

Communications Strategy

Table 1 – Communications Tasks (tools) & Target Audience/s**

Stakeholders	Tool 1 Focus Groups	Tool 2 Drop-in sessions	Tool 3 Formal Launch	Tool 4 Prospectus	Tool 5 On-line presence*	Tool 6 Newsletter	Tool 7 Workshops	Tool 8 Face to Face meetings	Tool 9 Community Leaders & my art***
Stakeholder 1 – Internal (Councillors)									
Stakeholder 2 - General Public									
Stakeholder 3 - Philanthropists									
Stakeholder 4 – State/Fed Govt & agencies									
Stakeholder 5 – Cultural Arts Community (Friends, Trust, other)									
Resourcing	Mayor, DPD, DPD EA	Mayor, DPD, comms staff	Mayor, Gallery Director, DPD, comms staff	DPD, BS, ML	ML, Comms Team	DPD, BS, ML	Mayor, DPD	TBC	Mayor, DPD, IB, ML, Comms Team

*Website, Twitter, Facebook, other. **Tools equate to tasks. ***Requires list of community reps from Mayor/others ('non-art people')

DPD – Director Planning and Development BS – Barry Sweeney ML – Mengda Liu EA – Executive Assistant IB – Ian Brilley

Table 2 – Timelines – Communications Strategy

Task	Aug Week1	Aug Week2	Aug Week3	Aug Week4	Sept Week1	Sept. Week2	Sept. Week3	Sept. Week4	Oct. Week1	Oct. Week2	Oct. Week3	Oct. Week4	Nov. Week1	Nov. Week2	Nov. Week3	Nov. Week4	Dec. Week1	Dec. Week2	Dec. Week3	Dec. Week4
T1 Focus Group																				
T2 Drop-in sessions (public)																				
T3 Formal Launch - NHG																				
T4 Prospectus*																				
T5 On-line presence																				
T6 Newsletter																				
T7 Workshops																				
T8 F2F Meetings**																				
T9 My Art Videos																				

*Envisage 2 versions – 4 page philanthropist/government version and 2 page public version.

**As and when required

NHG–engagement process (8 project steps)

