

ENGAGEMENT *and Communications Strategy*

PROJECT TITLE:

This is the overarching engagement and communication strategy for the XXXXXXXX Project.

This strategy has been developed to guide ongoing engagement and communication to support the project objectives. It will be continually reviewed and updated to ensure it continues to contribute to the achievement of the stated objectives of the project.

ENGAGEMENT AND COMMUNICATION OBJECTIVES

This Engagement and Communication Strategy will enable the XXXXXXXX Project to:

-
-
-
-

TARGET AUDIENCES

The Project will engage and communicate with partners, stakeholders and community members including:

INTERNAL

-
-
-
-

EXTERNAL

-
-
-
-

PARTNERS

A number of groups and organisations will support the Project in implementing this engagement and communication strategy. They include:

-
-
-
-

These organisations will support the engagement and communication strategy in the following ways:

-
-
-
-

KEY COMMUNICATIONS MESSAGES

The following key messages will be used in all engagement activities and communication materials:

-
-
-
-
-

Supporting messages about specific aspects of the project and for specific target audiences are outlined below (where relevant).

-
-
-
-
-

SPOKESPEOPLE

The main spokespersons communicating key messages in this strategy will vary according to the activity and target audience but are likely to include:

-
-
-
-
-

ENGAGEMENT AND COMMUNICATION ACTIVITIES

Engagement and communication activities proposed in this strategy have been matched with target audiences and mapped and budgeted in a chronological action plan (Attachment 2).

COMMUNICATION PROTOCOLS

Project partners will be acknowledged in all written communications including media releases and electronic communications.

The Project will also acknowledge the support it has received from (insert funding source if relevant) in all relevant publications.

EXISTING ENGAGEMENT ACTIVITIES AND COMMUNICATION RESOURCES

Engagement activities relevant to the Project that have already occurred include:

-
-
-
-
-

Communication materials and other resources that have already been developed for the project include:

-
-
-
-
-

TIMEFRAMES

This project will be implemented from xxx to xxx.

This communication strategy will be in place for the life of the project. It will be reviewed and updated each year, or as required.

A list of project milestones is included as Attachment 1 of this strategy.

BUDGET

The overall budget for delivering the engagement and communication strategy is included in the Project Budget. Activities are budgeted in the Action Plan (Attachment 2).

ROLES AND RESPONSIBILITIES

This strategy has been developed by...

Its implementation will be coordinated by ... with advice from...

It will be implemented under the guidance of ...

... will approve all significant communication materials distributed under the strategy, consulting the Steering Group and... as needed.

ACTION PLAN

An action plan is included as Attachment 2.

It will guide implementation of this strategy and will be regularly updated.

