Communications Strategy 2022-2025 Year 3 Action Plan Outcomes

Pillar 1	Trust and Transparency	
Action	**Year 3 objectives**	**Status**
1.9 Develop updated Issues Management Communications Plan – including templates and processes.	• Draft Issue Management and/or Emergency Management Communications Plan completed along with templates and processes.	• Relevant templates and process completed, scope of project has been expanded for future discussion.

Pillar 2	Identity	
Action	**Year 3 Objectives**	**Status**
2.4 Enhance Council staff capacity to use audience-centric and engaging and inclusive language in accessible formats for community by developing or revising guidelines and training.	• Actioned Equity Impact Assessment and embedded recommendations for best practice inclusive language and accessibility in the Writing Style Guide, published digitally for instantaneous ongoing updates. • Advocacy, Communication and Engagement team completed updated Writing Style Guide quiz session to embed knowledge and build staff capacity. • Brand and Design Advisor on-shared Visions Australia visual accessibility training with Graphic Designer to support team development in creating accessibility documents. • Continued guidance to develop staff capacity in use of engaging, inclusive and accessible website content through *Webtales* (internal newsletter) and one-one-one support. • Website audit tool Siteimprove implemented to identify areas for improvement and action updates to increase compliance	• Completed • Ongoing, moved to BAU.

	in WCAG 2.2 Level AA standards. Council website has an accessibility score of 83.9 out of 100 (a pass). • Continuous improvement of high-use documents, templates and content to meet accessibility standards.	
2.5 Enhance Council's ability to implement the brand and visual identity consistently, through internal image libraries (representative of diversity) and revised guidelines, templates and processes.	• Photography and videography library expanded to improve availability of images representing diversity and inclusivity. • Complete Signage Style Guidelines and templates with processes embedded with key staff. • Mediazel implemented across the organisation.	• Complete, moved to BAU. • Recommendation to evaluate effectiveness of organisations digital asset management system.

2.6 Examine ways to increase our evidence base of 'what people want to hear about from us' and continue building on current data analysis and review methods of our channels.	• Recommendations from the Communications Survey in 2024 have been actioned including:
	  • Improving information in Nillumbik News by integrating and expanding the stories and content through linking to more timely updates and messaging on the website.
	  • Improving search capabilities on the website and ensuring website information is up to date.
	  • Increasing awareness of Nillumbik eNews and lifting subscriber numbers through promotion.
	  • Increasing awareness of Participate Nillumbik through promotion.
	  • Targeting locations and types of audiences for advertising on social media to grow audiences in a meaningful way and to help them use this channel to stay informed.
	  • Making communications simple and easy to understand through the updated Writing Style Guide.
		• Recommendations from Communications Survey actioned and completed, moved to BAU.
		• Various Nillumbik News articles featured as news stories on the website or social media posts to offer expanded and timely, information.

Pillar 3	Capability	
Action	**Year 3 Objectives**	**Status**
3.2 Reintroduce training for staff in 'Communications and brand – 101' for new staff inductions into Council and available to wider staff. Include accessibility principles.	• Reviewed effectiveness of available staff training across variety of staff, training available in website, engagement, and communications found highly effective, highlighting the need for role-specific training and induction. • Introduced a new staff welcome email with key resources and services outlined, including an invitation to one-on-one training for some roles. Equipping staff and new starters to champion best-practice communication, branding, and accessibility.	• Embedded new induction approach for new starters. Ongoing, moved to BAU. • Continuous improvement and updates to team Agora page and resources to build capacity for new starts and staff ongoing, moved to BAU.
3.6 Develop guidelines that will help streamline and improve the efficiency and equity of engagement methods and the way they are promoted.	• Complete Community Engagement Toolkit, including guidelines, policy and templates for stakeholder mapping and community engagement planning.	• Complete and implemented across organisation to support staff to improve the efficiency and equity of engagement methods.

Pillar 4	Reach	
Action	**Year 3 Objectives**	**Status**
4.1 Develop a Social Media Strategy to review channels and their audiences, and refocus and plan content accordingly to be more	• Drafted Social Media Guidelines. • Drafted Social Media Policy • New Communications and Engagement Coordinator role established to oversee social media strategic	• Social Media Policy and Social Media Guidelines drafts complete. • Coordinator role filled.

impactful and meet audience preferences.	implementation, including finalisation of Social Media Guidelines, establishing social media internal network and further improvements to enhance effectiveness of social media channels.	
4.8 Investigate expanding the range of 'at place' and mobile noticeboards (e.g. Civic and leisure centres/libraries or roadside signs) and include ways to measure their use, digitise them and run relevant expanded content.	• Expanded use of QR code campaign tracking to support decision-making and reportable data. • Roadside signage utilised effectively in campaigns as part of Communications Plan and processes. • Completed audit of 'at place' community and Council noticeboards and analysed effectiveness of current opportunities and processes. Identified safety concerns and inefficiencies in resourcing and effectiveness of physical noticeboards. Identified new opportunities to expand range of noticeboards.	• Tracking and evaluation of audience QR code use, ongoing and moved to BAU. • Roadside and temporary signage embedded effectively, moved to BAU. • Funding for electronic has been included in Council's list of Advocacy
4.10 Audit and review the entire range of external channels within each division, mapping the audience they are reaching, at various stages of their lives in Nillumbik, and understanding the content that could be created as a 'package', or content that can repurposed, shared or combined.	• Use of data to support decision-making and improvements in communication approaches, including trackable QR codes, Council website, Participate Nillumbik, social media analysis and quarterly dashboards. Using trackable data and dashboard reviews to map audience numbers across communication channels. • Implemented communications channel audit to support planning and optimise use of multimodal and targeted communications, ensuring we are reaching the appropriate audience through multiple channels to enhance message effectiveness and audience retention. An example of this can be made of repurposing *Nillumbik News* information on our website by linking of to expand on information.	• Data analysis and insight sessions embedded into BAU with team to support ongoing improvements in communication approaches with data-led decision-making.