

2020-21 COMMUNICATIONS PLAN

Version 1.1 – 2 May 2021



INTRODUCTION: This plan is a resource for the NHWT inc. Board of Management, to guide its communication activities (timings, methods and planned messages) for 2021, in line with the NHWT Strategic Plan.

Activities in this plan are focused on raising awareness of NHWT across a larger and broader Tasmanian demographic.

Method	Target Audience & Purpose	Target Timings	Message Plan
Social Media (Facebook)	Tasmanian Community <i>Raise awareness of NHWT, educate, encourage participation/engagement in NHWT and/or NHWT partner activities.</i>	Weekly	<ul style="list-style-type: none"> • Topical – see p2 • 1-2 re-shares/week • 1 original post every 1-2 weeks • Promote NHWT webpage as 'source of truth (inc. links) • Join other Groups to increase 'reach'/exposure
Website	Tasmanian Community, Local Watches, and NHWT Partners with linked information eg Tasmania Police <i>Raise awareness of NHWT, educate, encourage participation/engagement in NHWT and/or NHWT partner activities</i>	Monthly	<ul style="list-style-type: none"> • Maintain NHWT information • Update with messages for upcoming events/opportunities • Showcase activities from previous month
Watch Bulletins (email updates)	Local Watch Groups <i>Share NHWT updates and opportunities</i>	Monthly	<ul style="list-style-type: none"> • Update with messages for upcoming events/opportunities • Showcase last month's activities
Journal Articles & Publications	NHWA members (Journal); Tasmanian Community (Print Media eg local community papers) <i>Topic/initiative specific</i>	Quarterly	<ul style="list-style-type: none"> • Showcase specific activities last month's activities
Brand (Community visuals)	Tasmanian Community <i>Raise awareness of NHWT presence, encourage participation in local Watch and/or community activities</i>	Ongoing	<ul style="list-style-type: none"> • NHWT street signs

SUGGESTED MESSAGE 'PARTNERS' (Key criteria is 'credible' source)

Crime Prevention: Tasmania Police, CrimeStoppers

Wellbeing: Relationships Australia, Lifeline, Beyond Blue etc

First Aid: St John, Red Cross

Caring for our environment: Landcare

Community groups: councils, Migrant Resource Centre, schools; Govt websites eg TasGovt COVID

MESSAGE PLANNING IDEAS

General Campaign Topics-Ideas

“TOPICAL” (from p1) – Suggested Hierachy

- Leverage current affairs; ‘time of year’, local events (coordinate and avoid ‘overwhelming’ the audience)
- Promote partner organisation’s messaging
- Promote items from NHWT Bulletins/Board activities (as appropriate) to reinforce messages/info

Other ‘Neighbourly’ Message Ideas

Pick up litter Leave a thank you note Plant something that attracts butterflies, bees etc
 Let someone into a line Share hand sanitizer Give a compliment
 Give a shopping bag to someone Hold open a door or elevator Donate unused items
 Help a neighbour Offer a hand to an elderly Give a hand (spare tyre, lifting something)
 Make a meal for sick friend Babysit for a friend Pay a coffee forward at a café
 Volunteer Reconnect with an old friend Help out to protect property
 Encourage environmentally friendly actions

Month	Suggested Social Campaign Topics
January	N/A Rest 😊
February	Road Safety (long weekends)
Chinese New Year	
March Neighbour Day	Red Cross Home Emergency Planning Diversity & Inclusion – cultural, disability, LGBTI
April	NHWA Journal submissions (May journal)
Easter-ANZAC Day	Grants – Local, Corporate, State, National
May AGFEST	Cyber Safety
June EOFY	Financial Safety Tips
July	First Aid Personal Safety
August	NHWA Journal submissions (Sept journal) Conduct a month long survey, then publish ‘this is what you said’
September	Career Opportunities - Emergency Services, Defence
October	Bushfire Survival Planning NHWT AGM (Nov) - promotion
November	NHWA Journal submissions (Dec journal)
Crime Prevention Week	NHWT Recognitions (awards from AGM)
December	Safety & Security
Christmas Holidays	Wellbeing Focus