

city of  
**PALMERSTON**

*'A Place for People'*



COMMUNICATIONS  
**STRATEGY**





# ACKNOWLEDGEMENT OF COUNTRY

Council respectfully acknowledges the traditional owners of the land on which we meet - the Larrakia People - and pay respect to their elders, past, present and future.

City of Palmerston is committed to embracing diversity and eliminating all forms of discrimination within its facilities and welcomes all people regardless of sexual orientation, gender identity, ethnicity and/or faith.



# SCOPE

Communications is an essential service of City of Palmerston and what connects Council and the community. The information available to the public must be relevant, accurate, timely, engaging and reliable as well as meet legal and governance obligations. Council needs to ensure they are proactively engaging with the community in a transparent way to achieve 'A Place for People'.

# OBJECTIVES

Business	Media	Marketing
Family and community	Share of voice	Residential awareness
Vibrant Economy	Established presence	Community participation
Cultural diversity		
Future Focused		
Environmental sustainability		
Governance		

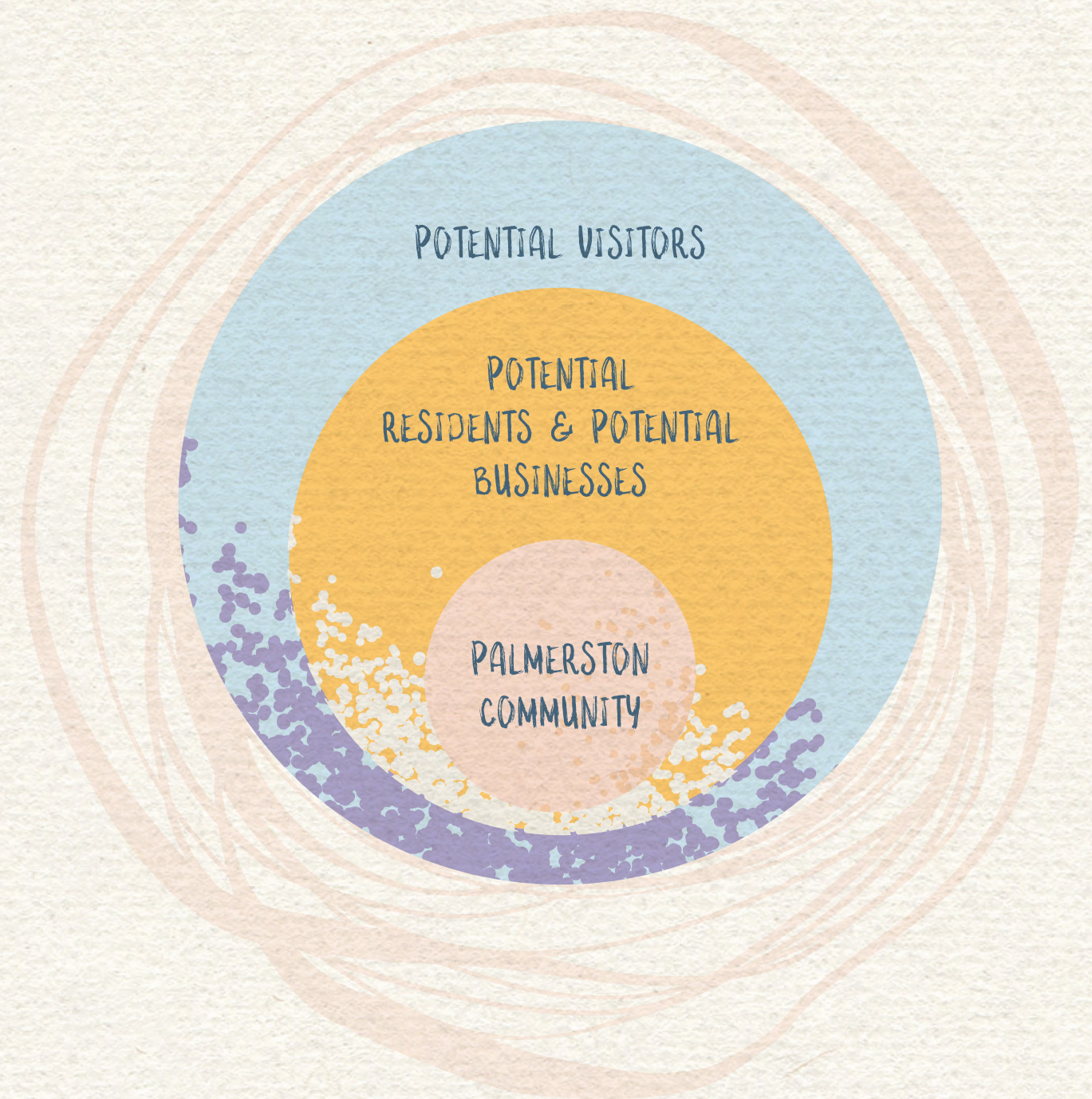
The communication strategy entails how our messaging is delivered across the community with consideration of people from a wide demographics, cultures and abilities, whilst supporting a vibrant economy with an environmental and future focussed goal. This means a strategic approach is required in all marketing and communication plans, as well as ensuring Palmerston establishes a positive presence in the public media environment to promote the liveability of the community.

# WHO?

The main and most important audience is the Palmerston Community, which is approximately 39,000 people. This is our target market, particularly when communicating an important occurrence that may directly affect them. For example, rate notices, dog registrations or rubbish collection. We also need to ensure they are aware of all the services available to them through Council including programs, grants, events and support.

Council also needs to consider three other important target markets, potential visitors, potential residents and potential businesses, which should all have a positive impact on economic growth.

As a growing and developing city, these audiences are considered in our strategic communications plans.





# WHAT?

The information that is communicated to the community, stems from the actions set out in the municipal plan. This makes up the 'what'. These actions align with the core outcomes of the community plan which are;


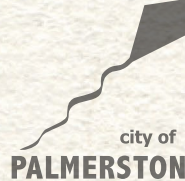

 <p><b>FAMILY AND COMMUNITY:</b></p> <p>Palmerston is a safe and family friendly community where everyone belongs</p>	 <p><b>VIBRANT ECONOMY:</b></p> <p>Palmerston is a destination city for employment, it is a place where businesses are encouraged to set up and to grow</p>	 <p><b>CULTURAL DIVERSITY:</b></p> <p>In Palmerston we celebrate our cultures in a way that values our diversity.</p>
 <p><b>FUTURE FOCUSED:</b></p> <p>Palmerston is an innovative city that sustains itself through the challenges of the future</p>	 <p><b>ENVIRONMENTAL SUSTAINABILITY:</b></p> <p>Palmerston is an environmentally friendly, liveable city that promotes renewable practices and sustainability</p>	 <p><b>GOVERNANCE:</b></p> <p>Council is trusted by the community and invests in things that the public value</p>

## Types of communication include:

Marketing campaigns, community consultation, public relations, newsletters, articles, creative designs, images, brand and logos, directional or informational signage, tenders, notices, speeches, emergency communication, publications and video production.

# HOW?

How Council communicates information is dependent on a few variables. Who is the audience and where do they get their information from (ie. print, social media, outdoor display etc). It will also depend on what Council wants to achieve from it.

 <p><b>COMMUNICATION PLATFORMS THAT COUNCIL USE:</b></p> <ul style="list-style-type: none"> <li>• Website</li> <li>• Out of home displays (digital display board, signage, bus advertising, highway banners)</li> <li>• Social media (Instagram, Facebook and LinkedIn)</li> <li>• Broadcast (Television)</li> <li>• Radio</li> <li>• Digital display</li> <li>• Print</li> </ul> <p>Council will be looking at alternate ways to achieve continuously high standards of communication and awareness to the community through the identified platforms.</p>	 <p><b>LOOK AND FEEL</b></p> <ul style="list-style-type: none"> <li>• Fun – stand out – recognisable</li> <li>• Complementary</li> <li>• Strong brand awareness</li> <li>• Clear information</li> <li>• Educate</li> <li>• Professional</li> </ul>	 <p><b>CONSISTENT AND RELIABLE INFORMATION</b></p> <ul style="list-style-type: none"> <li>• Regular website updates</li> <li>• Frequent social media posting</li> <li>• Engagement with community (Community consultation &amp; community sentiment survey)</li> <li>• Positive presence in the media environment</li> </ul>
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## Diverse and accessible communication:

In conjunction with the release of the Inclusive, Diverse and Accessible Policy Framework, Council will consider inclusive ways to communicate to those of diverse abilities and backgrounds where possible.



# WHY?

Council communicates to inform, educate, provide opportunity, acknowledge and to support.

All pieces of communication are strategically aligned in achieving Council's overall vision of 'A Place for People' and delivering on its missions and values. This is the why. City of Palmerston are delivering these messages to the community to achieve our overall vision.



Our commitment to the community is to ensure we deliver

- genuine community communication
- a recognised and trusted brand
- effective communications
- innovative digital experience
- promoting our city

# KEY PERFORMANCE INDICATORS AND QUALITY ASSURANCE METHODS

As a key commitment to the community, it's important that Council continuously evaluates performance to ensure we are delivering and improving. It is also vital that we put some quality assurance parameters in place so that our communication can be easily interpreted and meets the overall content quality by our diverse audiences.

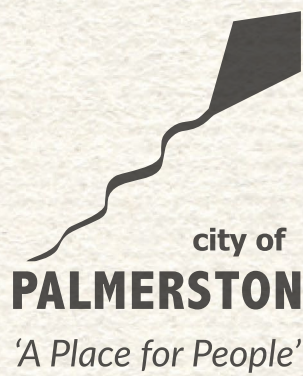
KPI	Measurement/Quality assurance
Governance	Community survey sentiment score
Share of voice	Organic media exposure
Brand Awareness	Community Survey score
Established presence	Community survey awareness score

# FUTURE FOCUS

Council will remain agile as we deliver a strategic communication strategy. The industry is dynamic and it's important that City of Palmerston remain relevant. As a result of this, the Communications strategy will be reviewed on a regular basis ensure we continue to increase awareness and engagement of the Palmerston community and potential broader audiences.







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