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***RISK MANAGEMENT Inc.***  
*www.risksociety.org.nz*

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**Trust me, I'm from the government!**



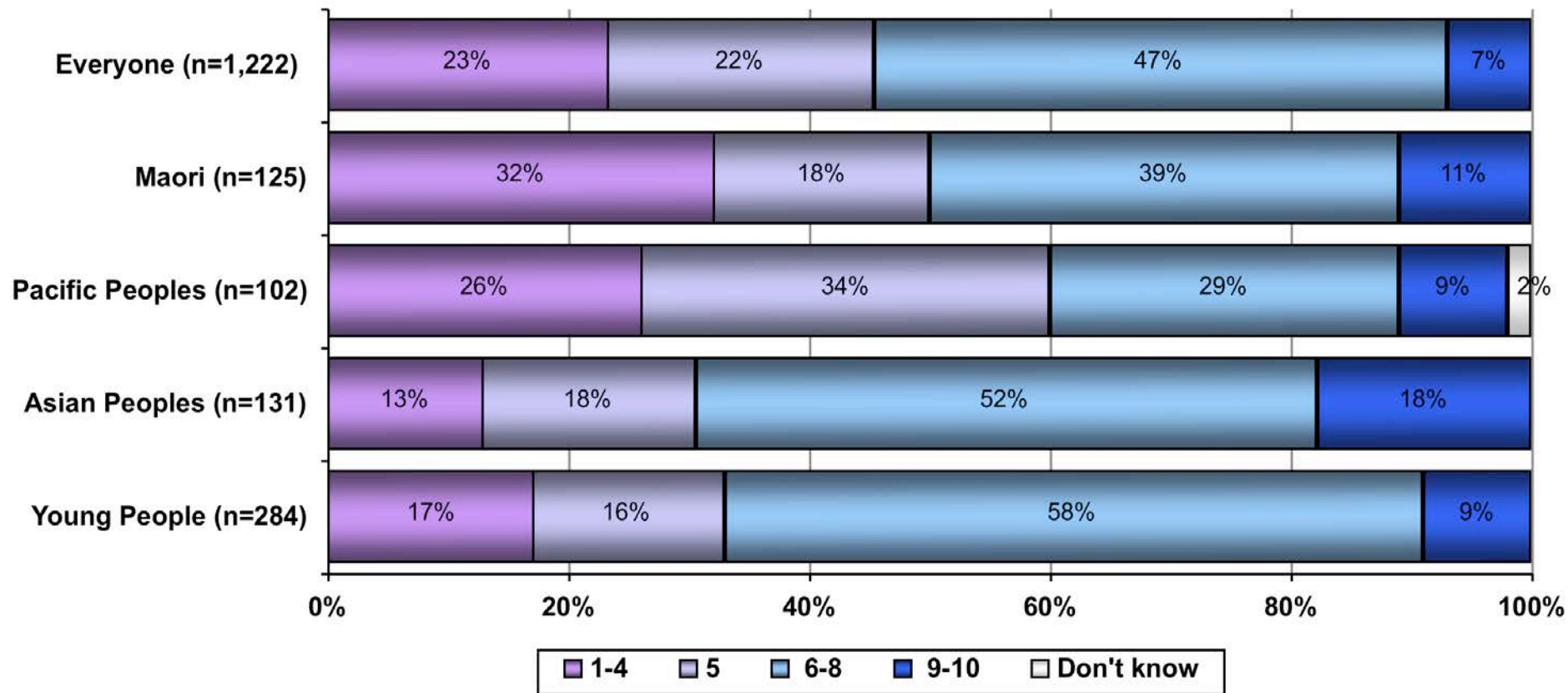


# Trust matters



# New Zealanders' views 2007

*Overall, to what extent do you trust the public service?  
[1= Do not trust them at all; 10= Trust them completely]*





# Can't force trust



# Science and logic are not enough

$$\int_0^{\infty} e^{(\text{logic} + \text{experiments})t} \neq \text{The Answer}$$

$$\sum_{\text{agencies}} (\text{PhDs} + \text{articles}) \cdot \text{Yrs of service} \neq \text{Credibility}$$



# Good communication is essential...



**...but not enough**

# Five ingredients of trust

- Be honest
- Do the right things
- Do them well
- Treat people fairly
- Keep promises





# Five traps

- **Overconfidence**
- **Don't want to alarm**
- **Reassuring without giving some control**
- **Good news over real news**
- **Denying people the right to express their views**



# Trap 1 – Overconfidence

Rugby World Cup 2011: New Zealand can't handle pressure, says Australia's Quade Cooper, ahead of semi



War of words: Quade Cooper piles the pressure on New Zealand Photo: AFP





# Tip 1 – Good decision making

- **Have a plan B**
- **Get multiple perspectives around the table**
- **Use a structured process as a checklist**
- **Start and end of decisions are not scientific**



Image by David Castillo Dominici available from FreeDigitalPhotos.net



# Trap 2 – Don't want to alarm

**ALARM OFF**





# Tip 2 – Trust the public





# Trap 3 – Reassuring without giving some control

**Don't worry,  
everything is OK**



# Tip 3 – Tell people how to manage their own risks



**Nutrition Information**  
(AVERAGE)  
servings per package - 17  
average serving size - 45g (3/4 metric cup†)

	quantity per serving	% daily intake ▲ per serving	per serve with 1/2 cup skim milk	quantity per 100g
<b>ENERGY</b>	670 kJ	8%	870 kJ	1490 kJ
<b>PROTEIN</b>	4.0 g	8%	8.6 g	8.8 g
<b>FAT, TOTAL</b>	0.7 g	1%	0.8 g	1.6 g
- SATURATED	0.2 g	0.8%	0.3 g	0.4 g
<b>CARBOHYDRATE</b>	32.3 g	10%	38.8 g	71.8 g
- SUGARS ^	12.9 g	14%	19.4 g	28.7 g
<b>DIETARY FIBRE</b>	3.6 g	12%	3.6 g	7.9 g
<b>SODIUM #</b>	13 mg	0.6%	70 mg	30 mg

		% RDI*		
THIAMIN (VIT B1)	0.28 mg	25%	0.33 mg	0.61 mg
RIBOFLAVIN (VIT B2)	0.42 mg	25%	0.68 mg	0.94 mg
NIACIN	2.5 mg	25%	2.6 mg	5.6 mg
FOLATE	100 µg	50%	106 µg	222 µg
IRON	3.0 mg	25%	3.1 mg	6.7 mg

† Cup measurement is approximate and is only to be used as a guide. If you have any specific dietary requirements please weigh your serving.

▲ % Daily Intakes are based on an average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

\* % Recommended Dietary Intake (Aust/NZ) per serving.

^ Over 1/2 the sugar in this product is from the fruit.

# 13mg of sodium per serve is equivalent† to less than 0.1g of salt.



For more information visit the Civil Defence Emergency Management  
Office at your nearest council or  
[www.getthru.govt.nz](http://www.getthru.govt.nz)  
PRODUCED BY THE MINISTRY OF CIVIL DEFENCE AND EMERGENCY MANAGEMENT



# Trap 4 – Good news over real news

**CSIRO MEDIA RELEASE 95/99**

**10 October 1995**

**RABBIT CALICIVIRUS ON WARDANG ISLAND**

**The rabbit calicivirus currently being tested as a biological control agent on Wardang Island, has successfully spread between warrens in the pens.**

**It has also spread beyond the quarantine area to two other nearby locations and this necessitated invoking contingency plans, required under quarantine regulations.**

**This appears to be good news for farmers and conservation groups who recognise the urgent need for additional control methods for rabbits, it does constitute a breach of the quarantine precautions so CSIRO scientists have culled the rabbits in the affected warrens.**



# Tip 4 – When something goes wrong...

- Concern
- Action
- Perspective

Bad news doesn't  
age well

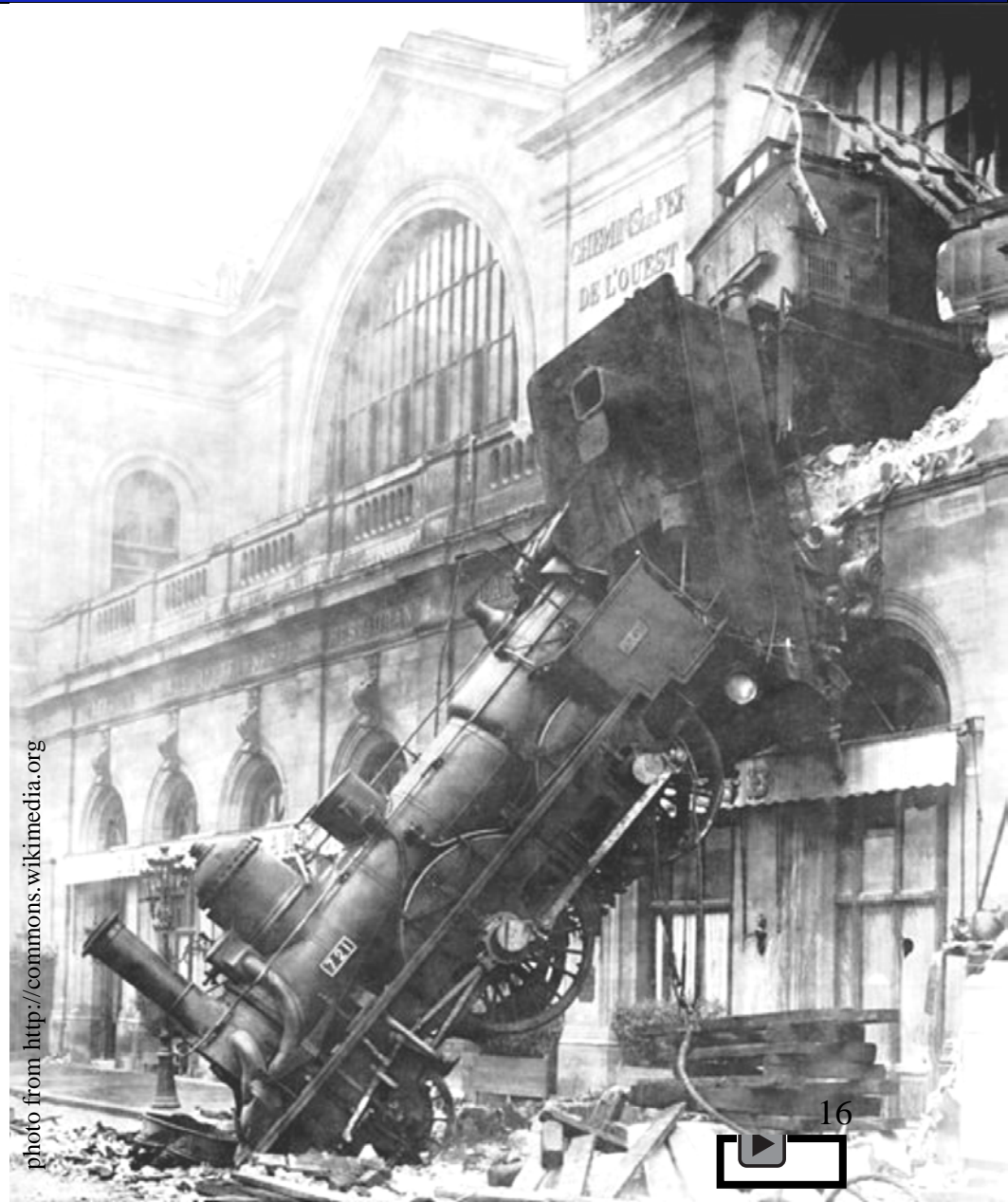


photo from <http://commons.wikimedia.org>



# Trap 5 – Denying people the right to express their views



Photo by Miyoko Schmeiz  
<http://celestiniocity.com/wp-content/713568.jpg>





# Tip 5 – Understand your audience



Photo by pennstatenews from  
<http://www.flickr.com/photos/pennstatelive/4947038416/>



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# Canberra bushfire 2003





# QUESTIONS

