



# Manage your reputation when an event occurs

## Processes to help your school manage in the case of a crisis

### The issues

We have all read or watched recent media coverage of events in schools that no doubt shocked and hurt us and which have in all probability left deep and unyielding scars in the minds of victims of abuse.

In addition, we all realise that similar events have or might happen in our own schools. Drug taking, cyber bullying, sexting and unforeseen accidents are other examples of the type of incidents that can have a lasting impact.

Feeling sorry for the victims, meting out the proper punishment for the perpetrators and perhaps bewilderment as to how we can deal with these situations are among the immediate mixed emotions that can be experienced.

There is an even greater harm inflicted on schools that are not prepared to deal in a rational way with such events.

All the wonderful work achieved by teachers past and present, all of the sacrifices of so many parents who have made it a priority to send their children to independent schools and all of the contributions to society made by students past and present can be undermined by a singular event

### Who can help?

Our education practice works in conjunction with professionals whose expertise is to cope with such incidents. The approach is to set up systems and processes that can equip schools to act sensibly and sensitively if or when the unforeseen occurs. This is called reputation management. It is a process that helps your school manage a crisis that otherwise could cause irreparable damage to your reputation.

When such events are managed properly, it allows justice to be meted out without destroying the fabric of values that so many of our academic institutions have worked so hard and long to propagate.

### Further information

Should you wish to discuss how we can assist you with reputation management in your school, please contact your WTW insurance broker.

Willis Australia Limited

ABN 90 000 321 237 | AFSL No. 240600

Disclaimer: While all reasonable skill and care has been taken in preparation of this document it should not be construed or relied upon as a substitute for specific advice on your insurance needs. No warranty or liability is accepted by Willis Australia Limited its shareholders, directors, employees, other affiliated companies for any statement, error or omission.

WTW052AU