

POLICY

4.13 COMMUNICATIONS



Supporting Procedure:	Social Media Procedure Funding Acknowledgement Guidelines	
Other Related Documents:	Policy 4.8 Media Policy 4.9 Community Engagement & Participation Policy 4.10 Noongar Participation PHCC Case Study (Template) PHCC Community Participation Plan PHCC Noongar Participation Plan PHCC Communications Plan PHCC Community Engagement & Communication Plan (Template) PHCC Media and Communications Campaign (Template) PHCC Media Release (Template) PHCC NRM Strategy PHCC Project Summary (Template) PHCC Strategic Directions	
Category:	Organisation	
Type:	Strategic	Dates:
1 st Review By:	Jane O'Malley and Patricia Sutton	07/05/2019
2 nd Review By:	Jane O'Malley and Patricia Sutton	04/06/2020
Approved By:	Board of Management	18/06/2020
Issued By:	Chief Executive Officer	16/06/2020

Introduction

The Peel-Harvey Catchment Council (PHCC) recognises, acknowledges and values the role our community play in NRM in the Peel-Harvey. The PHCC is committed to communicating effectively with our community in accordance with the PHCC's Strategic Directions, NRM Strategy and Communications Plan.

The purpose of this policy is to ensure consistency and efficiency for communications.

This policy must be read in conjunction with Policy 4.9 Community Engagement & Participation and Policy 4.8 Media.

Definitions

For the purposes of this Policy:

'Board of Management' or 'Board' means the Association Members of PHCC and has the same meaning as the word 'Council' in the Constitution

'Board Member' or "Member' means a member of the PHCC Board of Management

'Employee' means all paid employed persons in PHCC

'NRM' is Natural Resource Management

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'Organisational Steering Committees' (see **'Sub-Committee'** definition below)

'Sub-Committee' – is a sub-committee established by resolution of the PHCC to exercise such functions as specified in Delegations and Terms of Reference. This includes **Project and Organisational Steering Committees**

Policy Statement

The PHCC Communications Plan guides the PHCC's actions with respect to our communications, to provide a consistent approach, meeting our community's needs and providing guidance for Employees and Board.

Consideration of communication strategies will be included in all PHCC project planning processes.

Responsibilities

PHCC Employees have a responsibility to:

- prepare and implement a Communications Plan for relevant projects, using the Community Engagement and Communication Plan*; and
- use the PHCC Media and Communications Campaign and associated templates, including project summary, case study and media release, in the implementation of their Communications Plans.

**A single Community engagement and Communications Plan will be produced for each relevant project, and will provide the basis for the Communications Plan and the Community Engagement and Participation Plan.*

Employees will ensure that communications are undertaken in accordance with the Communications Plan. This requirement will be linked to all induction processes for Employees and Board Members, and compliance reviewed as part of individual Employee Development Agreements and Board Performance Reviews.

Organisational Steering Committees will ensure that they support and guide Employees to undertake their responsibilities as defined within the Communications Plan.

Training will be provided to all relevant Employees and all must undertake training and updates as guided by the CEO.

Communications Plan & Community Engagement and Communications Plan

The PHCC will maintain a current and relevant Communications Plan. The Communications Plan will provide the framework to support the preparation and implementation of the Community Engagement and Communication Plan. The Community Engagement and Communication Plan will include, but may not be limited to, the following sections:

- Identifying the role of the PHCC in the project/program
- Acknowledgement of funding partners and approval processes
- The role of communications in regard to the project (i.e. raise awareness, call for participation, funding announcements, promote projects/events, seek support etc)
- Identification of stakeholders/target audiences/communities

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- Determination of the communication methods/activities - taking into consideration those directly affected by the CE process and the broader community (digital, audio, social media, print and electronic media, interactive activities)
- Frequency of communication methods/activities
- Project budget
- Consideration of a media events.