*Having your say versus getting your way:*

*Why regulatory comms matter*

*Additional Q&A*

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| **Q1: Good story Jarrod about systematically creating supply of regulatory information. Were there any particular approaches directed at creating demand for that information in various audiences? Communication is, after all, heard in the place where it lands - not the place where it is generated.** |
| Jarrod Cowley-Grimmond  Executive Director, Water Operations and Systems, Department of Regional Development, Manufacturing and Water, Queensland |
| This is always a challenge, we have started by building an email list commencing with our peak bodies and will be building a list of people who are keen to receive information. We also regularly communicate to our duty holders through regular emails communications plus our social media profile. Over time we hope to grow this organically. |

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| **Q2: When you're a regulator within an economic development area, how do you build trust within the community who might see a conflict of interest??** |
| Jarrod Cowley-Grimmond  Executive Director, Water Operations and Systems, Department of Regional Development, Manufacturing and Water, Queensland |
| There is not necessarily an interest between economic development and regulation. For example in the water resources space we take the view that regulation supports economic development by providing certainty to entitlement holders that they will receive what they pay for and water won’t be taken by other consumptive users without consequences. The better argument is that regulation supports stable and consistent economic growth by providing market certainty while balancing the environmental outcomes. So I do not view regulation and economic development as opposites but instead complementary, the challenges is getting the balance right and also being flexible enough to allow innovation. |