



---

## PROTOCOL

---

# RECEIVING AND RESPONDING TO MEDIA ENQUIRIES

## PURPOSE

The purpose of this document is to outline the procedures the Victorian Bar (the Bar) should follow when it receives media enquiries.

The role of media spokesperson is outlined in a separate Bar policy.

The purpose of this media protocol is to:

- assist with consistent and timely responses to media enquiries;
- maximise the opportunities for the Bar and individual barristers to respond to media enquiries; and,
- document the key steps involved in responding to and tracking a media enquiry.

## OUR APPROACH

Engagement with media to promote the interests and expertise of the Bar and its members is part of the Bar's strategic plan. The overall approach of the Bar to media enquiries is to be responsive and helpful.

## KEY STEPS

Media enquiries seeking comment on behalf of the Bar should be referred to the Bar's Executive Director, ideally within 30 minutes of receiving them, and include the name, media outlet and contact details of the journalist.

Responding to media enquiries seeking comment from members of the Bar as subject matter experts is at the discretion of the member contacted. The Bar's Media Relations Strategist, in consultation with relevant stakeholders, is always available to assist with deciding whether or not to comment and to discuss how to optimise media engagement. As outlined in the Public Statements Policy, members speaking as subject matter experts must not purport to express views on behalf of the Bar.

Procedure Name: Receiving and responding to media enquiries protocol	Procedure No.
Approved By: Victorian Bar Council	Date Approved: 1 May 2009 (last reviewed 17 May 2021)
Delegation: Not applicable	Date to be Reviewed:
Date to Cease: Not applicable	Quality Reference
Page 1 of 2	



## KEY CONTACTS

**Executive Director:** Amanda Utt ED@vicbar.com.au

**Media Relations Strategist:** Clifton Group

Ken Davis [ken.davis@cliftongroup.com.au](mailto:ken.davis@cliftongroup.com.au) or Philip Goslin  
[philip.goslin@cliftongroup.com.au](mailto:philip.goslin@cliftongroup.com.au)

## PLANNING AND TRACKING PERFORMANCE

The Victorian Bar's Media Relations Strategist keeps a log of media requests and of comments and interviews undertaken on behalf of the Bar. Summaries are also kept of media mentions which are analysed in monthly reports provided to the Executive Director.

Procedure Name: Receiving and responding to media enquiries protocol	Procedure No.
Approved By: Victorian Bar Council	Date Approved: 1 May 2009 (last reviewed 17 May 2021)
Delegation: Not applicable	Date to be Reviewed:
Date to Cease: Not applicable	Quality Reference
Page 2 of 2	