

(Insert company name)

Communication Plan

Note: This template has been developed as a guide for developing a communication plan. Further assistance can be provided by the Special Purpose Vehicle Unit, within the Department of Infrastructure and Planning.

Table of contents

1	Purpose	3
1.1	Scope	3
1.2	Objectives	3
2	Timeline	3
3	Deliverables	3
3.1	Key Messages.....	3
3.2	Target Audiences	3
3.3	Communication tools.....	3
4	Review and performance evaluation	3
4.1	Review.....	3
4.2	Monitoring and evaluating the plan	3

1 Purpose

Outline the purpose of the communication plan. This should include information on communication principles, objectives and practices in all business endeavours.

1.1 Scope

Outline the scope of the communication plan. This may include ensuring that stakeholders are identified, informed, consulted and involved in the process based on their role. A template for a stakeholder analysis is provided in 2_5_T Stakeholder Analysis.

1.2 Objectives

Develop a set of objectives. Objectives may include effective information collection, exchange and distribution. It may also provide objectives for effective media management including: enhancing awareness of the Special Purpose Vehicle (SPV) and its actions; reinforcing key agency messages; and providing accurate and timely information.

2 Timeline

Determine the necessary actions for completing the communication plan as well as deadlines and responsible officers.

3 Deliverables

3.1 Key Messages

Develop clear statements that communicate the business endeavours of the SPV.

3.2 Target Audiences

Determine who the messages are being delivered to.

3.3 Communication tools

Outline the tangible outcomes that are going to be delivered by this planning. These may include: reports; publications; fact sheets; websites; and newsletters.

4 Review and performance evaluation

Outline when the communication plan will be reviewed. This should occur at least annually.

4.1 Review

Measure the effectiveness of communication activities with reference to the stated objectives by:

- continuing engagement with stakeholders regarding their opinions on the information provided
- monitoring which communication tools and techniques provided the greatest level of response
- keeping records of all enquiries.

4.2 Monitoring and evaluating the plan

Perform an evaluation regarding the effectiveness of the plan. The checklist may include:

- Have all the key stakeholders and their interests been identified?
- Is there agreement from all key stakeholders on the content, frequency and methods of communication?
- Has the information provided to stakeholders met their requirements/expectations?

- Has the information received from stakeholders met the SPV's requirements?
- Has all the necessary information been disseminated?
- Have the respective roles and responsibilities of the SPV employees involved in the implementation of this plan been fulfilled?
- Have the communication activities been carried out satisfactorily?