



MELBOURNE
PR & MARKETING
distinctive brand presence

How to Develop a Strategic Communications & Engagement Plan

Masterclass for Local Government

**Improving the culture, performance and reputation of
Australian councils by developing the communication and
leadership skills of their employees**

Learn how to raise awareness and understanding of a service, policy, project or public issue, and inspire support and collaboration for better community, economic and environmental outcomes



At the heart of successfully delivering more than 100 different services every day, advocating and engaging with communities on a diverse range of issues, is effective communication.

While a council's corporate communications strategy provides the over-arching framework for delivering its key messages, specific council services and programs require a tailored communications approach to ensure they deliver the right messages to the right target audiences through the right mediums at the right time.

A strategic communications and engagement plan sets the foundation for garnering community and stakeholder understanding and support for Council projects and services. A plan also ensures that resources are used most effectively and that activities are aligned with Council policies and objectives.

Who this Masterclass is for

This masterclass is designed for Council staff with responsibility for delivering a service, program, event or initiative.

How to Develop a Strategic Communications & Engagement Plan Masterclass Content

Set the Scene

- Articulate the purpose and define the communication challenge
- Gather information and evidence
- Detail the methodology and timeframes
- Detail project non-negotiables and negotiables

Understand the Context

- Identify relevant Council plans and strategies, legislative requirements and engagement and communication frameworks
- Analyse the environmental context and prepare a risk profile with mitigating actions

Know the Audience

- Identify the demographic, psychographic and behaviour characteristics of target audiences
- Identify relevant internal and external stakeholders and their required level of engagement

Set the Goals and Objectives

- Set communication and engagement goals and objectives

Develop the Communications Approach and Story

- Develop a project vision, mission, narrative and key messages
- Select the right mediums to deliver your message to the target audiences
- Prepare an integrated communications, PR and media program

Develop the Engagement Approach

- Identify engagement tools and techniques to use for each stakeholder group

Plan for Action

- Prepare a communications calendar
- Populate an action plan template

Measure Success

- Set key performance indicators to measure the success of your communication and engagement goals and objectives

Masterclass Duration

This masterclass is delivered over two days.

Head Trainer, Ros Weadman FPRIA



Ros Weadman FPRIA is a leading authority on local government brand visibility, communication and reputation.

A national and state award-winning marketing and public relations professional with over 30 years' experience in the industry, Ros draws on her specialist knowledge and expertise to design and deliver local government-focused consulting services, training and coaching programs. Her masterclasses draw on real experience working in local government and present real scenarios and real solutions.

Ros was Manager Communications at the City of Casey for 11 years and Manager Public Affairs at the City of Greater Dandenong for five years. During this time, she developed and implemented strategic communication, engagement and advocacy plans on a broad range of projects and public issues.

As a professional writer, Ros is the author of *BRANDcode*[®], a practical marketing guide for business owners.

She has also written thousands of online and offline marketing and communications resources, media releases and speeches, including for the Premier of Victoria.

Ros has exceptional experience in media and issues management. She has provided high-level communications and media advice to CEOs, mayors and councillors, and has led crisis communications teams responding to some of Australia's highest profile incidents and issues, including the Cranbourne Methane Gas crisis (2008), Black Saturday fires (2009), Springvale Salmonella outbreak (1997) and Victorian Gas crisis (1998).

Since establishing Melbourne PR & Marketing in 2011, Ros has delivered strategic communications advice and plans, advocacy, project management, copywriting, training, coaching and other consulting services to many local councils including Casey, Campaspe, Cardinia, Greater Dandenong, Kingston, Monash, Moreland, Stonnington and Whitehorse.

Ros is tertiary qualified in professional communication, business management, psychology and secondary education, is accredited with the International Association for Public Participation and is an accredited consultant / trainer of Extended DISC[®] diagnostic tool.

Ros is a Fellow of the Public Relations Institute of Australia.

Contact us today to discuss tailoring a program to meet your
organisation's communication training needs

1800 677 600
www.mprmg.com.au