

Public Relations

Purpose: For noting

Author: Director of Strategy and External Relations and Black Letter Communications

Approver: Chief Executive

Summary

This item covers a report on the CLC's public relations work in 2022 and sets out the plan for 2023 that will support delivery of the Business Plan.

Recommendation

Council is asked to:

- Note the report on 2022; and
- Comment on the plan for 2023.

Relevant Regulatory Objectives

The CLC's public relations activity covers the full breadth of its work and so is relevant to meeting all of the Regulatory Objectives

RO1 - protect and promote the public interest

RO2 - support the constitutional principle of the rule of law

RO3 - improve access to justice

RO4 - protect and promote the interests of consumers

RO5 - promote competition in the provision of legal services

RO6 - encourage an independent, strong, diverse and effective legal profession

RO7 - increase public understanding of the citizen's legal rights and duties

RO8 - promote and maintain adherence to the professional principles

Financial impact

The cost of delivery of the PR plan is included in the proposed budget for 2023.

Diversity and inclusion impact

The CLC's communications and engagement need to reach every section of the regulated community, a diverse range of potential new entrants to regulation and be accessible to consumers of conveyancing and probate services.

Communications requirements

Delivery of the PR plan for 2023.

Publication

This report is not for publication. Evaluation of 2022 communications activity will be included within the Annual Report and progress with delivery of agreed activities will be reported in due course.