# Communications plan: <project name>

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| --- | --- |
|  | **Instructions for filling out this template**[Read more about developing a communications plan](http://change.sa.gov.au/uploads/documents/Developing_a_communications_plan.pdf) |

### Purpose

To outline the public objectives of the <Project> and what communications activities can be employed to achieve these objectives.

### Aim

The communications plan aims to:

* identify timely opportunities to promote the measurable public benefits of the <Project>
* identify timely opportunities to promote the government benefits of the <Project>
* identify how to communicate and promote the project to both the citizens and the public sector
* <other project specific aims>
* <other project specific aims>

### Stakeholders/audience

Stakeholders are:

* general public
* public sector employees
* premier and cabinet
* mainstream media
* <other project specific stakeholders>
* <other project specific stakeholders>

### Key messages

The interests of the broad range of stakeholders listed above will vary and therefore the priority message for audience groups may differ.

However, the key messages will be those that broadcast and reinforce the benefits of this project to and for your main stakeholders.

These key messages (that is, the benefits) include:

* <project specific key message>
* <project specific key message>
* <project specific key message>
* <project specific key message>

Other key messages (for secondary stakeholders):

* <project specific key message>
* <project specific key message>
* <project specific key message>
* <project specific key message>

### Message distribution

A range of media and forums will be employed, as appropriate, to distribute and reinforce the key messages.

* mainstream media – newspapers, radio, television, web news portals
* newsletters and e-newsletters
* social media – Facebook, Twitter, blogs
* speeches
* public sector events
* <other channels as appropriate>

### Proposed schedule of communication and engagement

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Timing** | **Responsibility** | **Opportunity** | **Messages and objectives** | **Method / channel**  | **Frequency** | **Stakeholder / audience** | **Feedback mechanism\*** | **Risks to consider** | **Current status** |
| Date |  | Announcement of project/ initiative  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
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| *\*This refers to your preferred method of soliciting feedback from stakeholders* |

### Media opportunities

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Possible lead for story…** | **Timing** | **Launch or media release by / with?** |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |

### Risks/issues to consider/manage:

|  |  |  |
| --- | --- | --- |
|  | **Risk** | **Strategy to limit risk** |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |
| 6 |  |  |