**Basic communications plan  
– template**

**A close-up of a logo

Description automatically generatedAugust 2023**

#### This is an example basic communications plan for delivery partners whose projects do not meet high-value communications plan criteria. Refer to the high-value communications plans in the Delivery Partner Portal for more information. [REMOVE THIS TEXT BEFORE USING]

# Basic communications plan

#### [Project code] – [Project title]

## Purpose

< Insert the aim of this communications plan >

## Current situation

< Provide a brief project background in plain English – what problem is the project aiming to address, why is it in place? What will it deliver for growers? Relevant content from related Stakeholder Engagement Plans and Project M&E Plans can be cross-referenced into this document, as well as from any other related documents. Utilise the project summary if you wish. >

## Audiences

< List audiences. Refer to the Stakeholder Engagement Plan if relevant >

## Communication method, activities, and platforms

< Breakdown by stakeholder group if necessary. >

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Announcement/ opportunity** | **Communication method** | **Who is responsible?** |
|  |  | < i.e. event, social media, video, media release, industry-focused news article > |  |

## Attribution and approval requirements

< Insert appropriate funding attribution for articles and other collateral. >

< i.e. Refer to Hort Innovation’s publication guide, which is available on the ‘project resources’ page of the Hort Innovation website here: [www.horticulture.com.au/project-resources](https://www.horticulture.com.au/delivery-partners/resources-for-delivery-partners/project-resources/).>

NOTE: All media activity must receive prior review and approval from the Hort Innovation Media Manager via [communications@horticulture.com.au](mailto:communications@horticulture.com.au)

## Evaluation

At each milestone report, communications achievements should be reviewed, with any communications gaps identified.

Media coverage reports, and other communications updates, should be provided to Hort Innovation as part of milestone reporting.

NOTE: This should be considered as part of project monitoring and evaluation.