



two ways :: one outcome

Communication Strategy & Action Plan 2013

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Release Notice

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1 Strategy

The aims of the CDSC Communication Strategy & Action Plan are to:

1. Promote the range and quality of CDSC services available to our community.
2. Ensure CDSC staffs are aware of and contribute to service developments and planning.
3. Promote key work and issues within NT & across Australia.
4. Ensure funding bodies are recognized.
5. Help ensure successful promotion of the CDSC externally.

2 Approach

This strategy will be achieved by CDSC staff developing internal capacity to ensure leadership and practical implementation. The actions have been grouped as follows and also put into a plan with timelines and suggested responsible staff, which will be reviewed quarterly to determine progress.

3 Communication Action Plan 2013

	Recommended Action	Who	When	Status
1.	Awareness, Internal & External Communications			
1.1	Hold quarterly staff forums & send updates to provide information on CDSC plans & achievements.	CDSC	Quarterly	Started
1.2	Ensure updated Web Information for CDSC - Each Community page & facts & outcomes.	CDSC	June	To Do
1.3	Ensure quality email connectivity for all Service Delivery Centers. (SDC)	IT	July	To Do
1.4	Develop integrated template report for each SDC including services provided & achievements.	EMT	April	To Do
1.5	Continue Quarterly CDSC Wide Newsletter & promote to stakeholders.	CDSC	Continue	Active
1.6	Organize a CDSC Service presentation to key stakeholders for feedback.	CEO/DFC	From Apr	Active
1.7	Review staff meetings approach and ensure at least bi-monthly meeting per Section for all staff.	All	April	To Do
1.8	Review options for improved inter Department and MO / Community improved communication.	DFC/CEO	June	To Do
1.9	Seek Local Board member feedback on Council services & ideas for improvement.	Directors	April	To Do
1.10	Develop approach to create a Community Action Plan for each Community in area.	Directors	August	To Do
1.11	Seek staff ideas to improve communications and improve external communication.	DFC	May	To Do
2.	Media Exposure			
2.1	Promote all current Council members and develop profile booklet to be shared.	DFC	July	To Do
2.2	Establish CDSC action group to focus on positive relationship with media & generate news stories.	CEO/DFC	May	To Do
2.3	Hold meetings with all news editors to share plans and news ideas.	DFC	Apr	To Do
2.4	Generate via CDSC at least one positive monthly media story to promote current services/ achievements. All	CDSC	May	To Do
2.5	CDSC Sections & SDCs to provide ideas for media releases.	CDSC	May	To Do
2.6	Establish media monitoring & responses. Summarize report of issues and associated follow up.	CDSC	May	To Do

	Recommended Action	Who	When	Status
3.	Other Opportunities			
3.1	Print additional information on back of business cards for all future business cards.	CDSC	May	To Do
3.2	Explore option for updates via PAW Media & other media sources.	CDSC	June	To Do
3.3	Seek Director & Manager feedback on Action Plan.	Directors / Managers	May	To Do