

Tuggeranong Community Council

Conversations with the Community

A draft communication strategy
for committee consideration

2009/10

Contents

Background	3
Context	3
Strategic issue and opportunity.....	3
Council objectives	3
Primary aims	3
Community alignment.....	3
Government alignment.....	4
Target audiences	4
Primary.....	4
Secondary.....	4
Stakeholders.....	5
Primary.....	5
Secondary.....	5
Research and analysis	5
Communication aim.....	6
Communication objectives	6
Key messages.....	6
Primary message	6
Secondary messages.....	6
Message style, voice, tone and approach	7
Risk assessment and management	7
Strategic approach – short term quick wins.....	8
Strategic approach – medium term.....	10
Strategic approach – long term	11
Critical brand, legal or other mandatory considerations	12
Key issues and comments.....	12
Evaluation and reporting of outcomes.....	12
Attachments	12

NOTE: all the contents outlined in this draft strategy are for consideration, redrafting and are pending approval by the TCC committee

Background

Further input/corrections required from TCC committee/membership

The Tuggeranong Community Council (TCC) was set up to represent the view of the residents of the Tuggeranong Valley.

The TCC has worked for many years to achieve positive outcomes for residents of the Tuggeranong Valley.

In recent years, membership has dwindled leaving the residents of the Tuggeranong Valley depriving the community of a voice; an avenue to discuss issues and share opinions.

Context

Strategic issue and opportunity

Further input/corrections required from TCC committee/membership

The TCC needs to consider this draft communication strategy in relation to the TCCs overall strategic aims in line with the constitution, policies etc

There are many aspects of this draft communication strategy that require input from the committee and members so that it is brought into line with the TCCs overall strategic aims

Issue

How the TCC represents the views and issues of the community and how the relationship should be developed in consultation with the community

Opportunity

This represents an opportunity to seek ways in which the TCC re invigorates the Tuggeranong communities engagement and discussion.

Further input/corrections required from TCC committee

Tuggeranong Community Council objectives

Further input/corrections required from TCC committee/membership

Primary aims

- Review how the TCC represents the views and issues of the community
- Concentrate on what is possible in the short term
- Develop medium to long term aims of the TCC

Community alignment

- Create links with the community to show that the TCC is venue to express ideas and concerns

- Seek practical and simple ways for the community to participate in the TCC
- Take advantage of the skills, resources and experience of the community

Government alignment

- Create links with the Legislative Assembly to show that the TCC is:
 - non partisan and
 - represents the view of the Tuggeranong community

Target audiences

Further input/corrections required from TCC committee/membership

Primary

Tuggeranong Valley residents including:

- Community organisations and associations
- Education facilities
- Local businesses
- Housebound residents

Secondary

Local government:

- MLAs
- Departments

Federal government:

- MPs
- Relevant ministerial portfolios
- Departments

Stakeholders

Further input/corrections required from TCC committee/membership

Primary

Tuggeranong Valley residents including:

- Community organisations and associations
- Education facilities
- Local businesses
- Aboriginal and Torres Strait Islander residents
- People from diverse cultural and linguistic backgrounds
- People with a disability

Secondary

Are there any - as the TCC is primarily responsible to the community.

Research and analysis

Harness online feedback and surveys when seeking views of the community

Review research to understand the characteristics of the community and understand the potential growth of the Valley (**Attachments TBA**)

Lack of funding may impact on accurate picture of the community's opinions

Analysis of:

- Increased participation
- Growth in membership

Communication aim

Further input/corrections required from TCC committee/membership

(What do we want to do?)

1. Improve consultation
2. Provide information and
3. Ensure social engagement across the community

Communication objectives

Further input/corrections required from TCC committee/membership

(What are we going to do?)

Increase awareness across the community of the TCC and its ability to:

1. Consult
2. Provide information
3. Encourage social engagement

Key messages

Further input/corrections required from TCC committee/membership

Primary message

Outline one key message

Secondary messages

Outline two key messages

Message style, voice, tone and approach

Message	Style	Voice	Tone	Approach
<i>For example: TCC – a voice for you</i>	<i>Inclusive</i>	<i>Friendly</i>	<i>Serious</i>	<i>Direct</i>
Message 1				
Message 2				
Message 3				

Risk assessment and management

Further input/corrections required from TCC committee/membership

Compile a SWOT:

Strengths	Weaknesses
Opportunities	Threats

Manage:

- Negative community perceptions
- Negative media perceptions