.

WorkCover will be responsible for responding to all media inquiries or preparing media statements where WorkCover's role in relation to the Nominal Insurer is involved.

Media inquiry to WorkCover	Press release issued by WorkCover	Media inquiry to Scheme Agent about Nominal Insurer	Press release issued by Scheme Agent (referencing Scheme, Nominal Insurer or WorkCover)
Response prepared by WorkCover	Prepared and released by WorkCover	Referred to WorkCover for response	Prepared by Scheme Agent and sighted by WorkCover in advance

When liaising with the media, a Scheme Agent must:

- (a) promote the NSW Workers Compensation Scheme in a constructive manner
- (b) ensure they are speaking as a Scheme Agent and not on behalf of WorkCover or the Nominal Insurer.

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## Conference and industry events

A Scheme Agent who delivers presentations and speeches at conferences or industry events must not express opinions or make representations on behalf of the Nominal Insurer, the Scheme or WorkCover. Presenters must ensure they are speaking on behalf of Scheme Agents.

## Direct mail campaigns

If a Scheme Agent is running a major communications campaign that involves a direct mail-out to a significant proportion of Employers or claimants, and relates directly to the Nominal Insurer, the NSW Workers Compensation Scheme or WorkCover, then the mail-out letters must be sighted by WorkCover.

## Co-branded information

Communications will only be co-branded if it is requested or approved by the Nominal Insurer and WorkCover.

## Approval processes

All communications that require joint approval must be signed-off by the relevant WorkCover and Scheme Agent representative. The Scheme Agent Manager will be the first point of contact for approvals.

## References

Deed, clause 30.1

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