

Project Planning

# Project Communications Plan

# Project Name:

|  |  |
| --- | --- |
| **Project Manager and Project Sponsor** |  |
| **Date approved** |  |
| **Version approved** |  |
| **Supporting File Location** | *E.g. Project Plan file location* |

*All Italicized text in this document is instructional and should be replaced before submitting to the Project Sponsor for approval.*

*Review and update the communications plan as the project progresses to ensure it’s up to date.*

## Introduction

*Brief overview – define the scope of the project. Why is the project necessary? Include brief overview of context.*

## Strategic Priorities and Objectives

*Which of the organisation’s priorities does your strategy contribute to achieving? eg. Strategic Plan, Strategic Priorities, Organisation Communications Plan? What organisational objectives does your communications plan support?*

## Background/Situational Analysis

*Detail relevant background information and describe any current activity that supports/underpins this plan.*

### SWOT Analysis

*List any Strengths, Weaknesses, Opportunities, Threats.*

### Competitor Analysis

*Include information on competing organisations/activities.*

### Market Research

*Detail any research that may have been undertaken or is available that has informed the plan, and may include:*

1. *Primary Research - both qualitative and quantitative in nature (eg focus groups, omnibus surveys)*
2. *Secondary Research – existing data and published research by external organisations (eg Roy Morgan, ABS)*
3. *Pre campaign research - detail learnings from the research that may have been applied to the plan.*

## Project Management

*Who is responsible for this campaign? What contractors will be used (ie master media agency, creative agency etc)?*

*Refer to* [*Better Together*](https://www.bettertogether.sa.gov.au/planning-tools)  *for additional resources relating to stakeholder engagement.*

## Objectives for the Communications Plan

*What are the specific objectives of this plan – primary, secondary?*

*Objectives must be:*

* *Concise, measurable, include targets and benchmarks*
* *Single minded, specific and relevant to the campaign messaging*
* *Achievable: provide context if the objectives stated are stretch targets or may have environmental factors potentially affecting their success*.

*Objectives should be expressed as both percentages and numbers with a goal date, including benchmarks where possible, e.g. increase calls to the phone line by 10% (375 calls) by June (year) compared to 200 calls benchmark based on the previous year.*

*This could also be represented in a table.*

|  |  |  |
| --- | --- | --- |
| *Campaign Objectives* | *Benchmarks* | *Campaign KPI’s* |
| *Example*  *Objective 1*  *Increase calls to the phone line* | *Example*  *Benchmark calls are 200 from previous year* | *Example*  *Increase calls by 10% or 175 compared to previous year* |

## Target Audience of Communications Plan

*Outline your target audience groups, not just generically but by demographics, psychographics, geographic locations, specific interests, etc. Be as specific as possible.*

*Divide into primary and secondary audiences. Refer to the stakeholder engagement plan.*

*Equity and Access - Have you considered whether/how the messaging will be inclusive for all groups?*

## What we are currently doing to achieve communications objectives

*Outline any current activities that contribute to your communications objectives, including dot points of specific tools ie:*

• *Public Relations*

*• Social media, digital platforms*

*• Direct Marketing*

*• Community engagement*

*• Education Resource Kit*

*• School Holiday Education Program*

*• Presentations to various interest groups*

*• Visitor Information Centre*

*• Other existing programs*

## Barriers/Critical Success Factors

*Include any factors that are critical to the successful achievement of the plan (likely to be beyond the scope of control of this plan) and any barriers to operational activity that may also be encountered.*

## Key Messages

*Outline the key messages and if necessary, alignment with appropriate target audience group.*

## Communication Strategies and Tactics

*Outline the communications strategy/ies that will be used to achieve your objectives (briefly touching on tactics for each). What tools are you going to use and to whom will these activities target?*

1. *(Corporate Strategy) - Overarching strategy to position xxx and provide the corporate framework for the xxx level activity…..*
2. *(Tactical) – ground level tactical activity which fits into the strategic direction of above…..*

*This may include activities under the following:*

*• Advertising*

*• Sponsorship*

*• Direct Marketing*

*• Printed collateral*

*• Internet*

*• Social media platforms*

*• Events*

*• Media/Public Relations*

*• Promotional items*

*• Internal communication*

*• Events*

*• Community engagement*

*Have you considered a proactive risk management strategy as part of your communications plan?*

## Creative Strategy

*Provide an outline of the relevance of the proposed creative idea to the audience and objectives of the campaign. Have previous campaigns influenced this creative direction?*

*If the creative direction requires music, has South Australian music been included? Consider opportunities to support local creative arts.*

## Media Strategy

*Provide an outline of the relevance of the proposed media strategy/activity to the audience and objectives of this campaign.*

## Budget

*Itemised breakdown of the TOTAL budget including all activity.*

|  |  |
| --- | --- |
| **Activity** | **Proposed Budget  $ ex GST** |
| Research |  |
| Strategy |  |
| Media:  Contra  Cash |  |
| Creative/Production |  |
| Events |  |
| Evaluation |  |
| Agency Fees |  |
| Other |  |
| TOTAL | $ ex GST |

## Timing

*What is the timing of the communications? Outline the timeline of actions required to implement the activities; where appropriate include responsibilities and cross-reference each tactic with target audience/s and key message/s. Include communications approval process.*

## Evaluation

*How and when will the communications plan be evaluated? Include benchmarks, measurement/monitoring mechanisms, and timing of evaluation. Evaluation mechanisms should be consistent with the stated marketing objectives.*

*This could be represented in a table*

|  |  |  |
| --- | --- | --- |
| Campaign Objectives | Measurement of Objectives | Evaluation Timing |
| *Objectives as stated above*  *Example*  *Objective 1*  *Increase phone calls by 10% (175) as compared to last years phone calls of 200* | *Example*  *Phone calls will be measured by contact management system within Department* | *Example*  *Phone calls will be monitored throughout campaign and reported upon completion of campaign* |

## Evaluation Date

*Proposed date of evaluation after campaign completion.*