

The Jeremy Colman Crisis

Rachel Moss, Wales Audit Office

Making Public Money Count



Welsh Spending watchdog Jeremy Colman quits amid porn allegations

The Times

Auditor arrested over 'indecent images'

Accountancy Age

Auditor General resigns as porn found on laptop

Western Mail 4 Feb

Detectives to interview former Auditor General

Western Mail 5 Feb

Porno Row boss quits

Daily Star

Spending Watchdog chief 'quit over laptop porn'

The Independent 4 Feb

Cops probe audit chief over laptop porn allegations

Daily Post

Day One – The Story Breaks

Wednesday 3 February 2010

Handling So Far - Complications

- Auditor General's employment managed by National Assembly
- Events happened quicker than Senior Director thought
- Police advised Director to keep it secret
- Information leaked quickly
- Head of Communications not informed until story broke

Lessons Learned

- Head of Communications should be part of 'inner circle'
- Prepare before crisis breaks
- Have an agreed crisis communications 'chain'

Day Two – The Fallout

Thursday 4 February 2010

Lessons Learned

- Internal Communications – Face to face is best
- Liaise closely with police

Day Three – The tables turn

Friday 5 February 2010

Lessons Learned

- Internal Communications – keep talking
- Develop a recovery strategy

The Next Few Weeks

Distancing

Key Messages

- We uncovered the crime and acted swiftly
- We have good IT governance
- We have moved on and are future focused
- It's business as usual
- We will change for the better

The Next Few Weeks

Distancing

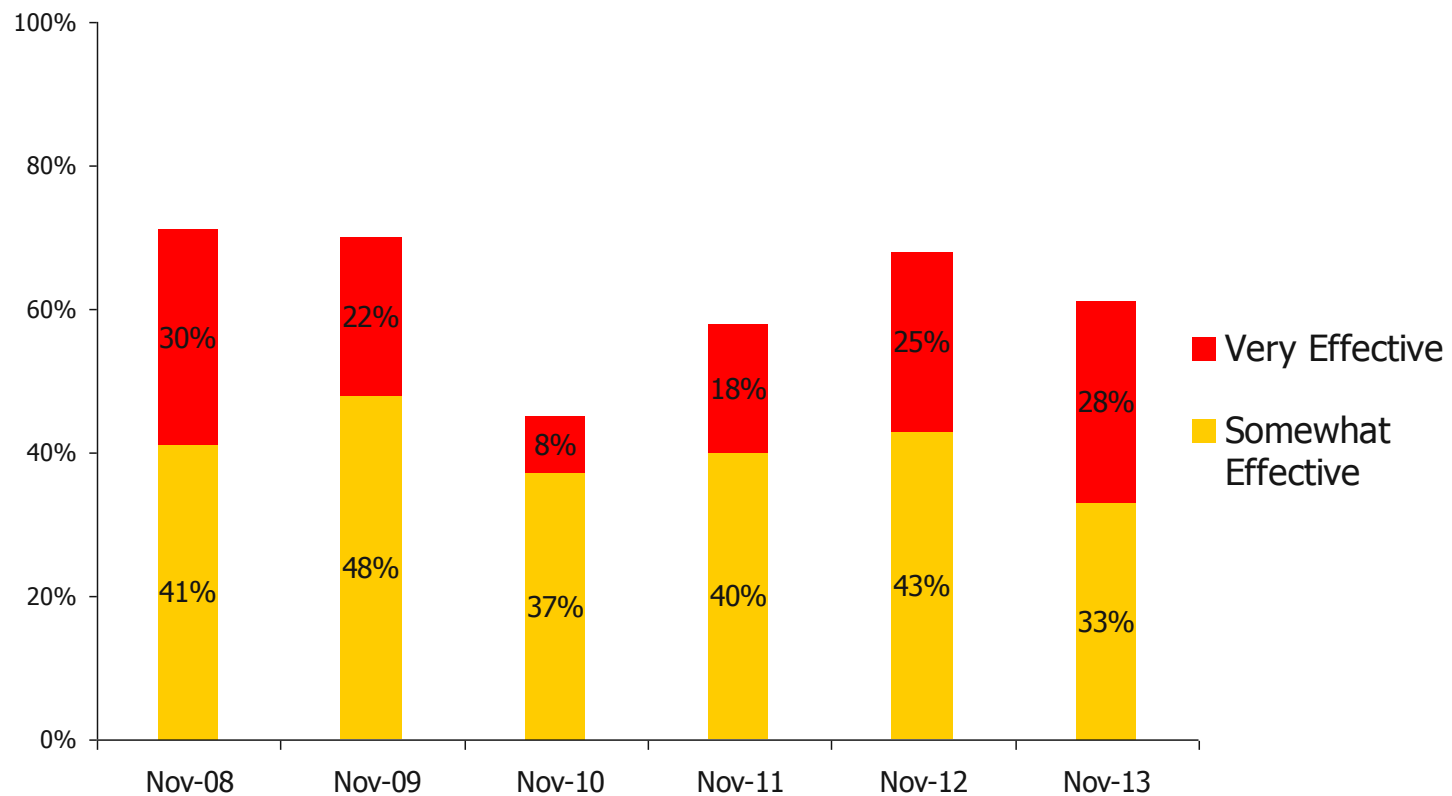
Lessons Learned

- Stay close to the press
- Be cautious with 'off the record'
- Always presume internal communications will 'leak'
- Regular dialogue between Head of Communications and senior team
- Keep a log of all crisis activity for the future
- Keep close to third parties – Police and Assembly

The Following Months

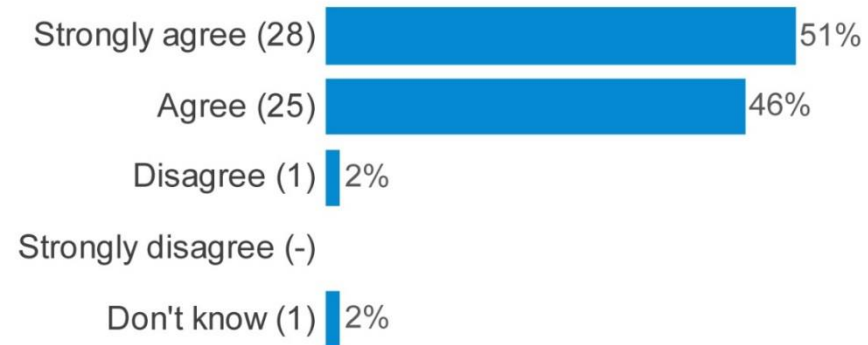
Recovery

AMs ratings of effectiveness of Wales Audit Office November 2013



2016 Survey of Local Government Chief Executives

I have confidence in the work of the Wales Audit Office:



Lessons Learned

- You sometimes have to ride the storm
- Major crises can't be 'PR-d' overnight
- PR should support wider corporate change
- Management have learned the value of PR advice



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Any Questions?

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