



Communication Plan 2012 - Reviewed 2014

*Communication Plan 2012 Endorsed by Council 19 December 2012
Review Endorsed by Council 19 November 2014*

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What Is Communication

com-mu-ni-ca-tion (*www.google.com.au*)

1. The imparting or exchanging of information or news.
2. A letter or message containing such information or news.

Background

The need for a Communication Plan was identified in the Shire of Chittering Community Strategic Plan 2012 – 2022 (*Hardcastle, 2012*). The original Plan was endorsed by Council on 19 December 2012, with a review to be undertaken bi-annually.

Role of the Plan

To guide internal and external stakeholders (see target audience below) on the style and manner in which the Shire will communicate with them.

Target Audience

Internal

Councillors – seven (7) elected members of Council: to enable informed decision making.

Staff – all employees, volunteers and contractors: to build a competent and confident team.

External

Chittering Community – people living in the Shire of Chittering; to answer enquiries and disseminate information regarding the Shire, including but not limited to, events, issues, plans, projects and services.

Community Organisations – local community groups, sports clubs, churches etc; to build a positive relationship, offer support for activities and access to Shire facilities.

Local Businesses – established businesses including farming and home-based throughout the Shire: to answer enquiries and disseminate information regarding the Shire, especially future plans, business promotion opportunities and events.

Local Media – Advocate Community, Northern Valleys News; to update readers on what is happening in the Shire of Chittering.

Ministers and Politicians – State and Federal politicians and ministers; local State government representatives: to build a positive relationship, so they are aware of the Shire's needs and celebrate the Shire's achievements.

Neighbouring Residents – people living in Gingin, Swan, Toodyay and Victoria Plains; to answer enquiries and disseminate information regarding the Shire as required.

Service Providers (to the Shire) – to create a supportive business relationship.

Visitors – tourists and people who drive through the Shire; to answer enquiries and disseminate information regarding the Shire, especially regarding events, facilities and opportunities. This includes the attraction of visitors to our Shire.

Record Keeping

It is noted that there is a requirement for all Local Government information to be recorded. This aspect of communication is covered through the Shire of Chittering Record Keeping Plan 2014. This plan is reviewed every five years.

Communication Channels (Current)				
Medium	Description	Frequency	Internal	External
Club Collections Newsletter	Club development newsletter	Quarterly	X	X
Community Engagement	As per the Shire of Chittering Community Engagement Plan 2012	As required	X	X
Council Information Bulletin	Update on events, issues, plans, projects and service initiatives, both local and regional	Monthly	X	
Documents and Reports	Significant documents such as; Strategic Plan, Annual Report, Annual Budget along with monthly reports to Council	As required	X	X
eChatter, Email Newsletter	Summary of the past month's media releases and public notices plus advice of upcoming events and opportunities to 'have your say'.	Monthly	X	X
Email / Mail	As per individual Officer	As required	X	X
Facebook: Chittering Shire	To share information with the community	Regularly, as required		X
Facebook: Shire of Chittering	To share events and promote local businesses with the community and visitors	Regularly, as required		X
Interviews: Shire President and CEO	About upcoming events, issues, plans, projects and service initiatives	Upon request	X	X
Mail outs	Rates information brochure	Annual		X
	As set out by Local Law / legislation	As required		
Media Releases	To share events, issues, plans, projects and services.	As required	X	X
Notice Board/s	Shire Office and Post Office, plus Muchea, Lower Chittering and Wannamal Halls	As required		X
Public Events	As advertised	As required	X	X
Public Notices	As per statutory requirements	As required	X	X
Shire Information Packs	For new residents	As required		X
Shire Newsletter Chatter	Council and Shire news / advertising	Monthly	X	X
Signage	Shire and locality welcome signs, street signs, building signs, informational signs	Where required		X
SMS Messaging	Harvest Ban and Fire Weather information	As required		X
Staff Meetings	Held following Council meetings	Monthly	X	
Telephone	For receiving and answering queries	As required	X	X
Website	www.chittering.wa.gov.au , information on Shire events, issues, plans, projects and services	As required		X

Key Messages		
Objective	Target Audience	Key Message
Improved customer satisfaction	Chittering Community, Service Providers, Local Businesses,	<i>“How can Chittering help you?”</i>
Increased awareness of events, issues, plans, projects and services.	Chittering Community, Local Businesses, Neighbouring Residents, Visitors, Local Media	<i>“There’s more to Chittering than you think”</i>
Image and identity creation “positioning”	Chittering Community, Neighbouring Residents, Visitors, Local Media, Ministers and Politicians, Community Organisations	<i>“Chittering listens, plans and delivers on strategic and community objectives”</i>
Equip Councillors, Staff and Volunteers	Councillors, Staff, Volunteers	<i>“Our Councillors, Volunteers and Staff are Chittering’s ambassadors”</i>

Communication Action Plan reviewed October 2014

Item	Action	Deadline	Officer	Contributors
Club Collections Newsletter	Continue: no additional action. Suggest this is also disseminated internally, along with being available online / via eChatter.	Quarterly	CDO	Community
Communication Plan	Bi-Annual Review.	Dec-16	EDO	Councillors Executive Staff
Council Information Bulletin	Continue: no additional action.	Monthly	ESO	Executive Selected Officers
Documents & Reports	Continue: no additional action, noting that we will correspond using clear, concise language that is easily understood.	As required	Various	Various
Email	Maintain an up-to-date email list for; groups (business, community, sporting), media, subscribed individuals, neighbouring Shires.	Ongoing	EDO/ CDO/SO	Community
Interviews	Share events, issues, plans, projects and services.	As invited	SP/CEO	Local / state media
Mail outs	Continue: no additional action.	As required	Various	Various
Media Releases	Share events, issues, plans, projects and services.	As suitable	EDO	Executive
Notice Board/s	Shire: monitor for accuracy.	Monthly	ESO	Community Staff
Public Events	Maintain an Annual Calendar for planning and promotion.	Ongoing	CDO / EDO	Councillors Executive Staff Community
	Update and display (website, notice board, Visitor Centre...)	Monthly		
Shire Factsheets and Brochures	To explain Shire services.	Ongoing	Various	Various
Shire Information Packs	Continue: continually update and review content.	As required	CSO-R	Executive
Shire Newsletter Chatter	Available in Northern Valleys News, on the Shire website and through eChatter.	Ongoing	ESO / EDO	Councillors Executive Managers Staff
Signage	Update and rebrand as funds become available, and as part of relevant projects.	As possible (ongoing)	Relevant Project Officer	Executive Staff
SMS Messaging	Continue: no additional	As required	CESM	DFES

	action.			
Social Media	Maintain a Twitter linked Facebook page for promotion and information dissemination.	Ongoing	EDO	Staff
Staff Meetings	Continue: no additional action.	Monthly	CEO	Staff
Surveys	Solicit community input into proposed events, issues, plans, projects and services, through eChatter and online survey tools.	As required	EDO	Executive
Website	Review site content and accessibility, update site map accordingly.	Ongoing	ESO / EDO / SO	Community Executive Staff
	Monitor for accuracy, update accordingly.	Ongoing		

Measurement			
Method	Target	Deadline	Officer
Bi-Annual Review	Monitor that deadlines have been met; and update Plan to go forward.	Dec-16	EDO
Bi-Annual Community Survey	Monitor Community attitudes and satisfaction on a broad range of issues to assist Council in planning for future development and activities, including customer service and communication activities.	Dec-15, in line with Community Strategic Plan 2012-2022	EDO

Style Guide

Disability and Access Inclusion

With reference to Shire of Chittering Disability Access and Inclusion Plan 2012 – 2017 – “State Access Guidelines” the following will be observed wherever possible.

It is recommended that printed information:

- is made clear and easy to understand through the use of plain English, short sentences, clear headings, no jargon and through the use of pictures or diagrams where appropriate;
- is made clear and easy to read by using a minimum font size of 12 point*, and where possible 14 point or larger on brochures and advertising. The use of photocopiers for enlarging text may be an acceptable solution in some situations, however reformatting is preferred to photocopying as this can result in unwieldy A3 sheets, truncated copy and copies of poor quality;
- is produced in a plain* and, where possible, sans serif font such as Arial, Helvetica (MS Sans Serif) or Univers;
- left aligns text;
- presents text that is uncluttered with an absence of background graphics, patterns and watermarks behind the text;
- uses text of a dark colour that significantly contrasts with the background;
- displays important information in bold and larger print;
- avoids using upper case only, as this is more difficult to read;
- avoids underlining;
- uses a minimum of italics and hyphenation;
- avoids combining red and green colours in lettering, as this provides poor contrast and is difficult for people who are colour blind to read; and
- is printed on matt, non-reflective paper.

The statement, “All Shire information is available in alternative formats upon request” should be located on all Shire documents in line with our Disability Access and Inclusion Plan. The Shire of Chittering will, where possible, produce information flyers in Calibri 12 point.

Corporate Branding

All means by which people can come into contact with the Shire of Chittering need to be uniform, positive and immediately recognisable. These “touch points” include;

- advertising, including informational flyers / brochures / posters;
- conversations with Councillors, Staff and Volunteers;
- logo, wherever displayed;
- packaging;
- services, especially but not limited to customer service;
- signage; and
- stationery.

Logo

Please refer to Page 3 of the Style Guide, page 4 of the Guide provides an explanation of the colour choices. The colours should be used proportionately, as in the ‘stripe’ – one third purple, one third orange, two ninths blue, one ninth green.

When ‘standalone’ the logo should be one colour on a solid background, with purple on white or white on purple preferred to black on white or white on black. When placed with other logos there should be a 5mm exclusion zone and the logo should not be condensed or stretched during resizing.

Colour Breakdowns for our Corporate Palette

Please refer to Page 5 of the Style Guide for the “RGB”, “Pantone” and “CMYK” colour breakdowns.

Stationery and Official Typeface

Please refer to Pages 7 to 9 of the Style Guide. Basically we use 11 point Calibri.

Image Library

- Shire Logo’s are located at F:\Templates\Logo.
- Logo’s for other organisations are located, and should be saved, at F:\Templates\Logo\Other Logos.
- Generic pictures to be used for general promotional purposes are located, and should be saved, at F:\Templates\Logo\Generic Pictures.
- Photo’s are located, and should be saved, preferably under an existing folder, at I:\.

Addendum – Style Guide

The Style Guide outlines the use of the Shire logo, the acceptable colour palette, brand use, typography and templates.

STAFF ONLY: Available at F:\Strategies & Plans (Endorsed)\Communication Plan 2012.

Addendum – Customer Service Charter

The Customer Service Charter provides staff with clear standards to aim for.

STAFF ONLY: Available at F:\Strategies & Plans (Endorsed)\Communication Plan 2012.

Addendum - Examples

STAFF ONLY: Located at F:\Templates\Document Templates.

- Action List (Excel)
- Automatic Reply (general)
- Automatic Reply (records)
- Certificate of Appreciation (InDesign)
- Email Signature
- Facsimile
- Fact / Information Sheet
- Letter Layout
- Media Release
- Memo
- Works Request Form (PDF)
- Works Request Form (writeable PDF)

The library of templates will be expanded to include;

- Public Notices
- Reports
- Shire Information Pack (contents)