**HORT INNOVATION** DELIVERY PARTNER RESOURCE

High-Value Communications Plan
– template

March 2022

#### Once completed, this report must be submitted in Word format via Hort Innovation’s Delivery Partner Portal.

#### The cover and all text that is included as a prompt for preparing the draft (including this page) must be removed before submission.

 [DELETE THE COVER AND THIS PAGE BEFORE SUBMISSION]

# High-Value Communications Plan

#### Project title:

# < Insert project titleline 2 if required >

#### Project code:

< Insert project code – e.g. AB20000 >

#### Project leader:

< Insert project leader’s name >

#### Delivery partner:

< Insert full organisation name – no acronyms >

#### Date:

< Day, Month and Year e.g., 10 April 2022 >

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[UPDATE THE CONTENT TABLE BEFORE SUBMISSION]

## Purpose

This working communications strategy acts as a guiding document for all communications staff to refer to throughout the life of the project. This document:

* Establishes a roadmap for communication to ensure all partners are on the same page
* Streamlines messaging
* Ensures all available partner and industry stakeholder communication tools are being utilised
* Details processes and attribution requirements.

## 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

< Refer to the Stakeholder Engagement Plan if relevant. Potential beneficiaries of the project [list]: >

< Example:

**Key audiences:**

* Growers
* Industry representative bodies
* The Federal Government.

**Other parties:**

* Rural and agriculture sector media
* General media, particularly science-oriented outlets
* Export market stakeholders
* Potential co-investors/ research partners. >

## Overarching key messages

< After identifying your audiences, breakdown your objectives into key messages for each group. These should be brief, written in simple language. You should think about what each group needs to know from a practical point of view and what the overarching key messages are. These might be themes running through all the communications. >

Table 1. Overarching key messages

|  |  |  |
| --- | --- | --- |
| **Audience** | **What they need to know** | **Key communications messages** |
| < e.g. Growers/domestic supply chain > | < Why the project is in placeWhat it aims to achieveHow they can get involved > |  |
| < e.g. Australian Government > |  |  |
| < e.g. Export market stakeholders > |  |  |
| < e.g. Rural and agriculture sector media > |  |  |
| < e.g. General media, particularly science-based outlets > |  |  |

## Industry Strategic Investment Plan objectives key messaging

< To consider when developing content for a specific industry. Refer to [Industry Investment Plans](https://www.horticulture.com.au/hort-innovation/funding-consultation-and-investing/investment-documents/strategic-investment-plans/) here: Remove if not relevant. >

Table 2. Industry SIP objectives key messaging

|  |  |  |
| --- | --- | --- |
| **Industry** | **SIP KPIs** | **Messages** |
| < e.g. Mango > | < e.g. Maintenance/tracking of the implementation of an industry biosecurity plan > | < e.g. This project delivered an industry biosecurity plan ensuring biosecurity preparedness for exotic incursions. > |

## Communication method, activities and platforms

Table 3. 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 > |  |

Table 4. Partners’ available communications platforms

< List all partners’ available communications platforms with the aim to utilise them for maximum traction. >

|  |  |
| --- | --- |
| **Organisaton** | **Available platforms and frequency** |
| Hort Innovation | MEDIA: National grower-facing media database (more than 550 journalists)E-NEWSLETTER: Growing Innovation (monthly e-newsletter)SOCIAL: Facebook, Twitter, Instagram and LinkedInINDUSTRY COMMUNICATIONS: Manage industry communication projects (magazines, newsletters, e-newsletters, social media, etc. for all industries nationwide)WEBSITE: News and media section |
|  |  |
|  |  |
|  |  |

Table 5. Relevant industry communications platforms

< List relevant industry communications platforms with the aim to utilise them for maximum traction. >

|  |  |
| --- | --- |
| **Industry** | **Available platforms and frequency** |
| < e.g. Mango > | < e.g. E-NEWSLETTER: *The Slice* (monthly e-newsletter); *My Mango* (weekly e-newsletter) >< e.g. MAGAZINE: *Mango Matters* (quarterly publication) >< e.g. SOCIAL MEDIA: Facebook, Twitter, Instagram and LinkedIn > |
|  |  |
|  |  |
|  |  |

## Media liaison

In all instances, Hort Innovation provides oversight over the communications on projects on which it is the contract manager. Partner communications staff will liaise to promote project stories and harness media opportunities.

### Media protocol

* The communications contacts are the communications/media liaison contacts listed in Appendix 1 for each organisation. Hort Innovation is the nominated ‘lead’
* Key grower contacts who support the project and may be comfortable being quoted in media releases, articles, etc. are listed in Appendix 2
* Key industry communication programs and industry extension personnel who support the project and may be comfortable being quoted in media releases, articles, etc. are listed in Appendix 4
* All requests for media interviews or comment must be referred to the Hort Innovation nominated lead immediately. Hort Innovation will liaise with the appropriate partner contact(s) to determine how the enquiry will be handled
* Where possible, Hort Innovation will seek approval from all organisations before issuing any media releases, statements or other media communications. Commentators will be determined by Hort Innovation on a case-by-case basis
* Organisations may nominate a media spokesperson in Appendix 1. They may be required to provide a quote for communications content where applicable for activity relevant to their organisation’s research component.

## Attribution 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/) or by direct download [here](https://www.horticulture.com.au/globalassets/resources-for-delivery-partners/hort-innovation-resources/hort-innovation-publication-guide-november-2021-web.pdf).>

## Evaluation

At each milestone report, communications achievements should be reviewed, with any communications gaps identified. Opportunities for the next six months should be updated in the Communication Strategy.

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.

## Appendix 1 – Key contacts

|  |  |  |  |
| --- | --- | --- | --- |
| **Organisation**  | **Who – project contacts (primary and secondary)** | **Communications contact**  | **Media spokesperson/ Nominated media spokesperson** |
| Hort Innovation | **Primary: X****Secondary: X** | <Eg. Kelly Vorst-ParkesCommunications Media &Public Affairs ManagerPh: +612 8295 2344Mob: +61 427 142 537Email: kelly.vorst-parkes@horticulture.com.au > | X  |
|  |  |  |  |
|  |  |  |  |

## Appendix 2 – Grower advocates

|  |  |  |  |
| --- | --- | --- | --- |
| **Industry**  | **Name, role, business name** | **Location** | **Contact details** |
|  |  | < Insert region, suburb, state/territory >  | < Insert email address, phone number > |
|  |  |  |  |
|  |  |  |  |

## Appendix 3 – Partnership details

< List partners involved and funding amounts contributed here, including in-kind. >

< Example:

The Project is a partnership between:

Hort Innovation (Lead);

And:

* Cotton Research & Development Corporation ($480,000)
* Grains Research & Development Corporation ($400,000)
* Sugar Research Australia Limited ($380,000)
* Commonwealth Scientific and Industrial Research Organisation ($250,000 in-kind)
* Nursery & Garden Industry Australia Limited (consultation role) >

< If there are sub/child projects, list them here. >

< Example:

The Project comprises four sub-projects, being delivered by:

* Cotton Research & Development Corporation (project code)
* Grains Research & Development Corporation (project code)
* Sugar Research Australia Limited (project code)
* Commonwealth Scientific and Industrial Research Organisation (project code) >

## Appendix 4 – Industry communication and extension contacts

Industry communication contacts

|  |  |  |
| --- | --- | --- |
| **Industry**  | **Name, role, business name** | **Contact details** |
| < e.g. Mango > | < e.g. Australian Mango Industry AssociationJessica Mitchell, Communications Manager > | < Insert email address, phone number > |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Industry extension contacts

|  |  |  |
| --- | --- | --- |
| **Industry**  | **Name, role, business name** | **Contact details** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |