

## **PARTS OF THIS DOCUMENT HAVE BEEN DELIBERATELY ALTERED**

**XXXX XXX XXX**

### **COMMUNICATION STRATEGY - 2002/03**

#### **Levels of XXXX**

- XXXX
- XXXX
- XXXX
- PROGRAM
- TEAM
- PROJECT

Effective communication is essential to the effective operation of any organisation, including internally in large organisations such as the XXXX. A **Communication Strategy** provides the framework for communication activities. Supporting the Strategy, a **Communication Plan** at each level provides a framework for all communication activities within an organisation, from project to department.

**All major projects and activities** need to have a communications plan to maximise the dissemination of information about progress, achievements and benefits of the work to diverse audiences.

Each level needs to identify **Key Issues** that will guide the communication effort and help to **shape the message**. On a project level these issues may be Micro, compared to the more Macro approach taken by higher levels. Plans help support activities at higher levels while supporting activities at lower levels. The goal of communication should be:

*"To communicate the activities and benefits of the work we do (at whatever level) to ensure funding providers<sup>1</sup> recognise a return on investment and the Queensland community<sup>2</sup> sees value and relevance in our activities."*

<sup>1</sup> Includes government and organisations

<sup>2</sup> Includes producers, processors and consumers

#### **AUDIENCE**

The communication strategy is based around several **broad target audience groups** and activities reflect the type of relationship is desired with that group.

- Community - includes rural and urban
- Government -
- Industry - includes producers, processors, exporters
- Funders - (non govt.)
- Internal - XXXX organisation

#### **AIMS**

**There are three aims of this strategy**

1. Foster a free flow of information
2. Increase awareness of our activities
3. Develop and reinforce trust in our activities

#### **ISSUES**

**Key issues for External communication:**

- Meeting WoG, XXXX and XXXX priorities
- Production/environmental sustainability
- Return on investment (govt. XXXX, other funders)
- Commercial opportunities/support of XXX including

- o New technologies developed/employed by XXXX
  - o Exploitation of new markets by XXXX
  - o New business generated by XXXX
  - o Protection of existing markets
- Developing and maintaining consumer awareness and confidence in our activities
- Conducting demand driven activities (includes producer's expectations)

### **Key issues for Internal Communication**

- Perceived lack of open information flow from above
- Clear channels of getting information to management

## ***MESSAGES***

### **Key External messages:**

- XXXX is undertaking activities that provide safe food and fibre while minimising environmental impacts.
- The value chain, from producer to consumer is a consideration in all of our activities
- Regional communities are among the beneficiaries of our work
- Our work has clearly identified returns on investment for both government and funding partners
- Innovation and the implementation of new technologies are part of our everyday business.

### **Key Internal messages**

- Responsibility for communication rests with the individual.
- Systems are in place for getting information to people within the Institute

## ***STRATEGIES***

### **The key external messages will be delivered through the following six strategies:**

1. Use of the media to disseminate information to rural and urban audiences.
2. Planned communication with funding contacts
3. Increased use of internet as information resource tool for public, and intranet for staff
4. Creation and support of communication plans at project and team level
5. Inclusion of XXXX in overall XXXX communication/marketing processes and activities
6. Ongoing profiling within XXXX and government

# COMMUNICATION PLAN

PREPARED XXX

## 1. Community

Objectives	Method	Actions
<p><b>1.1</b> That best use is made of the XXXX Unit in creating and maintaining a visible profile of our outputs with the general community via the popular media</p>	<p><b>1.1.1</b> Identify and direct story opportunities to reflect XXXX and XXXX priorities.  <b>1.1.2</b> Co-ordinate story leads with Media Unit, ensuring all stories reflect the interests of the target audience.</p>	<p><b>1.1.1.1</b> Work with Project and Team leaders through the introduction of Communication Plans at each level.</p>
<p><b>1.2</b> XXXX participation in XXXX initiatives that address food and fibre value chains</p>	<p><b>1.2.1</b> Coordinate contributions to XXXX publications (printed and electronic)</p>	
<p><b>1.3</b> That the XXXX web provides content that is pertinent to urban users as well as rural users.</p>	<p><b>1.3.1</b> Liaise with XXXX web coordinator.</p>	

### Other pages not included here relate to:

- Government -
- Industry - includes producers, processors, exporters
- Funders - (non govt)
- Internal - XXXX
- Non-specific activities