



Corporate Communication Brief - Level 2

Corporate Communication is here to ensure the voice of Council and the Project Team is heard by the community. We are here to manage the reputation and brand of Council and to help troubleshoot and manage the risk of negative community or media responses to Council projects.

It is recommended to brief our team first on your project and we will advise if other areas of the unit (Digital and Website, Engagement, Graphic Design and Print, Internal Communication or Marketing) need to be brought in, or lead, this part of your project.

Key Communication timeline:

Communication activities requested outside the below recommended timeline are not always possible to deliver. This timeline is the minimum recommended by Communication to ensure best Communication outcomes for your project.

6 weeks out	This brief completed by Project Team and returned to Communication Officer
5-4 weeks out	Communication Plan developed and approved by Project Team
5-4 weeks out	Project Team to raise any Requisition and Purchase Orders as per the Communication Plan
4 weeks out	Communication Plan rolled out
4 weeks out	Advertisements booked by Communication
3 weeks out	All Communication content approved by Project Team
3 weeks out - 2 weeks past	Project Team Media Spokesperson below MUST be available for any interview requests by media

Completing this brief:

A member of the Project Team must complete the first section of the Corporate Communication Brief as clearly specified. The Communication Team will not progress with communication activities until the brief is completed and returned.

The Corporate Communication Brief should be received by the Communication Team at least six weeks before the project live date.

Approving the Communication Plan:

Once the Communication Brief has been received by the Communication Team, a Communication Plan will be developed and returned to the Project team. The Communication Team will not progress with communication activities until the Plan is approved.

Informing Customer Service

Our Customer Service Officers are the front line for our business, taking calls and answering community questions. All Project Officers need to contact Customer Relationships at least two weeks prior to any communications commencing to provide an overview of their project. This will assist the team in helping our community understand more about your project.

Contact Council's Knowledge Management Officer of Customer Relationships – currently Sandra Smith – on x8317. The Knowledge Management Officer will assist you with a range of FAQ's needed for your project.



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ALL DETAILS TO BE COMPLETED BY A MEMBER OF THE PROJECT TEAM

ABOUT THE PROJECT

Project title	Captain Phillip Reserve Foreshore Stabilisation
Directorate / Unit Area	Environment and Planning / Environmental Management
Location <i>Provide specific location details – street address, nearby landmarks etc.</i>	Captain Phillip Memorial Reserve, Orana Street Green Point.
Overview and background	<p>This section of foreshore was identified as a high priority for stabilisation works due to its high public use and the existence of active erosion.</p> <p>In response, Council commissioned a detailed design process and have completed relevant environmental investigations and assessments.</p>
Key dates <i>List all key project dates. Communication will develop a plan around these.</i>	<p>Project start date – 07/6/2020 Stage 1</p> <p>Project end date – 13/7/2020 Stage 1</p> <p>Consultation dates – N/A</p> <p>Other dates:</p>
Purpose and goals <i>Why is Council completing this project, what will be the outcomes and where does this fit in Council's Operational Plan?</i>	<p>The purpose of this project is to improve the stability of the foreshore in this location which will improve inter-tidal habitat, access to the water and reserve amenity and safety.</p> <p>This aligns with Councils Operational Plan objective F1 Protect our rich environmental heritage by conserving beaches, waterways, bushland, wildlife corridors and inland areas, and the diversity of local native species.</p>
Investment / funding (if applicable)	Council Capex/Opex.
Funding body requirements (if applicable) <i>This will help Communication develop a suitable plan for activities. Communication is not responsible for ensuring funding requirements/obligations are met.</i>	N/A
Project deliverables <i>Describe specific project deliverables, include dimensions, materials etc.</i>	The design provides for a sloped rock revetment utilising igneous rock boulders with an average diameter of approximately 400mm (Stage 1 works). The design also allows for a formalised dinghy access ramp to replace failing structures existing on the reserve



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	(Stage 2). The design extends from just south of the boat ramp to the dinghy storage racks opposite 13 Bayside Drive Green Point (refer to attachments)
Target audience <i>Who do you need to get your message to?</i>	The target audience is reserve users and neighbours.
Key issues <i>We can help mitigate risk and manage negative responses. Describe any existing or potential issues connected with the project. Include relevant background information.</i>	<p>There has been some community angst in regards to a proposed shared pathway in this location (this has been put on hold from Roads Assets Planning and Design). There are additional areas of foreshore requiring stabilisation which are not included in this project.</p> <p>It is anticipated that the stabilisation of the reserve to be well received.</p>
Media spokesperson <i>Who will be your media spokesperson? This person MUST have completed media training and have Director or Unit Manager delegation to speak on the project. They also MUST be available for any interview requests by media. If possible, please list a backup if the primary spokesperson is not available.</i>	<p>The Mayor is the official spokesperson for Council, if the Mayor is unavailable to speak, the below are available and have Director/Unit Manager approval to speak on the project:</p> <ul style="list-style-type: none"> • Primary spokesperson: Luke Sulkowski (Unit Manager) • Secondary spokesperson: Peter Sheath (Section Manager)/Casey Johnston (Coastal Management Officer)
Budget for communications <i>Provide total budget for communication activity.</i>	Stage 1 \$100,000
Job number <i>Provide a job number to assign all agreed communication costs to.</i>	10.51312.270007.20178
Call to action web link <i>Where can the community go to find information on your project?</i>	Have your say?

STAKEHOLDERS

Director	Unit Manager	Project Manager	Other
Scott Cox	Luke Sulkowski	Casey Johnston	Ben Fullagar
Insert title	Insert title	Insert title	Insert title
Director Environment and Planning	Unit Manager Environmental Management	Coastal Management Officer	Section Manager Coastal Protection

BELOW TO BE COMPLETED BY THE COMMUNICATION BUSINESS PARTNER

KEY COMMUNICATION DETAILS



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Communication objectives	
Key communication messages	
Reputation risk assessment	
Community Strategic Plan reference	
Communication channels to reach target audience	
Approvals <i>These people need to review and approve all communications.</i>	This plan before any Communication activity is undertaken <ul style="list-style-type: none"> • Media releases / responses / statements <ul style="list-style-type: none"> • • Director • Mayor (if applicable) All other communication <ul style="list-style-type: none"> •

COMMUNICATION DELIVERABLES						
Channel	Delivery date	Final date content can be changed or pulled	Budget (if applicable)	REQ & PUR (if applicable)	Responsibility	Status
Brief sent to Communication	6 weeks out	N/A	N/A	N/A	Project Officer	
Contact Council's Knowledge Management Officer of Customer Relationships: currently Sandra Smith – on x8317	2 weeks out	N/A	N/A	N/A	Project Officer	
	Communication Plan Evaluation	N/A	N/A	N/A	Communication Officer	



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BELOW TO BE COMPLETED BY THE RELEVANT MANAGER FOR THE PROJECT TEAM

APPROVAL

Approval of Corporate
Communication Brief

Approval of individual
communication pieces (if
applicable)