

Activity Schedule – Proposed

	Activity	Communication Tool / Task	Deadline
Planning and production	Communications and Engagement Plan drafted	Draft Plan with example materials	7 October 2020
	Messaging development	<ul style="list-style-type: none"> • Draft advertisement • SM post content plan • Flyers for key contact centres • Print ad • Home page web banner • Media release 	7 October 2020
	Engagement/Feedback form design	<ul style="list-style-type: none"> • Prepare questionnaire form (hardcopy) • Add Questionnaire to Engage HQ page 	7 October 2020
	Communications and Engagement Plan and Materials approved	<ul style="list-style-type: none"> • Manager approval (PR and CD) • Executive Approval • Final changes incorporated 	17 October 2020
	Production – get ready to go live	<ul style="list-style-type: none"> • Engage page and online feedback form • Flyer • Feedback form – hard copy • Print ad • Send media release for approval 	20 October 2020
	Report to Council	<ul style="list-style-type: none"> • Report to Council with copy of schedule, and copy of survey and supporting information 	27 October 2020
Phase 1: roll out	Roll Out begins	Feedback form uploaded Website page live. Survey printed and distributed Information available at all City of Kalamunda Locations	28 October 2020
	Media release 1	Media release issued – questionnaire is live/open	28 October 2020
	Facebook 1	<ul style="list-style-type: none"> • Ad set 1 – All City suburbs 	28 October 2020

	Activity	Communication Tool / Task	Deadline
	Engage Newsletter	Newsletter sent to Engage Subscribers	1 November 2020
	Twitter 1	<ul style="list-style-type: none"> Organic Post – Link to Engage 	2 November 2020
	LinkedIn 1	<ul style="list-style-type: none"> Organic Post – Link to Engage 	3 November 2020
	Instagram 1	<ul style="list-style-type: none"> Organic Post – Link to Engage 	3 November 2020
	Letterbox drop	Cent via lves to letterboxes.	s 28 October 2020
	Newsletter 1 (enews)	Article – questionnaire is live/open – Have your say	1 November 2020
	Print Ad 1	Advert in Echo News	30 October 2020
Phase 2: Feedback Open	Facebook 2	Reminder: Have Your Say	4 November 2020
	Twitter 2		
	Instagram 2		
	Facebook 3	Organic Post: Last chance to Let us Know What You Want	20 November 2020
	Twitter 3		
	Instagram 3		
	Shopping Centre Pop ups	Pop up in local shopping centres with copies of the hard copy encouraging people to have their say.	20 – 30 November 2020
	Online Feedback closes	Update Engagement HQ and redirect to Kalamunda website	30 November 2020
Thank you campaign	Thank you messages (website, Facebook, Twitter)	1 December 2020	
Phase 3: Evaluation and Outcome	Evaluation and Assessment	Collate feedback (engage feedback forms and hard copies from Records/Altus) and send to Project Leader	1 December 2020
	Draft Outcome Doc Finalised	Based on Feedback	10 December 2020
	Presented to Council Briefing	Council Agenda Briefing	December/ February
	Council endorsement	Minutes back from Council	December/ February