# Project Communications Plan Template

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Document owner |  | | Version |  | | Effective date |  | | Date approved |  | | Next review |  | | File number |  |   **ITS References:** Stakeholder and Engagement Plan  Event Communication Brief  Stakeholder Matrix |  |

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## Background/History

(Include ref to Communication and Engagement Plan and Stakeholder Matrix)

## Key Challenges and Opportunities

|  |  |
| --- | --- |
| **Challenges** | **Communications response(s)** |
| Tight project timelines which, unless managed effectively, could impact the breadth of consultation and quality of outputs |  Directly share with stakeholders the project timelines and explain the constraints the Project Team is working under, as well as communicating the timeline on the Project Team website and project newsletter   Identify and promote opportunities for stakeholders to be involved   Tailor consultation processes where possible to ensure stakeholders have an opportunity to engage ie if there is only a short period to provide feedback, proactively engage with the stakeholder rather than waiting for a response |
| Potential stakeholder confusion about the Project approach, scope and / or the nominated project solution |  Clear and agreed messages about the project and key decisions communicated both formally and informally   Creation of a simple fact sheet/chart which illustrates the project approach and nominated solution and opportunities to provide input   Reiterate the approach at any consultation forum   Utilise existing communications forums to convey key messages (e.g. existing regulator newsletters, links to Project Team website, workshops)   Key opportunities for input and decisions advised via monthly newsletters and Project Team website |
| Potential stakeholder dissatisfaction about the opportunities to provide communication input and influence the way they are communicated |  Clear and agreed key messages about the project and opportunities to provide input and feedback   Development of a simple fact sheet/chart which illustrates the process and opportunities to provide input   Reiterate the project process at any consultation forum   Ensure that all input by stakeholders is appropriately addressed in a timely manner |
| Potential anxiety among staff about the change |  Consistent, regular message to all staff   Development of a Change Management Plan in close consultation with current Division Heads as required |
| Managing staff expectations about the software capability |  Clear and agreed messages about the project and functional design elements communicated both formally and informally   Strong leadership by the Project Executive and Project Team members |
| Lack of stakeholder buy in for the proposed solution |  Strong stakeholder engagement and communication processes to ensure stakeholders are involved in the project   Clearly demonstrate the advantages and efficiencies the project will deliver   Clearly articulate the ‘big picture’ goal and that the project is working for and the benefits of a best‐practice approach |

## Key Messages

What is the (Title) project?

Why are we doing the (Title) project?

What benefits will it deliver?

How will it affect me?

How will the system function?

Latest Updates and FAQ’s

## Decide what needs to be communicated

The information to be distributed to Stakeholders will need to be determined.

|  |  |  |
| --- | --- | --- |
| **Key Stakeholder** | **Communication Objective** | **Communication Medium** |
| **OVC, College Heads, Service Division Directors, other Directors, General Managers** | * Understand the status of the project * Understand the impact to their portfolio/area * Understand what tasks need to be completed and assigned in order to assist the project * Are active engaged in making the project and delivery successful * Are excited advocates * Communicate shared information with their portfolios/Managers/Associate Directors | * Face to Face Meetings as requested * Briefing Workshops * Targeted Emails * Regular Status Updates |
| **Support Personnel (IT Managers) College/Division Support Resources, Help Desk Personnel** | * Consistently understand what is being done and when so that the message is the same no matter what communication point is used * Understand where to go for education and training * Are excited advocates * Are vested in the change | * Face to Face Meetings as requested * Localised Training Workshops * Tailored Emails * Regular Status Updates * Advertising Campaigns * Champion Interaction * Demonstration workshops * Controlled release of ANU Service Desk Demo Environment |
| **Professional Staff** | * Know what will happen and when it will take place * Know the steps that they need to complete for a successful transition * Are educated about the change and understand how to get training and support * Are excited for the change and see it in a positive light. | * Localised Training Workshops * Tailored Emails * Regular Status Updates * Advertising Campaigns * Change Champion Interaction * Demonstration workshops * Controlled release of ANU Service Desk Demo Environment * Library Information screens |

## Stakeholder Identification – Please see Stakeholder Matrix on intranet

### Inform

### Consult

### Involve

### Collaborate

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Stakeholder | Method | Responsible | Accountable | Frequency |
| Inform | PSC, ANU Executive, College Heads… | Monthly meetings | PM | PM | Monthly |
|  |  | Regularly keep documents in alliance | PM | PM | Weekly |
|  | ITS staff, ANU community | The Link | Comms Team | Comms Team | Monthly |
|  | ITS staff, ANU Community | Project Webpages | Comms Team/PM |  | Fortnightly/  monthly |
| Consult | General Managers | 1:1 meetings, invited to PMG ad hoc | PM | Project Director | Weekly |
| Involve |  |  |  |  |  |
| Collaborate | IT Managers |  |  |  |  |

## Messages

Inform - This Stakeholder Group contains individuals who require a broad level of awareness of the project. These stakeholders may also be influential/ important conduits of information to other stakeholders.

Consult - This Stakeholder Group contains individuals who have a requirement to possess a good understanding of the project and will be invited to provide input at critical points.

Involve - This Stakeholder Group contains individuals who have a high‐level of engagement with the project and are involved in the decision‐making process.

Collaborate - This Stakeholder Group contains individual stakeholders who are responsible for driving the project.

## Distribution (Add lines as needed)

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Title** | **Role** | **Action** |
|  |  | Project Director | Review |
|  |  | Project Management Group | Endorse |
|  |  | Project Management Group | Endorse |
|  |  | Project Management Group | Endorse |
|  |  | Project Management Group | Endorse |
|  |  | Steering Committee | Approve |
|  |  | Steering Committee | Approve |
|  |  | Steering Committee | Approve |
|  |  | Steering Committee | Approve |

## Approvals

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Title** | **Action** | **Date** |
| Project Director |  | Review |  |
| Cathie Gough | Communications Manager | Endorse |  |
| Project Management Group | Majority Consensus | Endorse |  |
| Steering Committee | Majority Consensus | Approve |  |

## Contact Details

Questions and/or actions arising from this document should be addressed directly to:

Name

Project Manager

Address

Email

Phone number