



Communication Plan

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Shire of Dalwallinu

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Document Control

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Purpose of the Communication Plan

To guide internal and external stakeholders (see target audience below) on the style and manner in which the Shire will disseminate information.

What Is Communication

com·mu·ni·ca·tion (www.google.com.au)

1. The imparting or exchanging of information or news.
2. A letter or message containing such information or news.

Target Audience

Internal

Councillors – eight (8) elected members of Council: to enable informed decision making.

Staff – all employees, volunteers and contractors: to build a competent and confident team.

External

Dalwallinu Community – people living in the Shire of Dalwallinu; to answer enquiries and disseminate information regarding the Shire, including but not limited to, events, issues, plans, projects and services.

Community Organisations – local community groups, sports clubs, churches etc; to build a positive relationship, offer support for activities and access to Shire facilities.

Local Businesses – established businesses including farming and light industrial businesses throughout the Shire: to answer enquiries and disseminate information regarding the Shire, especially future plans, business promotion opportunities and events.

Local Media – Totally Locally, Kalannie Kapers; to update readers on what is happening in the Shire of Dalwallinu.

Ministers and Politicians – State and Federal politicians and ministers; local State government representatives: to build a positive relationship, so they are aware of the Shire's needs and celebrate the Shire's achievements.

Neighbouring Residents – people living in Moora, Wongan Hills, Coorow, Perenjori, Koorda and Mount Marshall; to answer enquiries and disseminate information regarding the Shire as required.

Service Providers (to the Shire) – to create a supportive business relationship.

Visitors – tourists and people who drive through the Shire; to answer enquiries and disseminate information regarding the Shire, especially regarding events, facilities and opportunities. This includes the attraction of visitors to our Shire.

Record Keeping

It is noted that there is a requirement for all Local Government information to be recorded. This aspect of communication is covered through the Shire of Dalwallinu Record Keeping Plan 2020. This plan is reviewed every five years.

Communication Channels (Current)				
Medium	Description	Frequency	Internal	External
Community Engagement	As per the Shire of Dalwallinu Community Engagement Plan 2023	As required	X	X
Council Information Bulletin	Update on events, issues, plans, projects and service initiatives, both local and regional	Monthly	X	
Documents and Reports	Significant documents such as; Strategic Community Plan, Annual Report, Annual Budget along with monthly reports to Council	As required	X	X
Email / Mail	As per individual Officer	As required	X	X
Facebook: Dalwallinu Shire	To share information with the community	Regularly, as required		X
Interviews: Shire President and CEO	About upcoming events, issues, plans, projects and service initiatives	Upon request	X	X
Mail outs	Rates information brochure	Annual		X
	As set out by Local Law / legislation	As required		
Media Releases	To share events, issues, plans, projects and services.	As required	X	X
Notice Board/s	Shire Office & Library	As required		X
Public Events	As advertised	As required	X	X
Public Notices	As per statutory requirements	As required	X	X
Shire Bulletin	Shire news/advertising	Monthly	X	X
Shire Information Packs	For new residents	As required		X
Signage	Shire and locality welcome signs, street signs, building signs, informational signs	Where required		X
Signage - Highway	Business signage situated on the highway	Biennially		X
SMS Messaging	Harvest Ban and Fire Weather information	As required		X
Staff /Toolbox Meetings	Held following Council meetings	Monthly	X	
Surveys	To receive input from the Community on various matters	As required		X

Telephone	For receiving and answering queries	As required	X	X
Website	www.dalwallinu.wa.gov.au , information on Shire events, issues, plans, projects and services	As required		X

Key Messages		
Objective	Target Audience	Key Message
Improved customer satisfaction	Dalwallinu Community, Service Providers, Local Businesses,	<i>“How can Dalwallinu help you?”</i>
Increased awareness of events, issues, plans, projects and services.	Dalwallinu Community, Local Businesses, Neighbouring Residents, Visitors, Local Media	<i>“There’s more to Dalwallinu than you think”</i>
Image and identity creation “positioning”	Dalwallinu Community, Neighbouring Residents, Visitors, Local Media, Ministers and Politicians, Community Organisations, Regional Development Authority & Wheatbelt Development Commission	<i>“Dalwallinu listens, plans and delivers on strategic and community objectives”</i>
Equip Councillors, Staff and Volunteers	Councillors, Staff, Volunteers	<i>“Our Councillors, Volunteers and Staff are Dalwallinu’s ambassadors”</i>

Communication Action Plan				
Item	Action	Deadline	Officer	Contributors
Communication Plan	Bi-Annual Review.	Aug-23	CEO	Councillors SMT
Council Information Bulletin	Continue: no additional action.	Monthly	EA	SMT Selected Officers
Documents & Reports	Continue: no additional action, noting that we will correspond using clear, concise language that is easily understood.	As required	Various	Various
Email	Maintain/develop an up-to-date email list for; groups (business, community, sporting), media, subscribed individuals, neighbouring Shires.	Ongoing	CDO/ EA/CSO	Community
Email newsletter	New: Develop mailing list for individuals who would like to receive Shire news directly	Ongoing	EA	Community
Facebook	Continue: Share information more regularly	Ongoing	CEO/EA	Various
Interviews	Continue: Share events, issues, plans, projects and services.	As invited	SP/CEO	Local / state media
Mail outs	Continue: no additional action.	As required	Various	Various
Media Releases	Continue: Share events, issues, plans, projects and services.	As suitable	SP/CEO	Various
Notice Board/s	Continue: Shire: monitor for accuracy.	Monthly	CSO	Community Staff
Public Events	Maintain an Annual Calendar for planning and promotion.	Ongoing	CEO	Councillors SMT Staff Community
	Update and display (website, notice board, DDC...)	Monthly		
Public Notices	Continue: As per statutory requirements	As required	EA CEO	Various

Communication Action Plan				
Item	Action	Deadline	Officer	Contributors
Shire Newsletter	Continue: Shire news/advertising	Monthly	EA	Various
Shire Information Packs	Continue: continually update and review content.	As required	RO	Various
Signage	Continue: Update as funds become available, and as part of relevant projects.	Ongoing	CDO	SMT
Signage - Highway	Continue: Update every two years as required	Biennially	CDO	Various
SMS Messaging	Continue: no additional action.	As required	MCS	DFES
Staff/Toolbox Meetings	Continue: no additional action. Encourage input from staff	Monthly	CEO/MWS	Staff
Surveys	Continue: Solicit community input into proposed events, issues, plans, projects and services, through hard copy and online survey tools.	As required	CEO	Executive
Website	Continue: Review site content and accessibility, update site map accordingly.	Ongoing	CEO EA	Community SMT Staff
	Monitor for accuracy, update accordingly.	Ongoing		

<u>Measurement</u>			
Method	Target	Deadline	Officer
Bi-Ennial Review	Monitor that deadlines have been met and update Plan to go forward.	Aug-23	CEO
Community Survey	Monitor Community attitudes and satisfaction on a broad range of issues to assist Council in planning for future development and activities, including customer service and communication activities.	Ongoing	MCS

Style Guide

Corporate Branding

All means by which people can come into contact with the Shire of Dalwallinu need to be uniform, positive and immediately recognisable. These “touch points” include;

- advertising, including informational flyers / brochures / posters;
- conversations with Councillors, Staff and Volunteers;
- logo, wherever displayed;
- packaging;
- services, especially but not limited to customer service;
- signage;
- stationery and
- email signature.

Logo

Please refer to Page 1 of the Style Guide, page 2 of the Guide provides an explanation of the colour choices.

Colour Breakdowns for our Corporate Palette

Please refer to Page 2 of the Style Guide for the RGB colour breakdown.

Stationery and Official Typeface

Please refer to Pages 2 and 3 of the Style Guide. Basically we use 12 point Calibri.

Image Library

- Shire Logo's are located at T:\Community Relations\Logo\SOD Logos.
- Logo's for other organisations are located, and should be saved, at T:\Community Relations\Logo\Other Logos.
- Photo's are located, and should be saved, preferably under an existing folder, at T:\Photos.

Addendum – Style Guide

The Style Guide outlines the use of the Shire logo, the acceptable colour palette, brand use, typography and templates.

STAFF ONLY: Available at T:\Strategies & Plans (Endorsed)\Communication Plan 2017.

Addendum – Customer Service Charter

The Customer Service Charter provides staff with clear standards to aim for.

STAFF ONLY: Available at T:\Strategies & Plans (Endorsed)\Communication Plan 2017.

Addendum - Examples

- Email Signature
- Letter Layout
- Media Release
- Memo
- Works Request Form (PDF)