

SCONE CBD COMMUNICATIONS PLAN



To be completed for all project, events (major/minor), Council activity

Purpose

Ensure significant project details are captured and shared with the Communications Team who can appropriately develop key messages and manage stakeholder communications across all UHSC communication channels.

This form is designed to ensure alignment and success while mitigating risk and brand reputation.

Project Title: Scone CBD Revitalisation Stage 1

Project Manager

Name:	Allan Greer
Title:	Project Manager
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Project Stakeholders (will be included in all email correspondence)

Name:	REFER TO SECTION BELOW	Name:	
Title:		Title:	
Phone/Email:		Phone/Email:	
Interest:		Interest:	

Name:		Name:	
Title:		Title:	
Phone/Email:		Phone/Email:	
Interest:		Interest:	

Other Project Contacts (internal or external)

Name:	Luke Tuxford	Name:	Chloe Leake
Title:	Communications Coordinator	Title:	Strategic Projects Support Officer
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Interest:		Interest:	

Nominated Spokesperson:

Council	The Mayor	External body	Organisation or Govt Dept Rep
Approval has been given for the nominated person below to be a spokesperson for this project		Organisation:	
Name:		Name:	
Title:		Title:	
Phone/Email:		Phone/Email:	

Project Overview

Description/background:

The purpose of this communications plan is to outline a strategic approach for effectively informing the community about the Scone CBD Revitalisation project, addressing concerns, managing expectations, and creating excitement around the project's potential.

Goals and Objectives

Goals:

- To ensure the community is well-informed about the project's progress, milestones, and any interruptions
- To alleviate concerns and manage expectations around the project's impact on local businesses, residents, and visitors
- To promote the project's benefits and generate excitement about its potential to enhance the overall quality of life in Scone

Objectives:

- To establish transparent and timely communication channels between the council, construction partners, and the community
- To proactively address concerns and issues raised by stakeholders during the project's duration
- To provide regular updates on the project's progress, including key milestones and accomplishments
- To create engaging content that highlights the benefits of the project and generates positive sentiment among the community

Stakeholders and Target Audience

Primary Stakeholders:

- Upper Hunter Shire Council
- Daracon (construction partner)
- Local businesses
- Property owners
- Scone residents
- Visitors to Scone

Secondary Stakeholders:

- Media outlets
- Potential investors
- Surrounding communities

Key Messages

- The Scone CBD Revitalisation project aims to create a more vibrant, accessible, and welcoming space for residents, businesses, and visitors
- The Council and Daracon are committed to delivering a successful project with minimal disruptions, maintaining safety and efficiency throughout the construction process
- The project will provide long-term benefits to the community, including economic growth, job creation, and enhanced quality of life
- The council is dedicated to transparent communication, proactive engagement with stakeholders, and addressing any concerns raised during the project's development

Communication Channels and Tools

- Project website (regular updates, FAQs, project timeline, and milestones)
- Social media platforms (Facebook, Instagram; engaging content, progress updates, event announcements)
- E-newsletters (monthly updates, important information, community feedback highlights)
- Media releases (milestones, project announcements)
- Public consultations, meetings, and events (if required)
- On-site signage (informing about construction progress, disruptions, and detours)

Communication Timeline and Activities

Pre-construction phase:

- Announce project commencement, key features, and goals through media releases and social media
- Launch project website with comprehensive information, FAQs, and contact details
- Hold public consultations and community meetings to gather feedback and address concerns

Construction phase:

- Regularly update the project website and social media platforms with progress updates, milestones, and photos
- Send monthly e-newsletters with detailed updates, including any disruptions or important notices
- Host community meetings or events to maintain engagement and provide opportunities for feedback, when required
- Distribute media releases for major milestones or accomplishments
- Ensure on-site signage is up-to-date and informative

Post-construction phase:

- Announce project completion and celebrate success with a grand opening event
- Share before-and-after photos and project highlights on social media and the project website
- Publish a final project report, including financial details, challenges, and accomplishments
- Conduct a post-project evaluation and gather feedback from stakeholders to inform future projects

Measurement and Evaluation

- Monitor website analytics (page views, unique visitors, time spent on site)
- Track social media engagement (likes, shares, comments, reach)
- Measure e-newsletter open and click-through rates
- Collect feedback from community meetings, consultations, and events
- Analyze media coverage (sentiment, reach, frequency)
- Conduct post-project surveys and interviews with stakeholders to assess overall satisfaction and effectiveness of communication efforts

Roles and Responsibilities

Upper Hunter Shire Council:

- Oversee and manage the overall communications plan
- Provide project updates and information to be shared with the community
- Coordinate public consultations, meetings, and events
- Respond to inquiries and concerns from the community

Daracon (construction partner):

- Collaborate with the council on communication efforts
- Provide updates on construction progress and milestones
- Participate in community meetings and events when needed
- Address construction-related concerns and inquiries

Communications team:

- Develop and execute the communication plan, including content creation, social media management, and media relations
- Monitor and evaluate the effectiveness of communication efforts
- Update stakeholders on progress and adjust communication strategies as needed

Budget

Allocate budget for the following communication activities:

- Website development and maintenance
- Social media content creation and promotion

- E-newsletter design and distribution
- Public consultations, meetings, and events (venue, materials, promotion)
- On-site signage production and installation
- Media release distribution and media monitoring services

Risk Management

Potential risks and mitigation strategies:

- Delays or changes in the project schedule: Communicate proactively with the community about any changes and their impact on the project timeline, explaining the reasons and outlining the revised schedule.
- Negative sentiment or misinformation: Monitor social media and traditional media for misinformation or negative sentiment; address concerns promptly and factually, and provide accurate, up-to-date information.
- Stakeholder dissatisfaction: Engage with stakeholders regularly through meetings, consultations, and feedback channels; address concerns and make adjustments to communication efforts as needed.

Conclusion

The Scone CBD Revitalisation Project Communications Plan aims to create an open, transparent, and engaging dialogue with the community. By proactively addressing concerns, providing regular updates, and promoting the project's benefits, the council and Daracon can build trust and support for the revitalisation effort. Continuous evaluation and adjustment of communication strategies will ensure the ongoing effectiveness of the plan, contributing to the project's overall success.