Communications Strategy Draft

2025-2029



Banyule
City Council

Document control

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Cover image: Welcome Swallow, JJ Harrison

Acknowledgement of the Traditional Custodians

Banyule City Council proudly acknowledges the Wurundjeri Woi-wurrung people as the Traditional Custodians of the land which Council operates on. We pay our respect to all Aboriginal and Torres Strait Islander Elders, past, present and emerging, who have resided in the area and have been an integral part of the region's history.

Banyule City Council also proudly bases our name and visual-branding elements to respect and reflect on the local Indigenous environment. The Welcome Swallow, a bird which can be found across Banyule, features in our logo flying above an arc shape, symbolising a hill that reflects the meaning of the name Banyule in Woi-wurrung language. The logo also demonstrates our commitment and connection to the land, our local environment, sustainability, and being a forward-looking council. Our corporate-colours reflect the colours of the Welcome Swallow too.

Diversity Statement

Our community is made up of diverse cultures, beliefs, abilities, bodies, sexualities, ages and genders. We are committed to access, equity, participation and rights for everyone: principles which empower, foster harmony and increase the wellbeing of an inclusive community.

Introduction

The Draft Communications Strategy 2025 – 2029 serves as a roadmap for how Banyule City Council will evolve and refine our approach to communications, while also helping us to realise our Community Vision 2041:

We in Banyule are a thriving, sustainable, inclusive and connected community. We are engaged, we belong, and we value and protect our environment.

We've created this strategy to help our community feel more connected, informed and represented about the aspects of Council that matter most to them, allowing us to:

- Ensure our communications provide accurate, timely and complete information.
- Raise awareness and deepen understanding of Council's services, initiatives, and decisions.
- Build trust and strengthen connection.

This strategy builds on our strengths, addresses areas for improvement and innovation, and explores new opportunities to connect with our community. Everything in this strategy has been shaped by insights from:

- 2024 Banyule Household Communications Survey, which had 567 responses.
- 2024 Annual Community Satisfaction Survey, which had 400 responses.
- 2021 Census data.
- Australian Digital Inclusion Index data.
- Council on the Ageing Australia, State of the Older Nation Survey Report 2023.
- Benchmarking and conversations with other Councils.
- Recommendations from the Banyule ThinkTank.
- Feedback from Councillors and Council's Executive Management Team.
- Input from 146 Banyule City Council staff members.



Strategy on a page

Purpose of the strategy

To improve the reach, responsiveness and impact of our communications.

The outcomes we want to achieve:

Awareness	Trust	Reach
Increased awareness and access of Council's services. **How?** Council's core messages are delivered to the right people, at the right place, at the right time and in the right formats.	**The community trusts our organisation and Councillors.** **How?** Showing the value of Council's work, while also being transparent and accurate. The community is included in our conversations.	**Our communications reach and resonate with more people.** **How?** Balance our methods of communicating to reach more members of our community, especially younger, multicultural. underserved and emerging audiences.
Influence	**Proud**	**Useability**
Council messaging supports people to make informed decisions for positive change. **How?** Through use of more strategic campaigns and grouped messaging approaches.	**People are proud of their connection to Banyule.** **How?** Using 'pride of place' messaging that showcases Banyule's positive attributes.	**Our communications are simple to use and give good user experiences.** **How?** Speaking in simple language and exploring new ways of delivering content and messages that meet the needs of our community.

The principles that will underpin our communications:

Clear and focused	Transparent and Authentic	Useful
We use plain language to help people read and understand information quickly. Audience needs are also considered above over internal messaging priorities.	We talk about the good and don't shy away from the bad, while being genuine in our delivery.	We make it easy for people to take action, and to find and understand our information
Tailored	**Consistent**	**Timely and Responsive**
We tailor communications for the audience to make it relevant, impactful and values based.	We craft our communications to look, sound and feel like they're from Banyule.	We communicate at the right times, with the right audiences, and give enough notice for people to act. We actively listen and use feedback to keep improving.

Strategic Alignment

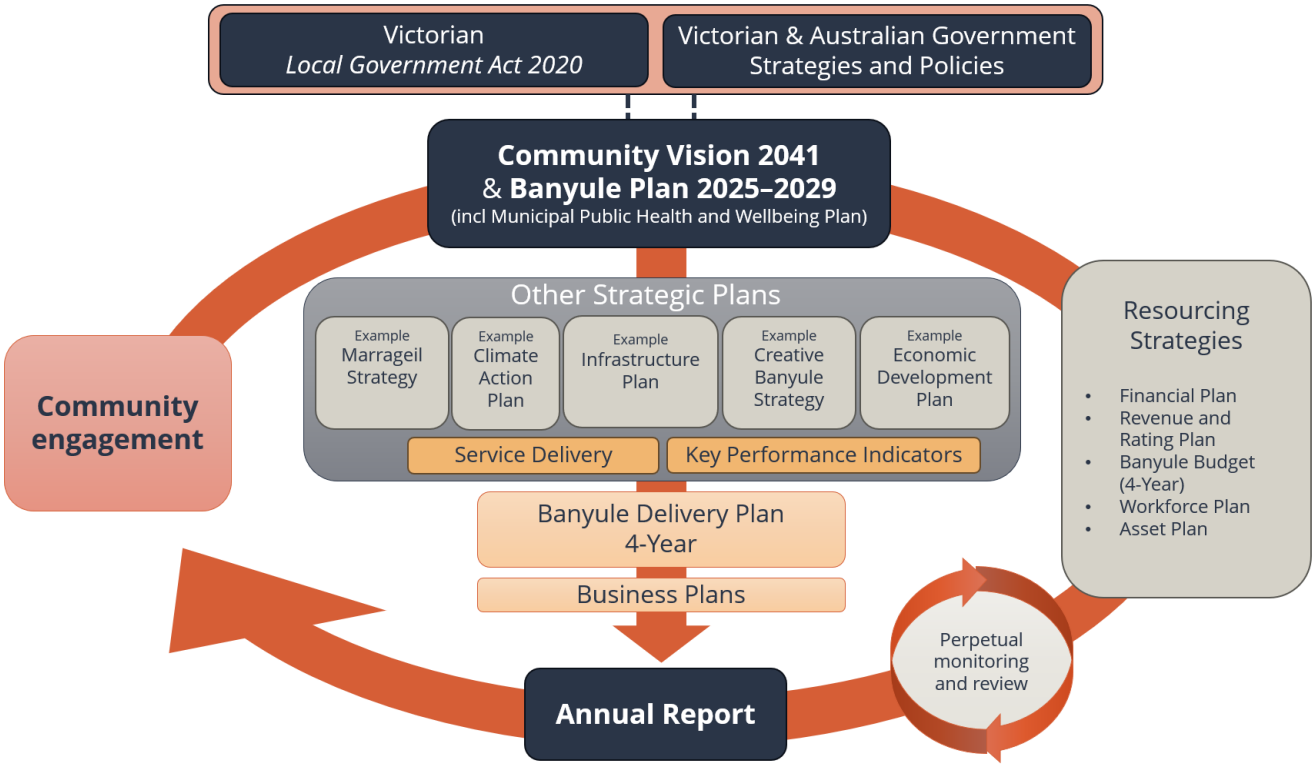
Every day, Council progresses work to make our Community Vision 2041 a reality:

"We in Banyule are a thriving, sustainable, inclusive and connected community. We are engaged, we belong, and we value and protect our environment."

This vision is supported by a 4-year Council Plan which details how to get there through six priority themes:

1. Our Inclusive and Connected Community
2. Our Sustainable Environment
3. Our Well-Built City
4. Our Valued Community Assets and Facilities
5. Our Thriving Local Economy
6. Our Trusted and Responsive Leadership.

This Communications Strategy is designed to support all themes of the Council Plan, as good communications are key to everything Council does. However, this strategy is most aligned with Theme 6 of the Council Plan (Our Trusted and Responsive Leadership) to achieve a responsive, innovating and engaged Council that has the trust of our community.



Legislative Compliance

Effective and inclusive communication is not just a best practice – it is a legislative requirement.

Beyond compliance, this strategy also helps us create equitable access to information and upholds the principles of our Diversity Statement to provide access, equity and participation regardless of a person's attributes.

This strategy aligns with requirements from the following key state and federal legislation:

- **Privacy Act 1988**
  Requires personal data collected in communications to be protected and securely handled.

- **Local Government Action 2020**
  Requires community engagement activities that are supported by objective, relevant and timeline information.

- **Disability Discrimination Act 1992 and Disability Act 2006**
  Requires accessible communication formats (such as plain language, alt text, captions) to ensure inclusivity for people with disabilities.

- **Equal Opportunity Act 2010**
  Requires equitable communication practices to avoid discrimination and ensure all residents can access Council information and services.

- **Public Health and Wellbeing Act 2008**
  Requires the need for timely, clear, and accurate communication during public health initiatives or emergencies to protect the community.

- **Multicultural Act 2011**
  Requires the inclusion of multicultural audiences by requiring multilingual materials and culturally appropriate communication approaches.

- **Charter of Human Rights and Responsibilities Act 2006**
  Protects the community's right to access public information and ensures Council's communications are transparent, fair, and respectful of diverse needs.

- **Public Records Act 1973**
  Requires us to maintain accurate and accessible records in formats that align with community needs and long-term preservation standards.

Audiences

The audiences for Council's communications varies on what we're trying to achieve and what an audience needs to know.

More than 130,000 people call Banyule home – and we know our community is made up of people with different lived experiences, cultures, beliefs, abilities, bodies, ages, sexualities, genders and identities.

We can safely assume that few people will be interested in all the work of Council, or that they'll be seeking all the same information at the same time. Therefore, we need to segment audiences on a case-by-case basis and detail what they want, need to know or should know. This involves a communications professional selecting the right tools, messages and methods to reach and resonate with that audience.

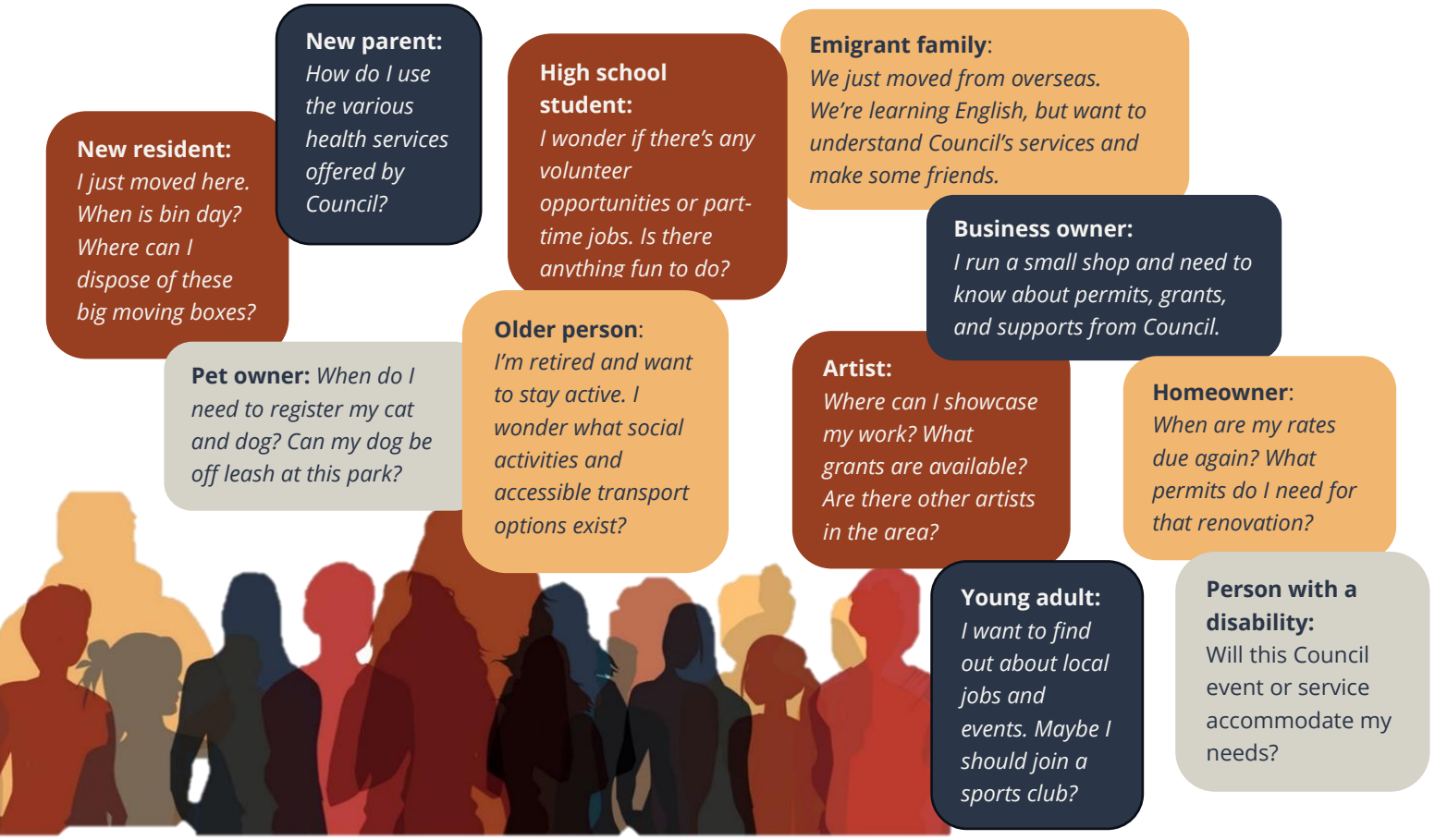
The needs of each audience can vary greatly depending on what situation they're in or what they're wanting to do. There are also factors that can influence how, when, and why someone might need to use a Council service or seek information from us, like the examples detailed below.

The world is already full of noisy and competing messages – and there's a real risk of oversaturating people with messages from Council and causing people to ignore or disengage with us. That's why it's important for our messages to be well targeted to be effective. This has many benefits including:

- Personalising communication based on the needs of an audience.
- Efficiently using our budget and resources.
- Avoiding Council programs and services competing for attention.

It's also important Council still produces generalist, mainstream messaging to help bring more awareness of what we do – but it must be balanced with targeted messaging to truly raise awareness and engagement with our services – and this is what this strategy aims to address.

Therefore, each communications activity, plan or campaign will assess the needs of the audiences at the time it's being created – including the best way to reach that audience and how to make them care about the message.



The state of communications

Technology continues to dramatically change the way people seek, consume and trust information – as it has done for centuries.

The COVID-19 pandemic facilitated a lot of this change in the past few years, by accelerating the shift to digital platforms for many people – and further highlighting the importance of clear, timely, and accessible communication.

Today, we are also responding to local challenges, including the decline of traditional local media, issues with disinformation and misinformation, and a general lack of trust in government. There's also the need for more inclusive communications, and the growing demand for simplified, audience-focused content that people want to consume.

What's working well

As part of developing this strategy, Council used research and surveys to understand views about our communications. It highlighted that our communications are generally well-received. This means we're working from a good base:

- Banyule regularly scores above other metropolitan council's on informing the community.#
- Overall satisfaction with communications has improved, with a score of 6.7 out of 10 an increase from 6.2 out of 10 recorded in 2020.*
- Printed materials remain valued, particularly with older adults who tend to have higher levels of satisfaction and recognition with the Banyule Banner and News From Our Neighbourhood.*
- Engagement with Council's digital communications is growing, with the Council website and the eNewsletter emerging as key channels.*
- There is good appetite from community to know about the 'core' Council offerings, especially services, events and works.*

#Annual Community Satisfaction Survey 2025.
**2024 Communications Satisfaction Survey*

The challenges we face

We work in an environment where community needs and technological habits are shifting. This strategy responds to these challenges:

- Younger generations, households who speak languages other than English and men are typically less engaged with Council's communications.
- Printing costs continue to increase, while distribution of printed materials is becoming more difficult, unreliable and expensive.
- The traditional media landscape in Banyule has diminished, eliminating a trusted information source that was once well used.
- Banyule eNews has an above-average open rate for our industry, but email inboxes are saturated – and social media feeds are busy.
- Our data tells us that major campaigns run by Council often lack recall or behaviour change without significant investment and focus.
- There's a growing ask for less bureaucratic language, simpler messaging, and a focus on content that shows value.

Trends to watch

The Australian Communications and Media authority provides further context:

- 91% of Australians now consume online video on platforms like YouTube.
- Free-to-air TV viewership has dropped from 71% in 2017 to 46% in 2024. Traditional radio listenership has also declined.
- Social media is not what it used to be, with each platform doing something different.
- 20% of people in Banyule speak a language other than English at home, which is a figure mirrored across Australia.
- Misinformation and "fake news" run rampant online and erode trust.

Communications Outcomes Explained

This strategy is not just a response to the gaps and challenges with our communications. It's also an opportunity to build on our existing communications strengths and evolve them alongside our community.

Six outcomes have been identified to guide our efforts over the next four years. The outcomes represent a desired end-state we want to achieve through strategic and effective communication. They're also important outcomes for us to achieve to be fully aligned with our Community Vision 2041.

Outcome 1: Awareness

Increased awareness and access of Council's services.

Banyule Council offers more than 100 services and functions that people rely on at different life stages. Effective, well-targeted communication helps to increase awareness and encourage uptake of these services and activities. It also helps people to understand and get involved in Council decision making.

To do this, we will prioritise delivering messages that are both timely and relevant to different audiences – instead of broadcasting messages to everyone that might only be relevant for a few people. We will also make sure our information is balanced, objective, and aligned with the International Association for Public Participation Spectrum standards.

Increasing awareness of Council services is key, because we want people to use the services, whether that's a hard waste collection or applying for an employment program with us. Increasing awareness also helps show the value of what Council offers. By aligning core messages to the right channels and delivering them at the right time, we aim to increase awareness of what Council does, and how people can get access to services.

Outcome 2: Trust

Our organisation and Councillors are trusted.

Ratepayers and residents expect Council to deliver high-quality, value-for-money services that meet the needs of the broader community. They also expect us to act transparently and make decisions in the community's best interests. Therefore, it's important people can see Council and Councillors in action.

While older adults reported a higher satisfaction with Council's overall performance, it was middle-aged groups, multicultural households, and households in the mid and south precincts of Banyule (i.e. Macleod, Rosanna, Heidelberg, Eaglemont, Ivanhoe East and Ivanhoe) that felt less satisfied with Council's performance and are likely to therefore have lower levels of connection and trust towards Council. Young people also tended to feel disconnected.

Increasing trust requires not only showcasing the positive impact of Council's work, but also being upfront about challenges and demonstrating accountability. To strengthen trust, we will focus on improving transparency, authentic storytelling, and showing evidence of Council's value. By increasing the visibility of our Councillors and highlighting their advocacy for the community, we can also grow confidence in Council's leadership and the decisions they make.

Trust can also be built with our community when they can connect Council back to the work we do. Unfortunately, only 37% of people surveyed in 2024 could identify the Council's visual brand, which highlighted a need to continue our branding rollout to improve recognition of the work we do.

Outcome 3: Reach

Our communications reach and resonate with more people.

Everyone has their own preference for how they want to find, receive and consume information. This means we can't rely on a one-size-fits-all solution for our communications, especially when you consider our diverse and growing community.

Banyule thankfully has a diversified way of communicating. Currently though, we invest more time and effort to produce traditional print communications like magazines and newsletters. We know these are popular with many in our community, who tell us it's the way they currently receive and prefer to receive information from Council. While print communications has lots of positive attributes, it's important to note it's also a slower, more expensive, less environmentally-friendly and a less reliable method to reach people with – especially with increasing postage costs and shrinking distribution options.

We will remain committed to keeping our valued-printed publications alive, but it's important we plan for the factors outside of our control that could impact printed communications like we're already experiencing. This includes rising postage costs, shrinking distribution options, supply chain disruptions, and evolving community preferences for digital formats. It's also important to not give all our attention on digital communications, which are often crowded environments and subject to disruptions and frequent changes too.

By striking a better balance of digital and print communications, we can future proof how we get messaging out to our community. It will also help us to explore new ways to connect with underserved, emerging and multicultural audiences, especially when we leverage innovative platforms and create more accessible content that reflects the diversity of our community.

Outcome 4: Influence

Take-up of Council messaging that drives behaviour change.

Our Community Vision 2041 aspires to create a thriving, sustainable, inclusive, and connected community – a goal that can only be achieved by working closely with residents and businesses. Achieving this vision will often require shifts in habits, perspectives, and behaviours in key areas of Council activity. This could be related to encouraging more environmentally sustainable living, healthy lifestyle habits, up-take of active transport, or seeking community participation on a big initiative.

Effective communication plays a key role in achieving all this. It requires us to go beyond the standard tactics and channels, and to use a more strategic approach to meet the desired goal. It needs to be carefully planned and considered in line with proven behaviour change theory.

We've seen this work well in the past, where Banyule successfully implemented the rollout of the Food and Organics Bin service, which had cross-organisation support and appropriate budgets that helped achieve a high recall of the campaign, and positive a successful take-up rate with our community.

Outcome 5: Proud

People are proud of their connection to Banyule.

Banyule is a place, not just a council. It has a unique character and identity that is expressed through our facilities and assets, open spaces, activities and experiences, private assets (like homes and gardens), our local businesses and – most importantly – our communities of people. All these things give Banyule (the place) its unique identity that people respond to and remember.

Place branding, informed by place-making theory, defines the aspects of place that people consider which inform their perceptions, sentiment and attachment to somewhere. We can leverage this by creating or sharing content that engages people in what makes our city a great place, while adding to community pride and diversifies the type of communications we publish.

Much of the content we create is "push" content, which is information we need our audiences to notice because it serves a business purpose or to prompt action. In contrast, pride-of-place content has the potential to become "pull" content that people actively seek out, share, and enjoy. While this type of content may not always address an immediate community need or have easily measurable outcomes, it complements our broader communications strategy and enhances the reputation of Banyule as both a place and an organisation – hopefully making more people proud to associate with Banyule as a place, and Banyule as a Council.

Outcome 6: Usability

Our communications are intuitive and give good user experiences.

"Simplicity is the ultimate sophistication" – a quote from Leonard Di Vinci that remains relevant today, particularly in a world where time and attention are limited. Feedback from our community highlights their desire for clear and intuitive communication – which could mean anything from an easy-to-read rates notice, seamlessly booking an event through Council's website, or navigating our social media content with a screen reader.

Increasingly, our website and communications are not just about providing information – they are being seen more and more as a critical service that supports residents in accessing what they need, when they need it, and giving the option to perform an action online. Actions like booking hard waste collections, reporting problems in the community, or booking a community space are all examples of things that people expect to do on the website without needing to call us. This highlights the need to continue evolving our website to make sure it provides consistent, user-friendly experiences that's reflective of the community's view of Council as a single, cohesive organisation – rather than a collection of separate functions with their own processes and ways of working.

While many of our communications are already thoughtfully designed, there is always room to improve. By focusing on usability and accessibility, we can ensure all residents – regardless of their needs or abilities – can easily find, understand, and act on Council information.

Key Performance Indicators and Reporting

It's important for Council to regularly evaluate our communications performance to make sure we're delivering and improving. Traditionally, measuring the performance of communications isn't straight forward – so the below KPIs will help us to track how we're going against the outcomes of this strategy.

We will review this strategy on a yearly basis to track the progress towards achieving our outcomes and completing our actions.

Outcome	Key Performance Indicator	Measurement	Target
Awareness	Awareness levels of services	Communications Survey	Determine baseline
	Campaign recall and recognition	Pre-campaign and post-campaign surveys	Determined by individual campaigns
Trust	Trust and Credibility Ratings	Communications Survey	Determine baseline and increase
	Social media sentiment	Sentiment analysis through social media management software	Increase
	Councillor awareness	Communications Survey	Increase
	Brand awareness	Communications Survey	Increase
	Percentage of positive media coverage	Media Monitoring software	Maintain
Reach	Reach of communications	Social media and email engagement growth, growth in engagement with underserved, emerging and multicultural communities identified by this strategy	Increase
	Share of voice	Media and social media exposure (earned, owned and paid)	Maintain
	Opt-in communications growth	Growth in email, SMS subscribers and social media followers	Increase
Influence	Campaign effectiveness	Assess behaviour change based on campaign goal	Determined by individual campaigns
	Participation in programs or initiatives	Monitor sign-ups, registrations or actions taken in response to specific campaigns or events	Increase
Proud	Community satisfaction with Council Decisions	Know your Council dashboard	Above average
	Community event participation	Event attendance rates	Maintained
Usability	Corporate website usability and accessibility compliance	Audit against Web Content Accessibility Guidelines	Complaint with legislation
	Website User Experience	Key tasks metrics including conversation rates, user testing, satisfaction	Improve

Appendix 1: What we're planning to do

This section outlines actions we plan to undertake to achieve the strategy's six main outcomes. Estimated costs and timelines for each action have been included:

Costing

- **Existing Resources** = action can likely be completed without additional spend.
- **$** = additional funding required <$15,000
- **$$** = additional funding required $15,000 - $100,000
- **$$$** = additional funding required >$100,000.

Timelines

- **Ongoing** = actions that are already being implemented and are important to continue.
- **Short Term** = action to be implemented in year 1
- **Medium Term =** action to be implemented in year 2 – 3

  Long Term = action to be implemented in years 4 (or beyond)

Theme	Action	Impact of action	Outcome						Timing	Cost
			Awareness	Trust	Reach	Influence	Proud	Usability		
Digital Transformation and Accessibility	**1:** Launch a new events platform that is integrated with Council's existing website	Will give a more consistent experience when booking events, and allows more Council-run activities to be listed on the website	✓		✓			✓	Medium term	Existing Resources
	2: Investigate opportunities to launch an online Banyule Banner masthead that is integrated with Council's existing website	More timely availability of news for people who prefer to read online. Future-proofs the Banyule Banner name against distribution issues.	✓	✓	✓	✓	✓	✓	Medium term	$$
	3: Test repackaging existing website content to 'guide' people on a journey of Council or relevant community services and activities	Test new ways to discover content on Council's website that reduces the need to be already familiar with Council services – e.g. New Residents Guide, New Parents Guide	✓					✓	Medium term	$$

Theme	Action	Impact of action	Outcome						Timing	Cost
			Awareness	Trust	Reach	Influence	Proud	Usability		
	4: Revise the best approach and platform for live-streaming events, such as Council Meetings	Will potentially change the platform we livestream Council Meetings to		✓				✓	Short term	Existing Resources
	5: Integrate job vacancies into Council's website	Makes it easier to find job's on Council's website and through the website search						✓	Medium term	Existing Resources
	6: Explore the feasibility of expanding the use of web-based chat functionality	Gives more options to find the right information on Council's website without needing to call						✓	Long term	Existing Resources
	7: Investigate the need for a different/new Council website or platform	Ensure we're using a modern and functional website that's aligned with best-practice web standards and community expectations						✓	Long term	Existing Resources
	8: Translate policy positions and longer form documents of community interest into website content	Helps our community find the right information on the website	✓	✓	✓			✓	Ongoing	Existing Resources
	9: Audit website content against Web Content Accessibility Guidelines, making necessary improvements – including developing an accessibility statement	Makes our online information and services accessible to more people, regardless of disability or technology	✓		✓			✓	Short term	Existing Resources
	10: Commence a program of regular user-testing of Council's website	Feedback from user group is used to improve Council's website	✓					✓	Short term	Existing Resources
	11: Review and improve how opt-in communications are managed (eg. eNewsletters, SMS notifications)	People have easy options to switch their communications preferences		✓				✓	Medium term	Existing Resources
	12: Prepare a report that details opportunities for physical signage/billboards on Council land/ high-traffic areas	Sites identified for displaying high-impact Council messaging in prominent or localised areas, featuring messages such as major	✓	✓	✓	✓			Short term	Existing Resources

Theme	Action	Impact of action	Outcome						Timing	Cost
			Awareness	Trust	Reach	Influence	Proud	Usability		
		events, Council initiatives, major service changes etc.								
Content Development and Campaigns	**13:** Produce, create and deliver strategic campaigns that are aligned to our Community Vision, Council Plan and Council's priorities – with an aim to rollout at least one major campaign each year.	Drives proactive behaviour change campaigns are active and live in the community with an intention to drive behaviour change	✓			✓			Ongoing	$$
	14: Revisit our use of social media with the develop of a social media playbook. Test new tactics and platforms, and phase out irrelevant or underperforming accounts.	Council's social media remains fresh, relevant and engaging.	✓	✓	✓		✓	✓	Ongoing	Existing Resources
	15: Continue to grow digital newsletter subscribers and social media engagement, with a goal of 5% growth each year	Continues to mature Council's digital communications presence.	✓	✓	✓	✓			Ongoing	Existing Resources
	16: Utilise Councillors to talk about ward-specific issues	Presents more opportunities for Councillors and Mayor to feature in content related to ward-specific news	✓	✓					Ongoing	Existing Resources
Community Engagement and Inclusion	**17:** Revise the content strategy of Council's website and Shaping Banyule Community Engagement website	Reduces 'competition' of information between sites		✓				✓	Short term	Existing Resources
	18: Define and test approaches to interacting and posting in online communities	Allows us to address hot topics of conversation, counter misinformation, and promote relevant news	✓	✓	✓		✓		Short term	Existing Resources
	19: Regularly and more explicitly report back to the community on where their input has shaped decisions	Community sees their feedback has made an impact or has been heard		✓					Ongoing	Existing Resources

Theme	Action	Impact of action	Outcome						Timing	Cost
			Awareness	Trust	Reach	Influence	Proud	Usability		
	20: Assist in exploring new ways on how Council reports on our own performance	Improves transparency on what Council has and hasn't done		✓				✓	Ongoing	Existing Resources
	21: Develop a framework to better communicate with underserved, emerging, multicultural and younger audiences	Creates more equity for information access	✓	✓	✓				Medium term	$$
	22: Improve how our physical spaces act as information hubs	Increases opportunities for people to get information about Council services, programs and events are made available	✓		✓				Long term	$$$
	23: Formalise an editorial policy to communicate good local news stories that aren't strictly related to Council	Creates positive connections between Council and community, while showcasing the good in our community		✓			✓		Medium term *(Dependent on Action 2)*	Existing Resources
	24: Involve and seek feedback from advisory committees about communications campaigns and projects	Our work is tested committee members who bring unique opinions and perspectives		✓	✓			✓	Ongoing	Existing Resources
	25: Leverage respected staff to help promote messages	Creates positive connections between Council and the community, and can widen the reach of a message	✓		✓				Ongoing	Existing Resources
	26: Regularly review our data points to make informed choices about the content we produce	Community sees more content they're like to engage with	✓		✓				Ongoing	Existing Resources
	27: Diversity of our community is reflected in our imagery	Community sees more of themselves in our communications, and reduces use to stock imagery					✓		Ongoing	Existing Resources

Theme	Action	Impact of action	Outcome						Timing	Cost
			Awareness	Trust	Reach	Influence	Proud	Usability		
Branding and Visual Identity	**28:** Relaunch a fresh look and approach for Council's capital works communications including signage, online and physical communications	More visibility and recognition of where rates are being spent on projects. Reduced technical engineering-based language. Information about works can be found easily through Council's website.	✓	✓			✓	✓	Medium term	Existing Resources
	29: Partner with business units to audit the communications of Council's sub-brands (leisure centres, Banyule Business, Banyule Youth etc) with an aim to produce a report on how brand performance and improvement	Ensure alignment with accessibility standards, Council messaging and branding, communications usability, and marketing efforts		✓				✓	Long term	$$
	30: Assist in the development of a new set of signage standards	Improved consistency, usability and branding for Council's signage	✓				✓	✓	Short term	Existing Resources
	31: Continue the rollout of Banyule's updated visual branding	Replace outdated welcome/gateway signage to align with new branding		✓			✓		Medium term	$$$
		Replace outdated place-based signage to align with new branding (eg. parks, facilities)		✓			✓	✓	To be confirmed	To be confirmed. Could be a gradual roll or done all at once.
		Update Council online platforms to be consistent with corporate branding		✓					Medium term	$$
	32: Incorporate local First Nations messaging, artwork, motifs, knowledge into communications	Supports Council's Marrageil Strategy and celebrates our local First Nations community					✓		Ongoing	Existing Resources

Theme	Action	Impact of action	Outcome						Timing	Cost
			Awareness	Trust	Reach	Influence	Proud	Usability		
Internal Capability and Tools	**33:** Simplify the language Council uses – through targeted training and support.	Our communications are easy to read and can be understood by more people		✓	✓			✓	Short term	Existing Resources
	34: Review and update Social Media Policy and Social Media Guidelines	Brings transparency to how we use and govern Council's social media accounts		✓					Ongoing	Existing Resources
	35: Review and update Media Policy	Council has a clear method for responding to enquiries from the media		✓					Ongoing	Existing Resources
	36: Deliver media and social media training for Councillors	Councillors have the right training to engage with their community online and know how to work with Council Officers on media issues		✓					Ongoing	Existing Resources
	37: Enable and encourage Councillors to better relay Council messaging	Councillors have access to messaging that's consistent with Council's corporate messaging	✓	✓	✓	✓			Ongoing	Existing Resources
	38: Undertake communications survey every four years, or look to merge questions with existing surveys	Helps us to refine and improve our work and stay relevant	✓		✓				Ongoing	Existing Resources
	39: Improve social media record-keeping practices	Meets legislative requirements		✓					Short term	Existing Resources
	40: Enhance Crisis Communication Preparedness	Revise the organisation's crisis communications strategy to provide clear processes in times of an emergency	✓	✓	✓				Short term	Existing Resources

Appendix 2: How we reach people

	Paid	Earned	Owned
Physical and out-of-home touchpoints	• Billboards • Screens and activations • Retail displays • Paste-up posters • Advertising in industry publications • Flyers and brochures distributed in public spaces or mailboxes. • Event sponsorships • Physical giveaways • Market stalls	• Community noticeboards • Media features (local radio and limited local media) • Word of mouth • Sponsored real estate boards • Community partnerships • Community newsletters • Voice of Councillors and Staff	• Council facilities • Banyule Banner • News from Our Neighbourhood • Digital signage at Council facilities • Council-branded vehicles • Bus shelters • Footpath decals • Posters and flyers • Signage • Fence hoarding • Window Decals • Real-estate style boards • Age-in-Focus newsletter • Banyule Calendar • Arts and Culture Guide • Council events and activities
Digital touchpoints	• Social media advertising • Search engine marketing • Digital display ads • Paid event listings • Spotify advertising • Advertising in industry publications	• Media features • Community sharing Council's updates • Resident advocacy • Bloggers and online influencers • Online forums and groups	• Council website • Sub-branded websites • Shaping Banyule • Banyule eNews newsletter • Banyule Business newsletter • Banyule Greenwrap newsletter • Arts & Culture newsletter • Age in Focus newsletter • Corporate social media accounts • Sub-branded social media accounts • YouTube channel • Google Business Profile • Listings in mapping software • SMS notifications