**Communications plan – [add title]**[Add date and version (draft/final) here]

**Project details:**

|  |  |
| --- | --- |
| Project contact MLA | [Name of the MLA project manager] |
| Project delivery partner | [Contact details of organisation/person delivering the project] |
| Budget | [Add details about the budget available to develop and deliver communications for this project] |

**Background**

[add relevant information here which provides context for the communications plan]

**Challenge/opportunity**

[outline the challenge/opportunity this communications plan is responding to; no more than 2 paragraphs]

**Project objective(s)**

[outline the project objectives – limit objectives to 1-3]

**Comms objective(s)**  
[outline the objective(s) of this communications plan – these will support the project objectives but should be specific to communications e.g. raising awareness, increasing engagement, promoting a product; limit objectives to 1-3]

**Target audience**

[list key audiences for the communications plan – be as specific as possible e.g. northern cattle producers, early adopters. Outline how/why this project would matter to each audience group, their motivations and their communications preferences (this will inform the messages, channels and tactics you propose below)]

**Key messages**

[in dot points, outline the key messages you want to communicate about the project overall, ensuring you’re using the language used by that audience e.g conversational]

**Audience - message, channel and tactics and implementation matrix**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Audience** | **Message(s)**  **(Targeted messages based on your key audiences)** | **Communications tactics (e.g. written producer case study, video)** | **Communications channel**  **(e.g. Feedback magazine, media release)** | **Responsibility (eg name and company)** | **Timing** |
| [list each audience type per row – eg red meat producers, livestock advisors] | [for each audience, outline the tailored messages to be communicated] | [outline the proposed tactics – use a new row for each tactic] | [outline the proposed channels – use a new row for each channel] | [outline who is responsible to deliver each tactic] | [outline when each tactic will be delivered) |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Outcome/KPIs**

[In a table or dot points, outline what success looks like for your communications, and include KPIs that are specific, measurable, achievable, realistic and have a time period attached to them.]