

Communications Plan

PART 1

Title: COVID-19– Communications Plan	
Date/s of activity:	January 2022 – June 2022
Prepared by:	Manager Communications and Customer Engagement
Nature of activity:	Communications Plan
Objective:	<ul style="list-style-type: none"> Ensuring honest and regular communication is occurring with Councillors, Staff and Volunteers Ensuring the Shire communicates accurate information to Councillors, Staff and Volunteers Maintaining wellbeing (physical and mental) of Councillors, Staff and Volunteers
Evaluation:	<ul style="list-style-type: none"> Reach and engagement of social media posts Open rates of external newsletters Page views on website stories Attendance at Shire events and activities Media coverage
Audience/s:	<p>Internal</p> <ul style="list-style-type: none"> Councillors Staff Volunteers Advisory, committee and working group members <p>External</p> <ul style="list-style-type: none"> Community (residents and ratepayers) Users of Shire facilities, programs and services Community groups Sporting clubs Resident/ratepayer groups Local schools Local businesses Local service providers Industry groups/peak bodies Visitors to the Shire Media Government (State and Federal MPs, departments and agencies, other local governments)
Spokesperson/s:	<ul style="list-style-type: none"> Internal - Chief Executive Officer (<i>deputy CEO in CEO's absence</i>) External - Shire President (in the absence of the Shire President, the Deputy Shire President or the CEO, in consultation with Deputy Shire President)



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Risks	<ul style="list-style-type: none">• Shire services, events and programs impacted by staff having to isolate because of COVID-19 exposure/infection• Extensive exposure of community members to COVID-19 within the Shire• Businesses impacted/closed due to COVID-19
Budget:	<ul style="list-style-type: none">• Nil – all Community Recovery Plan communications to be carried out using existing staff resources and existing Budgets

PART 2

Key Messages
The safety, health and wellbeing of our local community, our customers and our staff is our main priority. The Shire is actively following the advice received from WA Health and the State Government to ensure we are equipped with the latest information.
The Shire encourages you to access accurate information about COVID-19 via the State Government website - https://www.wa.gov.au/
<i>Other key messages to be communicated in line with State Government announcements and updates relating to COVID-19</i>

PART 3

Activities				
What/Audience	Channel	Responsibility	Status	Frequency
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



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Activities				
What/Audience	Channel	Responsibility	Status	Frequency
Information for staff	Intranet (Grapevine)	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	Social media, website page, SJ Matters eNewsletter, video, newspaper advert, posters	Communications	Ongoing	As required and/or new information becomes available
Media Release and Media Responses	Media	Communications	Ongoing	As required and/or new information becomes available

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