



CHAPTER 4 - A PLAN FOR TWO-WAY COMMUNICATION



A PLAN FOR TWO-WAY COMMUNICATION

This chapter sets out the action plan, budget estimates and programming for the Communication Plan.

Table 2: Action Plan and Budget Estimates

Table 2 sets out the details of the Communication Plan developed as a result of the process set out in the previous chapter.

Component	Audience	Key Message	Dissemination	BUDGET		Timeframe	Program
				Capital YR 1	Maintenance YR 2-5 per year		
Overall Communication Plan Governance and Project Management							
Governance and Partnership Establishment	All	Good Governance & Project Management	Steering Committee / Centroc	N/A	\$10,000	Establishment timeline: 6 months Maintenance timeline: 4.5 years	Partially linked to progress Water Security Study and the Carbon Plus Study recommendations. However, the majority of elements of this can be progressed without further progress of the infrastructure requirements as the messages are aligned with the desire of State and Federal climate change, renewable energy, water management and resilience programs.
Steering Committee	All	Good Governance & Project Management	Steering Committee / Centroc	N/A	\$40,000	Establishment timeline: 6 months Maintenance timeline: 4.5 years	
Review of key messages for alignment with evolving State and Federal programming	All	Good Governance & Project Management	Steering Committee / Centroc	N/A	\$10,000	Establishment timeline: 6 months Maintenance timeline: 4.5 years	
SUBTOTAL				N/A	\$60,000		
Square Deal Brand Development & Visual Communications							
www.squaredeal.com.au WEBSITE DEVELOPMENT PHASE 1 START UP PHASE 2 ROLL OUT PHASE 3 MAINTENANCE	All	Benefits of water & energy saving. Facts on the relationship of water and energy	Cross links to other websites: • Centroc • CWFS	\$20,000	\$5,000	Development timeline: 6 months Maintenance timeline: 4.5 years	Partially linked to progress Water Security Study and the Carbon Plus Study recommendations. However, the majority of elements of this can be progressed without further progress of the infrastructure requirements as the messages are aligned with the desire of State and Federal climate change, renewable energy, water management and resilience programs.
www.centroc.com.au WEBSITE DEVELOPMENT PHASE 1 START UP PHASE 3 MAINTENANCE	All	Benefits of water & energy saving. Facts on the relationship of water and energy	Centroc LGAs	N/A	\$2,000	Development timeline: 6 months Maintenance timeline: 4.5 years	
Council Tool Kits	Centroc Board & General Public	Wind Farms & Solar Energy facts. Water & Energy demand management	Council Displays Centroc Website	\$13,500	\$5,000	Development timeline: 3 months Maintenance timeline: 4.75 years	
General Public Information	General Public	All in fair deal, promoting combined participation	Fact sheets, website, PR/ Media, Ads	\$223,800	\$52,800	Development timeline: 1 year Maintenance timeline: 5 years	
Creative Direction/Artwork	All	As above	N/A	\$30,000	\$13,000	Development timeline: 6 months Maintenance: 4.5 years	
Content Research/Writing/ Application	All	As above	N/A	\$80,000	\$35,000	Development timeline: 1 year Maintenance: 4 years	
Project Management	All	Good project management	Steering Committee Centroc / EOI tender	\$50,000	\$20,000	Development timeline: 1 year Maintenance: 4 years	
Maintenance of Photography	All	As above	N/A	N/A	\$4,000	Maintenance timeline: 5 years	
SUBTOTAL				\$417,300	\$136,800		

Component	Audience	Key Message	Dissemination	BUDGET		Program	
				Capital YR 1	Maintenance YR 2-5 per year		
CWFS Soil Carbon Education Package							
Program governance	CWFS Executive and Staff, Centroc, Industry	Good Governance & Project Management	Committee meetings			Development timeline: 6 months	Can be progressed by CWFS independent of the progress of implementation of the Water Security Study and the Carbon Plus Study recommendations
- Staff				\$247,000	\$248,000	Maintenance timeline: 2.5 years	
- Project management	Representatives, etc			\$108,000	\$106,000		
- Contingencies				\$90,900	\$81,000		
Media/Website	CWFS Farmers	Soil Carbon Facts	Cross links to other websites	\$53,100	\$53,100	As above	
Literature review	CWFS Executive and Staff, Centroc	Soil Carbon Facts	Literature review report	\$20,500	\$3,500	As above	
Trials Sites	CWFS Farmers	Soil Carbon Facts	Trials, demonstrations and modelling	\$160,000	\$160,000	As above	
Promotional Field Days & Workshops (Three per year)	CWFS Farmers, CANFA, DPI and Farmlink	Soil Carbon Facts. Low carbon economy	Field days, paddock walks, participatory research	\$32,000	\$32,000	As above	
				\$60,000	\$60,000		
Fact sheets	CWFS Farmers	Low carbon economy	Through membership monthly newsletter distribution	\$18,000	\$18,000	As above	
Regional Site Visits	CWFS Farmers	Soil Carbon Facts	Site visits Monthly Newsletters	\$75,000	\$75,000	As above	
Case studies	CWFS Farmers	Soil Carbon Facts	Report Monthly Newsletters	\$20,000	\$20,000	As above	
Farmer groups	CWFS Farmers	Soil Carbon Facts	Field Days	\$30,000	\$30,000	As above	
Evaluation	CWFS Executive	N/A	N/A	\$113,500	\$97,750	As above	
Other Capital Expenses	CWFS Executive	N/A	N/A	\$71,500	\$13,500	As above	
SUBTOTAL				\$1,099,500	\$997,850		
Continuous Improvement/Plan Monitoring							
Baseline survey	All	N/A	Survey	\$20,000	N/A	At project commencement	Partially linked to progress Water Security Study and the Carbon Plus Study recommendations. However, the majority of elements of this can be progressed without further progress of the infrastructure requirements as the messages are aligned with the desire of State and Federal climate change, renewable energy, water management and resilience programs.
Annual follow up survey	All	N/A	Survey	\$20,000	N/A	One per year for 4 years	
Media monitoring	Media/PR	All	N/A	\$7,800	\$7,800	Continuous	
Analysis and review activities	Internal	N/A	N/A	N/A	\$20,000	One per year for 4 years	
Contingency for Identifiable Unintended Benefits	N/A	N/A	N/A	N/A	\$50,000	As required	
Risk Contingency	N/A	N/A	N/A	N/A	\$300,500	As required	
SUBTOTAL				\$47,800	\$378,300		
TOTAL				\$1,564,600	\$1,572,950		



Public Relations

Public Relations will also form an important part of this campaign to spread the messages. Public relations includes the creation and distribution of information, primarily in the form of stories, published or broadcast by mass media such as newspapers, magazines, television and radio. Because the media do not charge for publishing these articles, but consider them valuable for their readers, PR has the power to reach millions of people for very little money, generating a broad and inexpensive message spread.

BENEFITS OF PUBLIC RELATIONS AND PR INCLUDE:

- The most economical way (by far) to reach mass audiences;
- Stimulates awareness of the messages being presented;
- Develops a stronger image for the campaign;
- Creates the perception that the project is active, “on the move”;
- Has increased credibility of advertising.

To make effective use of available resources it is recommended that the project manager design and implement a public relations plan that includes the following:

- General Press Release to Launch campaign and website to target Regional Media, Metropolitan media and farming media;
- Story leads in the form of testimonials from each target group to target; Specialist industry publications and have on file and available to all media;
- Case study access for media access to form stories and promote awareness.

Measuring Success

The primary means of monitoring the success of this plan, and hence triggering review, will be media monitoring. Media monitoring measures the extent to which the messages developed are reaching the intended audiences. An assessment of the cost-benefit of attempting to measure whether the messages are changing behaviours highlighted that the cost of this measurement (expected to exceed \$100,000 per annum) far outweighs the benefits derived in terms of plan improvement. In addition, it is viewed that it would be difficult to separate out the influence of this particular plan from other similarly targeted messaging at a State and Federal level.

At the commencement of the implementation of this plan, the Executive groups targeted for the development of this plan (CWFS, Taste Marketing and Centroc) will be surveyed. The survey deployed will be specifically designed to measure the intended benefits documented earlier in this plan. On an annual basis, this group will be surveyed to determine if the planned benefits are being achieved. Upon review of the annual survey results, the Communication Plan will be reviewed and modified where required.

Implementation Risk & Opportunity Management

A risk assessment of the Communication Plan was undertaken in order to make proper contingency (as shown in Table 2) for the implementation of the plan. This assessment is set out in Appendix 5 – Risk Assessment. This risk assessment process will also need to be revisited on an annual basis during the implementation of the plan as it forms a process for identifying the potential need to update, alter or otherwise change the action plan in response to the realisation or need to manage implementation risks.