

## APPENDIX A

### Communication Plan - Ward Meetings 2017

#### 1. Program Background

Council is reintroducing community meetings in each ward. The meetings will be attended by the three councillors from each respective ward.

Community members will have the opportunity to hear about key issues from their Councillors, and have the opportunity to ask questions relevant to their neighbourhoods.

#### 2. Communication Strategy Objectives

- To raise public awareness of the new ward meetings and their purpose to connect residents with their Councillors
- To ensure public awareness of the date, time and location of meetings

#### 3. Target Audience

- All Darebin residents

#### 4. Key Messages

- Date, time and location of each ward meeting
- Ward councillors will be in attendance
- Residents can ask questions of ward councillors regarding any local issues or opportunities

#### 5. Communication Tools and Timings

Action	Responsible
Darebin Community News story	Communications
Issue media release including details for Ward meetings	Communications
Issue media release to CALD media	Communications
Leader ad	Creative Culture and Events to book ad space (via intranet) and provide content to Comms
Mayor's Message – TBC	Mention to be included if possible - Communications
On Hold Message	Creative Culture and Events to email content for on hold message to Customer Service
Social Media - Facebook and Twitter posts	Creative Culture and Events to email Comms with 140 character blurb for Twitter and two sentences for Facebook – to be submitted two weeks before each meeting
Council website - Homepage banner to promote this year's meetings' details	Creative Culture and Events to supply banner art 575 x 254 pixels to Comms for website banner