

## NOMINATION FORM – PRINZ COLLEGE OF FELLOWS

Please fill in the following with as much detail as possible to ensure your nominee receives due consideration.

Nominated Member	Karalyn van Deursen
Contact details	<a href="mailto:Karalyn.Vandeursen@cdhb.health.nz">Karalyn.Vandeursen@cdhb.health.nz</a> Ph 027 531 4796
Nominator (PRINZ member)	Erin Jamieson
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Seconder (PRINZ member) This is a mandatory field	Leigh Harris
Contact details	<a href="mailto:leigh@conv.co.nz">leigh@conv.co.nz</a> Ph 021 594 052

Please also provide a **200-300 word** synopsis of the nominee that can be used in their citation.

Background information on nominee, as relates to the qualifying criteria:

A high degree of competence in the practice of public relations.	Karalyn has worked in public relations most of her career. She started in advertising and marketing and moved to public relations more than 20 years ago. She's worked as a consultant for Network PR, been self-employed and then moved into the complex area of health communications: at Hawke's Bay DHB, the Ministry of Health, a Minister of Health and for the past ten years as Executive Director of Communications for Canterbury and West Coast DHBs. In her current and previous roles she's faced numerous public relations challenges in terms of crisis communications, and also managed to achieve tangible results through proactive public relations as part of change management projects. She's led and grown a small team at Canterbury and West Coast DHBs, focused on enabling individuals to do their best work in a supportive, and frequently pressured environment.
Have contributed significantly to the enhancement and development of the public relations profession.	Karalyn has shared her knowledge, experiences and learnings at various events, including speaking at PRINZ events, both in Canterbury and at a national level. She has also spoken at the EMPA (Emergency Management Communications Conference). She was also invited to speak about the Mosque Attack communications at the IABC International Conference in Chicago last year – unfortunately that didn't happen due to the demands of the COVID-19 outbreak. Where there have been specific issues and learnings, Karalyn has met with groups such as the Department of Internal Affairs Visits and Ceremonies and Engagement team and shared her experiences of the challenges of

	<p>coordinating numerous international dignitaries who wanted to visit survivors of the Mosque attacks. As a result of this meeting and discussions a new protocol has been agreed – which should improve the experience of the next NZ organisation to find itself in the international spotlight. On a day to day basis, Karalyn is involved in mentoring staff within the communications team, and other key staff seeking advice and wanting to improve their communications. She is also a trusted confidante to other PR professionals who want to ‘test’ or ‘reality check’ thinking on various scenarios.</p> <p>She has also worked closely with various reporters in Canterbury and around the country to educate them as to the role of Communications professionals and works to uphold the ethical reputation of PR practitioners in New Zealand.</p> <p>Karalyn chaired the DHB communications managers group for four years and frequently provides counsel to colleagues around the country. On occasion she’s been called on to assist at other DHBs, such as at Southern DHB when they had a significant issue and very few comms staff on the ground.</p>
<p>And/or have contributed significantly to the enhancement and development of the Institute.</p>	<p>As above, Karalyn has encouraged team members and colleagues to join PRINZ and attend courses and conferences wherever possible. Karalyn has attended a number of PRINZ conferences and events.</p>
<p>Other – include:</p> <ol style="list-style-type: none"> <li>1. Summary of practice and awards if any</li> <li>2. Support for ongoing education within public relations and communications</li> <li>3. Contribution through mentoring and support for emerging practitioners</li> <li>4. Overall summary of contribution, taking into account guidelines for ethical practice</li> </ol>	<p>2020 – Canterbury &amp; West Coast DHB’s TransAlpine Communications team won the In-house team of the year award.</p> <p>2017 – Highly Commended PRINZ Award Govt/Quasi Govt Category for ‘Moving Hearts &amp; Minds’ for internal and external communications for a campaign which saw elderly patients move from an iconic old hospital to a modern one 20 km away. It covered internal and external comms, media and event management, including staff and public open days and an official opening.</p> <p>2016 – Awarded a PRINZ Award for Issues, Crisis or Emergency Management</p> <p>2016 – Awarded an Asia Pacific Global Alliance Award for change management</p> <p>2015 – Awarded an IPANZ (Institute of Public Administration NZ) Award for public engagement</p>
<p><b>Citation summary from the above (200 – 300 words):</b></p> <p>Health Communications is one of the most challenging areas of public relations as it affects every one of us, and frequently your audience is ‘the public’. Karalyn has led and enabled a small team through some of NZ’s most challenging public relations challenges: the Canterbury Earthquakes, Port Hills fires, measles outbreak, first suspected Ebola case in NZ, the Mosque Attacks, the COVID-19 outbreak - including working closely with families/whanau of the deceased Rosewood Rest Home residents and Ministry of Health. Last year there was a mass exodus of executive team members from the DHB, when 7 out of 11 of the executive team resigned. Despite this Karalyn has continued to work in a professional way alongside two acting Chief Executives, and now a permanent CEO. Karalyn is a hands-on leader who is involved in all aspects of public relations and</p>	

communications in Canterbury and West Coast. With 11,500 staff in Canterbury alone, the need for communications is always high. Change is a constant, and with a mass vaccination campaign and the Health and Disability Review changes on the horizon, the demand for good communications continues.

**From the PRINZ New Bylaws July 2019:** Fellow, is a person elected to that category prior to 1 January 1984 or, a Member, or a person who is elected as a Fellow by a minimum of ten members of the College of Fellows and who has been a PRINZ member for at least 10 years, and is a person who on the agreement of the Board and the College of Fellows Committee has made an outstanding contribution to the Public Relations industry and Institute.

Candidates for election as Fellows shall be nominated by Committees of Divisions of the Institute, current Fellows or the Board and must meet the following criteria:

- A high degree of competence in the practice of public relations;
- Have contributed significantly to the enhancement and development of the public relations profession;
- Have been a PRINZ member for at least 10 years;
- And/or have contributed significantly to the enhancement and development of the Institute.