**Communications Plan [Template] Advice to Executive Council**

**Plan Title:**

**Department:**

**Accompanying:** [ ] R&R [ ] RFL [ ] MEC [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date:**

**Prepared by:**

[ ]  Following a review of the submission to Executive Council and consideration for potential issues and opportunities, a communications plan is not required.

**Communications OVERVIEW**

**Background:**

**Key Messages:**

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**Communications Analysis**

**Communications Context & Research:**

**Audience(s):**

|  |  |  |
| --- | --- | --- |
| **Audience(s)** | **Expected Position** | **Issues/Considerations** |
|  |  |  |

**Additional Issues**:

**Strategy & Roll-out**

**Opportunity/objective(s):**

**Strategy:**

|  |  |  |
| --- | --- | --- |
| **Timing** | **Proposed Comms / Marketing Actions** | **Responsibility** |
|  |  |  |

**Evaluation:**

**Approved by Director:**

**Approved by Managing Director:**

**Approved by Minister:**