Communications Plan

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| --- | --- |
| Project Title: | |
| Project Manager: | |
| Team Members: | |
| Start Date: | End Date: |
| Budget: | |

Contact details

|  |  |
| --- | --- |
| Name: | Position: |
| Business Unit: | Division: |
| Phone: | Email: |

# Communication outputs

Identify which communications outputs are relevant to your project. This will assist the development of an appropriate plan.

| External Outputs | Required |
| --- | --- |
| Face to face client briefing | Make Selection |
| Web based client briefing | Make Selection |
| Procurement alert | Make Selection |
| Media opportunity | Make Selection |
| New or updated contract guide | Make Selection |
| Fact sheet | Make Selection |
| Case study / white paper | Make Selection |
| Agenda item – NSW Procurement Board | Make Selection |
| Agenda item – Procurement Leadership Group | Make Selection |
| New or updated web content (inc. ProcurePoint) | Make Selection |
|  | Make Selection |

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| --- | --- |
| Internal Outputs | Required |
| Briefing note | Make Selection |
| Staff forum agenda item | Make Selection |
| Advisory Services team | Make Selection |
| Staff e-mail alert | Make Selection |
| Service Centre briefing | Make Selection |
|  | Make Selection |

# Subject of plan

### Project overview

* Provide a brief description of the project

### Communication goals and objectives

* What is the reason for the communication? What do you want to achieve?
* What are the specific objectives (timely and measurable)?

### Stakeholders and audience

* Who is impacted by the project? Who needs to know? Who is interested in the project?

### Key messages

* 3-5 key messages
* Why does it matter? This is the big picture message to inspire.
* What’s in it for the audience?
* How will this be done? Make it sound easy.
* What action do you want the audience to take?

### Critical issues

Include any external or internal issues likely to impact upon communications, or that need to be considered as part of the plan development.

### Communication schedule – external

| Audience | Timing | Item | Purpose | Medium | Responsible |
| --- | --- | --- | --- | --- | --- |
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|  |  |  |  |  |  |
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### Communication schedule – internal

| Audience | Timing | Item | Purpose | Medium | Responsible |
| --- | --- | --- | --- | --- | --- |
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