Purpose:
The purpose of this paper is to identify the content, audience and issues associated with the preparation of a communications strategy designed to introduce the Advocacy Training and Development Programme (ATDP) to identified audiences. A more comprehensive strategy designed to address the ongoing needs of the ATDP with be developed once the needs of the programme can be more clearly addressed.

This broader based strategy will be developed following the evaluation of this strategy in August 2016.

The intended outcome of this programme is to present to the Competency Framework Management Group (CFMG) a viable Communications Strategy for informing stakeholders of the introduction of the ATDP’s activities from 1 July 2016 in a way that will enthuse them in order that they will become willing participants in the implementation and development of the ATDP. In this instance the stake holders are assumed to be:

- Ex-service Organizations
- Current TIP presenters
- Practising Welfare Officers
- Practising Pensions Officers
- Practicing Advocates

The target date for the implementation of this strategy is 1 – 15 June 2016 with an evaluation to be undertaken in the month following 1 August 2016.

CLARIFYING THE MESSAGE

Message:
It would appear that the audience is diverse enough as to warrant differing message content for differing groups. In all instances the elements should be affirmative and positive.

Elements to be included
1. A brief history of the journey from TIP to ATDP (affirm the TIP programme and volunteers)
2. Affirm that past volunteers are welcome to continue into the ATDP programme.
3. Basic information about how the ATDP functions.
4. The benefits for ESO’s, Practitioners and Presenters.
5. Reaffirmation of the past and an invitation to join the journey into the future.
CLARIFYING THE AUDIENCE

Research:
In this instance it would appear to the writer that the vast majority of the knowledge we claim to know about our audience is anecdotal. At the same time the reported attitudes and values of the group are not clearly defined and have not been researched.

Thus for the purpose of the initial communication strategy the communication will need to make some assumptions

Assumptions:
That the intended audience involved in this strategy:
1. will comprise both individuals and groups.
2. individual recipients/groups will range from sympathetic to the ARDT to highly resistive,
3. individual recipients/groups will range from well informed to never having been made aware of the new ATDP programme
4. will range from well informed and supportive of the TIP programme to highly critical.

Audience:
Given the complexities of designing a strategy that addresses such a diverse group as a single audience, it is recommended that three - four individual communications programs be developed to meet the defined audiences identified above.

Available Communications Tools
Under normal circumstances and with an appropriate budget, a wide range of tools could be available for use within the programme. Given the demands of time together with unclear budget resources this plan is designed to provide three – four separate (but related) programs; three of which are email dependent.

A basic assumption within the strategy is that a comprehensive database containing the email address of the known:
1. Pension officers (including level 3 & 4 Advocates)
2. Welfare officers
3. Presenters
4. ESO’s

NB: It is accepted that, at this point of time, this list will be incomplete. We believe, however, that incomplete is better than none. Nonetheless every effort should be made to ensure that, by the transmission date, the database is as comprehensive as possible.

Recommendations
a. That a locked PowerPoint presentations be transmitted via email to audiences 1 – 3 (as identified above). The content of each email is to be positive and contain a very clear appreciation of the work the recipient has done under the TIP programme as well as an invitation for the recipient to consider becoming part of ADTP. It is recommended that there should be no specific reference as to what that role may be.
b. That the communication to group 2 include an acknowledgement that, to this point of time, there has been a deficiency in the amount information specifically focused on the place of Welfare Officers within the ADTP.

c. That questions raised by the content of the transmission be directed to the relevant State TIP chairs.

d. That a programme of local launches be undertake in QLD, NSW, ACT, Victoria, Tasmania, South Australia and Western Australia. That these launches be in a form determined by the State TCG’s in conjunction with the relevant Deputy Commissioner. In addition, that PowerPoint presentations be prepared for each state launch. These presentations would draw on the content of programs 1-3 but would also include more detail of the expectations of ESO’s

A production brief is attached for programs 1-3

Alan Stubbs
27 March 2016
ADVOCACY TRAINING AND DEVELOPMENT PROGRAMME

Engagement Group

Communications Plan

Invitation (Pension Officers and Advocates)

This communications plan has been developed without the benefit of a Communications Audit.

Communication Objectives:
To advise that training that the implementation of the ATDP training programme is about to commence and that members of the Audience are welcome to be a part of the programme.

To provide short/simple introduction to the Competency Framework as it relates to the target audience. In addition, appreciation of the work undertaken by the current volunteers should be acknowledged.

Provide an opportunity for recipients to respond by offering an unsubscribe response.

Provide direction to where further information can be found

The Defined Audience
Current and former Pension Officers, Advocates and candidates under training.

Communication Goals
1. Provide a brief history of the key steps leading up to where we are now. (positive)
2. Provide a brief glimpse into what the future will look like. (positive)
3. Provide a brief explanation of the competency framework as it relates the Pension Officers, Advocates and candidates under training.
4. Provide an opt out opportunity via an unsubscribe link.
5. Include details as to how further information can be obtained.

Tools to be used
1. The updated TIP data base
2. PowerPoint

Timetable
Step 1CFMG Approval20 April 16
Step 2Design of PowerPoint begins22 April 16
Step 3Admin and Training to submit any proposed inclusions 6 May 16
Step 4Story Boards accepted 13 May 16
Step 5Production completed 20 May 16
Step 6Approval by SGB 27 May 16
Step 7Access to National Database available 28 May 16
Step 8: Trial Transmission   2 June 16
Step 9: All problems resolved  15 June 16
Step 10: Transmission Day  24 June 16
Step 11: Begin evaluation Process.      1 July 16

**Evaluation**
A monthly report to be presented to the SGB and the CFMG at the end of July, August and September.

All who elect to unsubscribe will be sent an email thanking them for their services in the past and wishing them well for the future.

**Revision of Programme**
Given that this is intended to be a one off transmission, no revision of the programme is anticipated.

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Alan Stubbs  
28 March 2016
ADVOCACY TRAINING AND DEVELOPMENT PROGRAMME

Engagement Group

Communications Plan

Invitation (Welfare Officers)

This communications plan has been developed without the benefit of a Communications Audit.

Communication Objectives:
To advise that training that the implementation of the ATDP training programme is about to commence and that members of the Audience are welcome to be a part of the programme.

To provide short/simple introduction to the Competency Framework as it relates to the target audience. In addition, appreciation of the work undertaken by the current volunteers should be acknowledged.

Provide an opportunity for recipients to respond by offering an unsubscribe response.

Provide direction to where further information can be found

The Defined Audience
Current and former Welfare Officers and those under training.

Communication Goals
6. Provide a brief history of the key steps leading up to where we are now. (positive)
7. Provide a brief glimpse into what the future will look like. (positive)
8. An assurance that Welfare Officers had not been forgotten.
9. Provide a brief explanation of the competency framework as it relates the Welfare Officers.
10. Provide an opt out opportunity via an unsubscribe link.
11. Include details as to how further information can be obtained.

Tools to be used
3. The updated TIP data base
4. PowerPoint

Timetable

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Alan Stubbs
28 March 2016
ADVOCACY TRAINING AND DEVELOPMENT PROGRAMME

Engagement Group

Communications Plan

Invitation (Presenters)

This communications plan has been developed without the benefit of a Communications Audit.

Communication Objectives:
To advise that training that the implementation of the ATDP training programme is about to commence and that members of the Audience are welcome to be a part of the programme.

To provide short/simple introduction to the Competency Framework as it relates to the target audience.
In addition, appreciation of the work undertaken by the current volunteers should be acknowledged.

Provide an opportunity for recipients to respond by offering an unsubscribe response.

Provide direction to where further information can be found

The Defined Audience
Current and former Presenters and those under training.

Communication Goals
12. Provide a brief history of the key steps leading up to where we are now. (positive)
13. Provide a brief glimpse into what the future will look like. (positive)
14. An assurance that Welfare Officers had not been forgotten.
15. Provide a brief explanation of the competency framework as it relates the Presenters.
16. Provide an opt out opportunity via an unsubscribe link.
17. Include details as to how further information can be obtained.

Tools to be used
5. The updated TIP data base
6. PowerPoint

Timetable

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**Evaluation**
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**Revision of Programme**
Given that this is intended to be a one off transmission, no revision of the programme is anticipated.

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Alan Stubbs
28 March 2016
ADVOCACY TRAINING AND DEVELOPMENT PROGRAMME

Engagement Group

Communications Plan

Invitation (Administration Staff)

This communications plan has been developed without the benefit of a Communications Audit.

Communication Objectives:
To advise that training that the implementation of the ATDP training programme is about to commence and that members of the Audience are welcome to be a part of the programme.

To provide short/simple introduction to the Competency Framework as it relates to the target audience. In addition, appreciation of the work undertaken by the current volunteers should be acknowledged.

Provide an opportunity for recipients to respond by offering an unsubscribe response.

Provide direction to where further information can be found

The Defined Audience
Current and former Administration Staff and those under training.

Communication Goals
18. Provide a brief history of the key steps leading up to where we are now. (positive)
19. Provide a brief glimpse into what the future will look like. (positive)
20. An assurance that Welfare Officers had not been forgotten.
21. Provide a brief explanation of the competency framework as it relates the Administration Staff.
22. Provide an opt out opportunity via an unsubscribe link.
23. Include details as to how further information can be obtained.

Tools to be used
7. The updated TIP data base
8. PowerPoint

Timetable
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### Revision of Programme

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**Alan Stubbs**  
28 March 2016

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