

LIC Communications Working Group – Communications Plan Post Reform Announcement

1. Purpose

This Communications Plan establishes the necessary framework for the City of Armadale and the Shire of Murray to follow in order to communicate effectively with Internal and External stakeholders through the local government boundary adjustment process, post Ministerial announcement on to implementation of altered entities on 1 July 2015.

2. Introduction

During 2013, the State Government announced recommendations for Local Government Reform, with a push to change boundaries for the Shire of Serpentine Jarrahdale, whereby the City of Armadale would govern the area through to Mundijong Road, and the Shire of Murray would govern the remaining portion of land.

At direction of State Government a Local Implementation Committee (LIC) and Working Groups were formed to prepare for the likely outcomes of the Reform process.

This Plan was prepared by Armadale and Murray as a guide for Communications to all stakeholders from the time of the Ministerial announcement defining the final outcomes of the Reform process.

The Plan will cover the implementation of key messages and communication tactics to be / / / // / /ernal stakeholders receive consistent communication from both local governments, informing and supporting and reassuring all three communities.

3. Objectives

- To relay up to date information to the communities in a timely manner, to ensure they are informed throughout the process, reducing the spread of misinformation.
- To support any community consultation tactics and liaison with the community and stakeholders.
- To ensure communication from Councils (from CoA and SoM prior to the announcement, and all three Councils following an announcement) are clear and consistent across all channels and that sufficient information is provided to the media to ensure continuing clarity and to facilitate and encourage regular updates to the community.
- To keep Councillors informed of the process as it unfolds, to ensure communication consistency is maintained when they are approached by the community.
- To support the LIC and Working Groups by identifying communication needs and issues.
- To provide employees of the three Councils involved with two-way communication regarding their employment arrangements following the announcement.

- Keep government representatives informed about progress and the continuing impact of Reform on their communities.

4. Target Audience

- Residents, ratepayers and stakeholders (of all three Councils)
- LIC and Councillors (of all three Councils)
- Media
- Staff (of all three Councils)
- Government representatives

5. Key Messages

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Alternative 2)

The three Councils have worked together through the LIC to ensure we are prepared for boundary realignment. The reform announcement details a scenario which differs from the proposal put forward by Armadale and Murray. The planning and preparation work undertaken by the LIC for this outcome will still be of great value.

The necessary research and planning are well underway, which means CoA can now continue to work with SJ to map out the process from now until 1 July 2015.

Employee Information: details of specific effects on staff to be provided by HR WG.

Service Delivery to stakeholders: specific details to be provided by Technical Services, Community, Governance, Planning and Development, and Corporate Services WGs.

Alternative 3)

The State Government has recognised that the three Councils are sufficiently sustainable and already experiencing a level of growth that will enable them to successfully continue in their current forms well into the future.

The Councils have been working together through the LIC and Working Groups to ensure we were prepared for the proposed changes. The work done by those Working Groups has been invaluable as has the opportunity to form strong working relationships between the local government organisations and understanding developed through that work, despite the Government decision not to proceed with Reform in this area.

The decision not to make any changes to the three Councils means we can get back to our core business of delivering high quality services and facilities to our communities.

Employee Information: details of specific effects on staff to be provided by HR WG.

Service Delivery to stakeholders: specific details to be provided by Technical Services, Community, Governance, Planning and Development, and Corporate Services WGs.

6. Method

Spokesperson for the LIC will continue to be the LIC Chairperson.

The Mayor and CEO of each Council involved will continue to be the spokespeople for their individual organisations.

The Communications teams at each Council will work together to provide timely and consistent responses to the media on LIC matters, to be attributed to the LIC Chairperson.

Channels

Potential channels for dissemination of information to stakeholders:

- All Council websites
- All Councils Social Media profiles

- Media Releases (LIC and individual LGs)
- Community Newsletters (Murray Focus; City Views; SJ News?)
- Direct Mail (Reform specific)
- Advertisements in local newspapers (existing and potentially Reform specific)
- Community Radio Advertising/Community Service Announcements
- Posters
- eNewsletters
- Staff/Councillor Newsletters or Memos/Emails

7. Communication Action Plan

Timeframe: Now – 1 July, 2015

Objectives	Actions	Communication Channel	Frequency
To relay up to date information to the communities in a timely manner, to ensure they are informed throughout the process, reducing the spread of misinformation.	<ul style="list-style-type: none"> • Distribute LIC meeting outcomes 	Council Websites Community Newsletter	Fortnightly
	<ul style="list-style-type: none"> • Distribute Metropolitan Reform Updates from the DoLGC 	Council Websites Community Newsletter	Fortnightly
	<ul style="list-style-type: none"> • Local Government Reform Updates from Councils 	Murray Focus (SoM) Community Newsletter Council Website	When required
	<ul style="list-style-type: none"> • Distribute post Ministerial announcement communication 	Media Release Community Newsletter Radio Council Websites	Day of Ministerial announcement of reform outcomes
To support any community consultation tactics and liaison with the community and stakeholders.	<ul style="list-style-type: none"> • Liaise with the Community working groups and assist with planning a community consultation campaign 	Meetings Email Teleconference	When required
	<ul style="list-style-type: none"> • Utilise the communication channels to reach external stakeholders and produce communication materials 	Media Releases Community Newsletters Radio Newspaper Advertisements Posters/Flyers	When required

<p>To ensure communication from Councils (from CoA and SoM prior to the announcement, and all three Councils following an announcement) are clear and consistent across all channels and that sufficient information is provided to the media to ensure continuing clarity and to facilitate and encourage regular updates to the community</p>	<ul style="list-style-type: none"> • Utilise the LIC Communication meetings to develop consistent key messages and media releases • Ensure information from each Council are distributed simultaneously 	<p>Teleconference Meetings Email</p>	<p>Ongoing</p>
<p>To keep Councillors informed of the process as it unfolds, to ensure communication consistency is maintained when they are approached by the community</p>	<ul style="list-style-type: none"> • Distribute LIC meeting outcomes • Distribute Metropolitan Reform Updates from the DoLGC • Distribute WALGA media releases • Distribute all media releases and responses on MLGR to Councillors immediately 	<p>Email Councillor Newsletter (SoM) Council Meeting briefings Community Newsletter</p>	<p>Fortnightly Fortnightly When required When required</p>
<p>To support the LIC and Working Groups by identifying communication needs and issues</p>	<ul style="list-style-type: none"> • Discuss communication needs as part of the Communications working group 	<p>Teleconference Meeting Email</p>	<p>Ongoing</p>
<p>To provide employees of the three Councils involved with two-way communication regarding their employment arrangements following the announcement</p>	<ul style="list-style-type: none"> • Distribute immediate post-announcement media release • Distribute LIC meeting outcomes • Distribute Metropolitan Reform Updates from the DoLGC • Distribute WALGA media releases • Distribute Council releases and responses 	<p>Media releases Email Staff Newsletters (SoM) Staff Meetings</p>	<p>When required Fortnightly Fortnightly When required Weekly</p>

Keep government representatives informed about progress and the continuing impact of Reform on their communities	<ul style="list-style-type: none"> • Distribute LIC meeting outcomes • Distribute Metropolitan Reform Updates from the DoLGC • Distribute post Ministerial announcement communication 	Email Council Website Community Newsletter Radio Media Release	When required Fortnightly Day of Ministerial announcement of reform outcomes
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8. Timing

Media Releases for each assumption scenario will be prepared and approved prior to the Ministerial announcement.

Pre-approved Media Release from the LIC Chairperson to be distributed ASAP (i.e. preferably same day) after the Ministerial announcement of the Reform outcomes is made public.

Further info TBC.

9. Budget

Internal resources within the three Councils will be utilised to carry out LIC and Reform Communications tasks, however this will result in ongoing core communications business being impacted while Reform Communications prioritised. External resources may be required for some tasks and these are not accommodated within existing budgets.

10. Evaluation and Review

Evaluation of the success of the Reform Communications Plan will be ongoing throughout the process and continuing until well after 2017. This will be done through gauging community feedback and sentiment and monitoring media coverage.

A subsequent review and redrafting of the Communications Plan will take place in late 2014.