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Description automatically generated**

**Communications plan – [add title – include Project Code]**

*This communications plan template provides guidance for Meat & Livestock Australia’s program partners who have been requested to develop a communications plan as part of their project deliverables.*

**Prepared by:** [your name, email address and mobile number]

**Background**

[add relevant information here which provides context for the communications plan; no more than 3-4 paragraphs – refer to the background in your application/MLA Statement of Work]

**Challenge/opportunity**

[outline the challenge/opportunity this communications plan is responding to; no more than 2 paragraphs – refer to the background in your application/MLA Statement of Work]

**Project objectives**

[outline the project objectives and the associated communication objectives – refer to your MLA Statement Work]

**Target audience**

[outline who most needs to hear the communications messages – be as specific as possible e.g. northern cattle producers, early adopters. Outline how this audience prefers to receive information (this will inform the communications tactics and channels you propose below)]

**Key messages**

* A clear description of how the project will benefit local producers i.e. the on-farm benefits.
* The project involves a partnership between (insert Contracted Party) and local producers to demonstrate research findings on commercial properties (include name of project facilitator and organisation).
* The X-year project was initiated by (insert producer group).
* Producer Demonstration Sites are funded by MLA to support producer through peer-to-peer groups to pursue new skills, knowledge, and management practices applicable to their own commercial livestock production systems.
* ‘This Producer Demonstration Site is funded by Meat & Livestock Australia’ is included on all communication materials. In the case of Co-contributor PDS, this statement would be expanded to include the other contributors ie ‘This Producer Demonstration Site is funded by Meat & Livestock Australia and xxxxx’.

[Add in additional dot points, outlining the key messages you want to communicate to the target audience, ensuring you’re using the language used by that audience e.g conversational]

**Budget**

[outline your budget to implement the communications plan - this can be very simple]

**Channel/timing matrix**

|  |  |  |  |
| --- | --- | --- | --- |
| **Timing** | **Communications tactics (e.g. written producer case study, video)** | **Communications channel**  **(e.g. Feedback magazine, media release)** | **Messages** |
| [outline the month] | [outline the proposed tactics – use a new row for each tactic] | [outline the proposed channels – use a new row for each channel] | [for each tactic, outline the tailored messages to be communicated] |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Outcome/measurements**

[Outline what success looks like from a communications perspective e.g. downloads of resources, visits to websites, reach of newsletters, coverage in media, number of articles/factsheets/case studies produced]

**Implementing the plan**

[outline who will be responsible for implementing the communications plan]

Once you’ve developed your draft communications plan, please send it to the MLA Project Manager – Producer Demonstration Sites, Alana McEwan ([amcewan@mla.com.au](mailto:amcewan@mla.com.au)) and your relevant MLA PDS Coordinator. MLA PDS Project Manager will submit the plan to MLA Communications team for review and to provide feedback within three business days.