

# CRITICAL INCIDENT COMMUNICATION PLAN

## DEFINITION OF A CRITICAL INCIDENT

Any situation at a MotorSport New Zealand-permitted event where a major accident, life-threatening incident or incident causing death occurs, serious damage to property including vehicles, incident of public interest (e.g. well-known person), seriously interrupt business, significantly damage reputation and/or negatively impact the bottom line.

In the context of motorsport, these situations are usually defined as where a competitor, official, staff member, ticketholder or paying visitor is seriously injured or worse, or a building or other resource is seriously damaged. Situations of possible reputation damage or business interruption should also be assessed to determine where there is a need to implement this plan. If in doubt as to classing an incident as a critical incident, contact the CEO to help make this determination.

## CRITICAL INCIDENT COMMUNICATIONS TEAM

Ensure all officials and personnel working at event are advised not to speak with media or members of the public in a critical incident situation, that they should refer any queries to MotorSport New Zealand directly.

ROLE(S)	PERSON	CONTACT DETAILS
Primary spokesperson as validator of information's accuracy	<b>Elton Goonan</b> CEO MotorSport New Zealand	+64 27 367 6852 <a href="mailto:elton@motorsport.org.nz">elton@motorsport.org.nz</a>
Alternate spokesperson as validator of information's accuracy	<b>Deborah Day</b> President MotorSport New Zealand	+64 27 487 5079 <a href="mailto:president@motorsport.org.nz">president@motorsport.org.nz</a>
Clerk of the Course/key official as source of accurate initial and on-going incident information	Clerk of the Course noted for the event in the Supplementary Regulations	Available at <a href="http://motorsport.org.nz/officials/contacts/">motorsport.org.nz/officials/contacts/</a>
Event organiser/promoter as alternate source of accurate initial and on-going incident information	Event promoter/organiser or organising clubs' President	Available in event regulations
Venue management (if applicable) as alternate source of on-going information and key stakeholder / spokesperson to consult with	Venue CEO or GM	Available in event regulations or via venue.
Championship management (only if MSNZ Championship) as alternate source of on-going information and key stakeholder to consult with	Championship manager or coordinator	Available in event regulations
Media lead to prepare written statement and distribute to agreed audiences, take media calls, ensure communication of consistent message	<b>Jordie Peters</b> Marketing & Development Executive MotorSport New Zealand	+64 27 479 1510 <a href="mailto:jordie@motorsport.org.nz">jordie@motorsport.org.nz</a>

## NOTIFICATION SYSTEM AND TIME FRAME

Within **fifteen (15) minutes**, or sooner if possible, of a critical incident situation (as defined above) all available members of the critical incident communications team are to be **notified of the situation**. The primary spokesperson should be first notified by the event's Clerk of the Course or other senior official. The Primary spokesperson should then arrange a video conference call (if possible) to allow the critical incident communications team to meet.

Within a further fifteen (15) minutes, or sooner if possible, available team members are to **agree a plan of action** and start implementing that plan.

The critical incident communication team should continue to receive updates from the Clerk of the Course/event promoter or organiser or their nominated person as required should the situation change.

## KEY CONSIDERATIONS

Considerations for developing the plan of action are:

- **Audience/stakeholders** – who needs to be advised and updated? These may include police, media, next of kin, staff and event volunteers, people at the circuit at the time, general public.
- **Severity of the incident** – a moderate injury or incident may require a written statement to be prepared so spokespeople have the facts and agreed wording to respond to any media or public queries, but the statement may not necessarily be released to media unless queried about it. A more serious injury or incident requires a more proactive approach particularly so staff know to refer queries to the spokesperson, public announcements can be made via social media channels and the event website, and media contacted.
- **Treat everyone as a reporter** – Misinformation can spread very easily on social media, therefore everyone you may speak to the incident about should be treated as a reporter and should only be shared information that is already publicly available from an approved statement. Ensure all event volunteers, officials and staff are kept informed but instructed not to share details with anyone who hasn't been briefed.

## RECOMMENDED PLAN OF ACTION FOR MOST SITUATIONS:

- Critical incident communications team to collect accurate information, meet in person or video conference if possible and agree a plan of action. Make contingency plans should the situation change for the worse or better.
- Media lead prepares and has approved a written statement which provides agreed wording for any of the following possible uses:
  - verbal responses to media queries
  - reading to public over PA system
  - information for staff
  - post on website and/or social media channels
  - distribution to media list
  - briefing for event officials and personnel
- Update written statement as required if the situation changes
- Ensure all queries are referred to the media lead