

# Communications Plan

## PART 1

Title: COVID-19 Community Recovery Plan – Communications Plan	
Date/s of activity:	Ongoing
Prepared by:	Manager Communications and Customer Engagement
Nature of activity:	Communications Plan
Objective:	<ul style="list-style-type: none"> <li>Inform the community of the Shire's recovery initiatives to help build business and consumer confidence while continuing to protect the health and wellbeing of the community.</li> <li>Ensure the community is aware of what initiatives are available and relevant to them, showing them where they can get further information and support.</li> </ul>
Evaluation:	<ul style="list-style-type: none"> <li>Reach and engagement of social media posts</li> <li>Open rates of external newsletters</li> <li>Page views on website stories</li> <li>Attendance at Shire events and activities</li> <li>Media coverage</li> </ul>
Audience/s:	<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>Councillors</li> <li>Staff</li> <li>Volunteers</li> <li>Advisory, committee and working group members</li> </ul> <p><b>External</b></p> <ul style="list-style-type: none"> <li>Community (residents and ratepayers)</li> <li>Users of Shire facilities, programs and services</li> <li>Community groups</li> <li>Sporting clubs</li> <li>Resident/ratepayer groups</li> <li>Local schools</li> <li>Local businesses</li> <li>Local service providers</li> <li>Industry groups/peak bodies</li> <li>Visitors to the Shire</li> <li>Media</li> <li>Government (State and Federal MPs, departments and agencies, other local governments)</li> </ul>
Spokesperson/s:	<ul style="list-style-type: none"> <li>Internal - Chief Executive Officer (<i>deputy CEO in CEO's absence</i>)</li> <li>External - Shire President (in the absence of the Shire President, the Deputy Shire President or the CEO, in consultation with Deputy Shire</li> </ul>



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	President)
<b>Risks</b>	<ul style="list-style-type: none"> <li>• Actions or activities within the Shire's Community Recovery Plan are not able to be delivered (human resourcing, financial restraints)</li> <li>• Changes to the status of the COVID-19 Pandemic in WA</li> <li>• Changes to the WA Recovery Plan</li> </ul>
<b>Budget:</b>	<ul style="list-style-type: none"> <li>• Nil – all Community Recovery Plan communications to be carried out using existing staff resources and existing Budgets</li> </ul>

### PART 2

Key Messages
The safety, health and wellbeing of our local community, our customers and our staff is our main priority and the Shire is actively following the advice received from medical and government authorities to ensure we are equipped with the latest information.
To guide our local recovery from COVID-19, the Shire has developed a Community Recovery Plan – COVID-19 Pandemic (the Plan), which focuses on eight Recovery Strategies, with the actions and opportunities for each strategy detailed under the three recovery phases of protect, pivot and prosper.
<p>The Shire's Recovery Plan's eight Recovery Strategies are:</p> <ul style="list-style-type: none"> <li>• Major infrastructure investment</li> <li>• Local building and maintenance</li> <li>• Major road construction</li> <li>• Building community infrastructure</li> <li>• Housing construction</li> <li>• Supporting small business</li> <li>• Investing in local tourism</li> <li>• Connecting our community</li> </ul>
The Plan aligns to the Western Australian Government's WA Recovery Plan to maximise opportunities for resource procurement and working partnerships with State and Federal departments and agencies as well as non- government organisations.
The Plan is a result of extensive feedback and input from Shire Councillors, staff, community, businesses, government agencies and non-government service providers. It has also captured the impact COVID-19 has had on our local community and the ideas and initiatives for a progressive recovery into the future.
We have all been affected by this pandemic in different ways, and some people and sectors have been hit harder than others. The Shire is committed to ensuring that no one is left behind.
The Plan focuses on building on existing partnerships, and exploring new opportunities to assist our local recovery and support businesses and residents to actively participate in community life.

### PART 3

**Communications Plan**

<b>Activities</b>				
<b>What/Audience</b>	<b>Channel</b>	<b>Responsibility</b>	<b>Status</b>	<b>Frequency</b>
Share government and health authority advice/updates	Social media	Communications	Ongoing	As required and/or new information becomes available
Updates to Councillors	CEO email	CEO	Ongoing	As required and/or new information becomes available
Reports to Council for noting/decision	Special or Ordinary Council Meeting	CEO	Ongoing	As required
Updates to staff	CEO email Microsoft Teams	CEO and Communications	Ongoing	As required and/or new information becomes available
Information for staff	Intranet	CEO and Communications	Ongoing	As required and/or new information becomes available
Updates to volunteers and Advisory, committee and working group members	Email	Relevant Director	Ongoing	As required and/or new information becomes available
Community and business information and updates about Shire recovery events, activities and initiatives	Social media, website page, SJ Matters, Scarp Voice, video and newspaper advert, media releases	Communications	Ongoing	As required and/or new information becomes available