



CITY OF VINCENT

VINCENT COMMUNICATIONS PLAN

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2021 – 2023





INTRODUCTION

This plan aims to deliver goals, structure and priorities for Vincent’s strategic marketing and communication activities.

The key focus areas for this plan are:

COLLABORATE

Support the Mayor and CEO in fulfilling their roles as spokespeople for Vincent.

Work effectively with stakeholders, internal and external, to keep our community informed of our activities, ensuring we are transparent and accountable.

Be guided by the Strategic Community Plan, Corporate Business Plan, the Community and Stakeholder Engagement Strategy, the Annual Budget and other strategic plans.

COMMUNITY VOICES

Foster pride in a connected community, and promote community activities, events and achievements.

Keep our community informed about City of Vincent projects, initiatives and services that may interest or impact them.

Encourage two way communication, inviting community opinion and feedback to support informed decision making.

Our communications represent our community. They are easily accessible by and include and represent diverse groups within our community.

COMMUNICATION CHANNELS

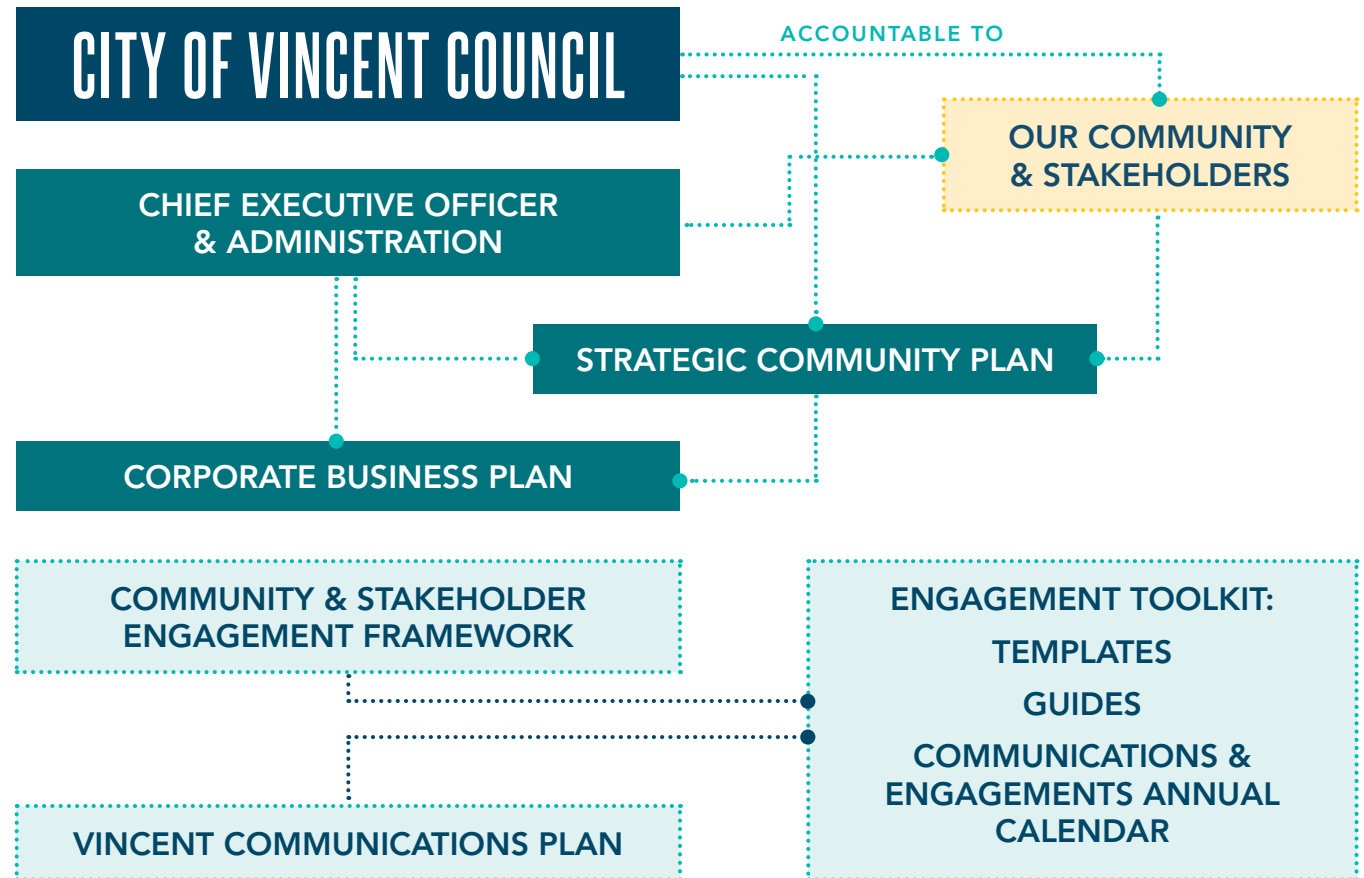
Be contemporary, efficient, effective and represent value for money.

Be proactively planned as well as allow some level of reactivity and responsiveness to current events and opportunities.

STRATEGIC ALIGNMENT

Legislative Framework

The *Local Government Act 1995* prescribes legislative requirements for communications. This includes public notices and the role of the Mayor as the spokesperson for the local government, or the CEO where the Mayor agrees.





STRATEGIC COMMUNITY PLAN

Effective marketing and communications activities will help achieve our SCP priorities.

SCP Priority: Connected Community

Strategic Outcome: We are creating a culturally rich and vibrant community by embedding creativity into everything we do. We will inform and develop community partnerships to seek input into decision making. We make sure that facilities and groups have the support and infrastructure to grow.

SCP Priority: Innovative and Accountable

Strategic outcome: The City of Vincent has a significant role to play in supporting our community to realise its vision. To achieve this, we will be an innovative, honest, engaged and responsible organisation that manages resources well, communicates effectively and takes our stewardship role seriously

CORPORATE BUSINESS PLAN 2020/21 – 2023/24

An action in our Corporate Business Plan (CBP No.26) outlines the creation Marketing Plan that defines expectations of Council and supports resource requirements. Positive media story targets. Engagement with the City of Vincent's communication tools.

COMMUNITY & STAKEHOLDER ENGAGEMENT STRATEGY

Action 1.4: Develop a Marketing and Communications Plan, including a live community and stakeholder engagement calendar to help strategic planning of engagement activities and avoid engagement fatigue.



IAP2 FRAMEWORK

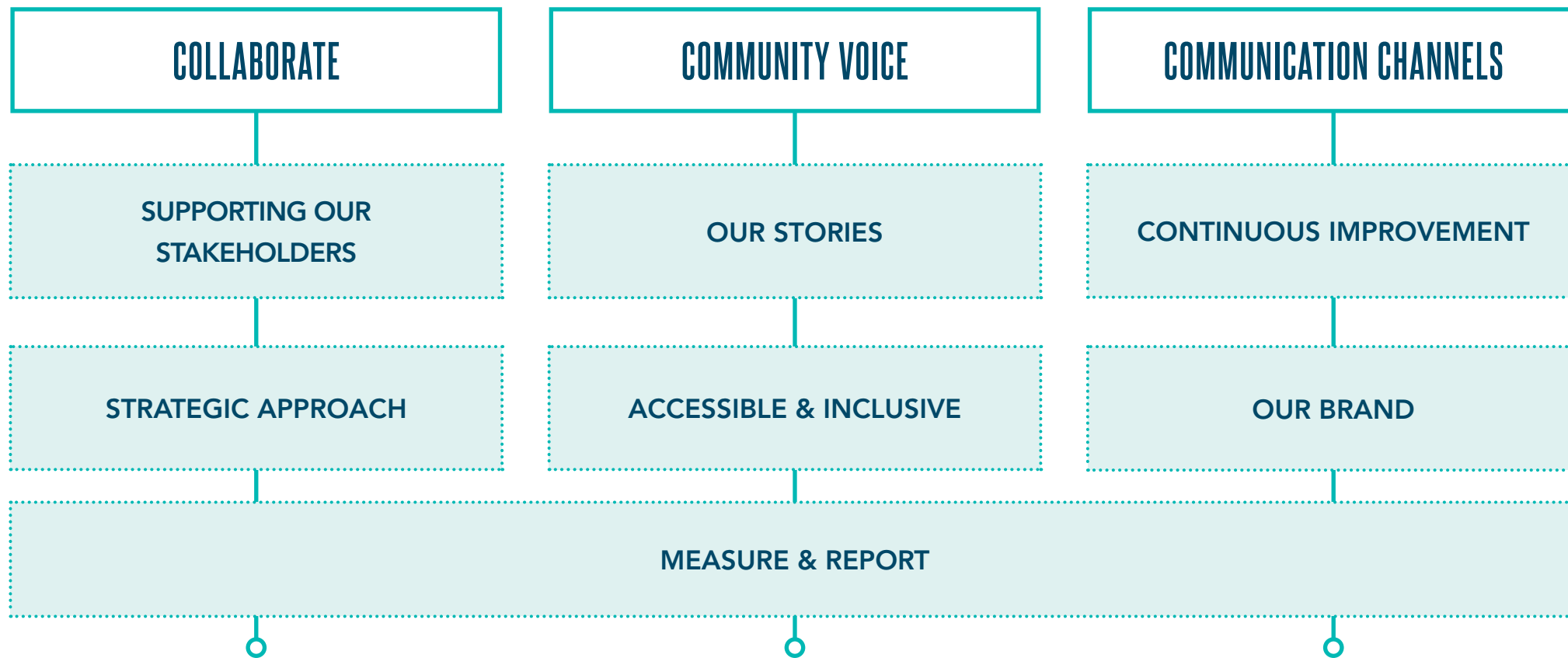
The Community and Stakeholder Engagement Strategy aligns to the IAP2 Framework which identifies different levels of public participation.

Strategic marketing and communication tactics traditionally align to the inform level of participation, they also help promote deeper engagement levels.

		INCREASING IMPACT OF DECISION →				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
COMMUNICATION	PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
	PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
		ENGAGEMENT				



FOCUS AREAS



ACTION PLAN

GOAL	ACTION	RESPONSIBLE
COLLABORATE		
Support the Mayor and CEO in fulfilling their roles as spokespersons for the local government	<ul style="list-style-type: none"> Provide high level communications, PR and crisis communications support to the Office of the Mayor and where required, the CEO. Timeframe: ongoing Provide regular media training for the Mayor, and CEO as required. Timeframe: annually 	Marketing & Partnerships
Projects have a strategic communications approach	<ul style="list-style-type: none"> Major projects have a well-developed communications plan developed in consultation with internal stakeholders. Timeframe: ongoing We will promote the breadth of services we provide. Timeframe: ongoing Communication and engagement planning templates will ensure a consistent approach to our communications. Timeframe: October 2021 Council may request the CEO to prepare a communication plan for strategic projects, to be approved by Council. Timeframe: ongoing 	Marketing & Partnerships All project managers Marketing & Partnerships Policy & Place
Messaging is in line with our priorities and reflects Council decisions.	<ul style="list-style-type: none"> Develop key messages for major projects in consultation with internal stakeholders, The CEO will liaise and consult the Mayor on key messages for external communications on the City's strategic projects in the Corporate Business Plan.. Timeframe: ongoing 	Mayor/CEO
Staff and Elected Members aware of planned marketing & communications activities.	<ul style="list-style-type: none"> Share our planned campaigns with Elected Members and internal stakeholders. Timeframe: quarterly 	Marketing & Partnerships
Collaborate with other local governments to improve outcomes in the sector	<ul style="list-style-type: none"> Work with the Inner City Group to collaborate on the Visit Perth Website and joint advocacy projects for marketing and communications. Timeframe: ongoing 	Marketing & Partnerships Mayor/CEO

GOAL	ACTION	RESPONSIBLE
COMMUNITY VOICES		
Keep our community regularly informed on our projects.	<ul style="list-style-type: none"> We will keep our community aware of upcoming projects, particularly when they might be affected by them. We will communicate before, during and after a major project is delivered. Consultation projects will include a final phase to close the loop and outline how community input has influenced decision making. <p>Timeframe: ongoing</p>	Marketing & Partnerships Project managers All staff
Let our community shine	<ul style="list-style-type: none"> Celebrate our community champions and local stories on our communication channels. <p>Timeframe: ongoing</p>	Marketing & Partnerships
Consider the needs of diverse audiences in channel selection, language and design.	<ul style="list-style-type: none"> Use a range of communication channels to communicate with our diverse audiences. Timeframe: ongoing Increase the number of diverse community stories on our social channels. Timeframe: ongoing Photoshoots will include a good mix of people to ensure our visual assets are representative of our community. Timeframe: ongoing Use inclusive language and strive to have all communications written in clear and simple English, in line with our Writing Style Guide. Timeframe: ongoing Continue to promote that our documents are available in alternate languages and formats. Timeframe: ongoing 	Marketing & Partnerships
A local first approach to marketing and communication activities	Marketing and communication activities will focus firstly on the needs of our Vincent community and take a limited role in broader destination marketing. Timeframe: ongoing	Marketing & Partnerships

GOAL	ACTION	RESPONSIBLE
COMMUNICATION CHANNELS		
Drive improvements in all communication channels	<ul style="list-style-type: none"> Set performance targets for marketing and communication channels and regularly review performance to drive improvement. Timeframe: ongoing Use our communication channels strategically to ensure the best use of resources for priority projects and initiatives. Timeframe: ongoing 	Marketing & Partnerships
Maintain high community satisfaction with communication channels.	<ul style="list-style-type: none"> Seek feedback from our community on our communication channels and ensure they remain relevant to the needs of our community. Timeframe: annually Budget: \$15,000 per annum 	Marketing & Partnerships
Encourage positive sentiment in the media.	<ul style="list-style-type: none"> Maintain high response rate to media requests, engage in more proactive media and highlight positive stories of interest. Timeframe: ongoing 	Marketing & Partnerships
Maintain high engagement with social media channels.	<ul style="list-style-type: none"> Social media guidelines reviewed and updated to include content strategies for different social media channels. Timeframe: March 2022 	Marketing & Partnerships
Work in partnership with community, staff and Elected Members to champion the City of Vincent Brand.	<ul style="list-style-type: none"> Undertake a City of Vincent Brand Project to inform future reviews of tone, image selection and writing style guide. Timeframe: June 2023 Budget: \$20,000 	Marketing & Partnerships Council
We will be responsive to current events and opportunities.	<ul style="list-style-type: none"> Work with internal stakeholders and Elected Members to find opportunities to communicate with our audiences. Timeframe: ongoing 	Marketing & Partnerships
REPORTING		
Share the results of our marketing and communications activities with internal stakeholders and Elected Members.	<ul style="list-style-type: none"> Monthly snapshots of high level results. Timeframe: monthly Quarterly reports on marketing & communications projects and a calendar of planned activities. Timeframe: quarterly 	Marketing & Partnerships

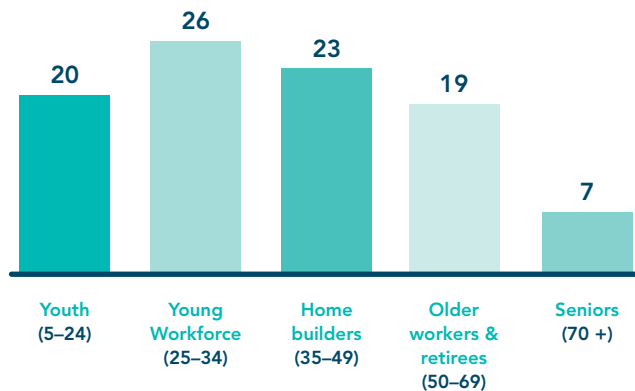
PRIMARY AUDIENCE

Our primary audience for communications are our residents and ratepayers. Noting that individual marketing and communications campaigns may have their own distinct target audiences.

When we speak to Vincent residents and ratepayers we note the demographics, but aim for inclusion.

We remember our residents include:

- **7%** who are seniors and elderly,
- **22%** who speak another language, **4%** who don't speak English well, and
- **54%** of households have no children.



TOOLS AND CHANNELS

Strategic marketing and communications can take many forms and utilise a variety of communication channels for both internal and external audiences.

Tools and channels include (but are not limited to):

One-way:

- printed materials
- signage and displays
- outdoor advertising including banners and ecosigns
- print and digital advertising
- public relations
- crisis communications
- direct mail
- newsletters including Budget News
- e-newsletters & electronic direct mail
- phone messages on hold
- website content
- social media posts and stories
- SMS notifications

Two-way:

- Social media comments
- Forms (digital and traditional)
- Surveys and polls
- Online consultation elements
- In person consultation elements

This plan does not include customer service touchpoints nor day to day correspondence between the City of Vincent administration and residents.

Websites under management include:

- City of Vincent
- City of Vincent Library
- Beatty Park Leisure Centre
- Imagine Vincent (Consultation Portal)
- Microsites if required (ie- Seasonal Events)



This document is available in other formats and languages upon request.

  @cityofvincent

VINCENT.WA.GOV.AU