

Central Desert Regional Council

COMMUNICATION PLAN SCHEDULE

Aims

The aims of the CDRC Communication Plan are to:

- Promote the range and quality of CDRC services available to our community.
- Ensure CDRC staff are aware of and contribute to service developments and planning.
- Promote key work and issues within NT & across Australia.
- Ensure funding bodies are recognised.
- Help ensure successful promotion of CDRC externally.

Please see our website for the full Communications Plan at: www.centraldesert.nt.gov.au

What	Target	Frequency	Dates
Annual Report	Public and overall Stakeholders	Annually	November
Year Planner	Public and overall Stakeholders	Annually	November
Central Desert News	Public and overall Stakeholders	Every four months	April, August, December
Press releases	Public and overall Stakeholders	Ongoing, minimum of 12 per year	As they arise
Website stories	Public and overall Stakeholders	Ongoing	As they arise
Social Media	Public and overall Stakeholders	Ongoing	As they arise
All staff meetings	Staff	Every two months	February, April, June, August, October, December
CEO STAIRS newsletter	Staff	Monthly	
Manager's forum	Staff	Every two months	Feb, April, June, August, Oct, Dec
One on one discussions	Staff	Ongoing	A minimum of quarterly
HR Roadshow	Staff	Three times a year	Feb/March, Jul/Aug & Oct/Nov
CEO, Directors and Managers Community visits	Community Residents	Ongoing	In line with Local Authority meetings, as per Year Planner
CDRC Ordinary Council Meeting (OCM) Community Barbecues	Community residents and staff	Twice a year at communities that host an OCM	In line with OCMs that are held in community as per Year Planner
Community Planning Meetings	Community residents and Local Authority members	Every four years, reviewed annually, per community	In line with Local Authority meetings, as per Year Planner
Elections and By-Elections	Community Residents	General Elections every four years and by-elections as they arise	As per Electoral Commission
Local Authority identified community events X 9	Community Residents	One per year per community	As identified by the Local Authority in each community
Advocacy	Federal and NT Government	Ongoing	