

## Review of Communications

**Purpose: For noting**

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

**Approver: Chief Executive**

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### Summary

This item covers a report on the CLC's public relations work in 2024 and sets out the plan for 2025 that will support delivery of the Business Plan.

### Recommendation

Council is asked to:

- Note the report on 2024; and
- Comment on the plan for 2025.

### 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

The impact of our communications will be included within the CLC Annual Report, which will be published here when available.