Communication and engagement plan

Project name

Goal	*Succinctly outline the overarching engagement and communication goal – what are you trying to achieve or what is the problem you are trying to solve?*
Background	*Write a simple statement about the problem or opportunity requiring engagement and communication.*
Objectives	*These objectives are the steps you need to take to achieve the goal outlined above and should always be SMART (specific, measurable, achievable, relevant and time-bound).* 1. xx 2. xx 3. xx 4. xx
Stakeholders	*List the individuals, departments, organisations and groups (both internal and external to your organisation) who will be involved in the project, impacted by it or can influence the delivery and success of the engagement and communication plan.* **Our people** *(In this section include the working group or the internal staff and volunteers.)* • xx **Our partners** *(In this section include local governments, state or federal government departments and organisations, unions and associations, industry bodies, media, not-for profits, business groups.)* • xx **Our communities** *<(In this section include physical communities (place-based) and interest or common characteristic communities and community groups including remote, culturally and linguistically diverse, youth, older people, people with disability etc.)* • xx

Tactics and channels	*Detail the specific tactics (e.g. advertising, communication, public relations, stakeholder engagement etc.) required to achieve the objectives listed above and also include the channels (e.g. social media, workshop, newsletter etc.) used to deliver them.*
Key messages	*List three or four top-line key messages for your engagement and communication. Create a funnel of information under each top-line message that includes supporting messages, facts, figures and personal stories to help tell your story/ narrative.* **Our people** • XX **Our partners** • XX **Our communities** • XX
Budget	*Outline a description of each item and the communication and engagement cost.*
Risk assessment	*Identify any risks or issues that may impact your project and engagement and communication activities and the mitigation you will use to deal with them.*
Stakeholder spectrum	*Transfer your identified stakeholders into the below matrix (see example below) according to their interest and influence over your project. This plotting process helps determine a recommended level of engagement and understanding of engagement tactics, channels and cadence.*

Implementation

Using all the information you have listed above, transfer your stakeholders, their degree of impact and their engagement level below in the different rows. Then write down the corresponding objectives being met, the channels that you can use with them and how you will evaluate success. Then finalise by filling in the timeframe, and person responsible.

Stakeholder	Objectives met	Role	Degree of impact	Engagement level	Communication and engagement channels	Timeframe and frequency	Responsible officer	Measure of success and evaluation
E.g. Workforce plan advisory group	1, 2, 3, 4	Staff responsible for communication	High Medium Low	Inform Consult Involve Collaborate Empower	Meetings Public updates Social media updates – Facebook and Instagram Industry forums Website/ information kit	Fortnightly/ monthly Weekly/ ongoing/ As required or insert the date	Insert name and department	Increase or decrease in usage rates, metrics, KPIs Limited or no misinformation being spread Limited or no negative media articles
					Industry meetings Media monitoring Online engagement platform			Number of website hits or page impressions, analysis of questionnaires, anecdotal feedback
					Fact sheets Situation reports Teleconference Emails/complaints process			Number or nature of enquiries received due to communication strategies Stakeholders buy-in and support for the engagement and communication plan
					Working group Survey, focus group Taskforce/forms/ reporting			
					Advertisements All staff emails, intranet pages, newsletter			
					Heads of communication meetings			