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Macro

NWoW Communication Strategy

Our Voice: *We challenge the status quo, lead by example, champion the cause with passion and build/foster trusted relationships*

Phase 1 (October – March)

Continue to raise awareness and excitement through the communication of program elements and benefits.

October: Consultation process:

- Thank staff for input
- Share aspects of consultation process
- Detail how this shapes the program

- Survey Summary
- Intranet content
- Video #1 (Consultation)
- Digital displays (what you said)
- Executive messages
- Executive talking points

October – November: Current Ways of Working report:

- Share summary, data & insights
- Detail how this shapes the program

- Report Summary
- Intranet content
- Intranet content/ Interactive infographic
- Video #2 (key findings)
- Executive messages
- Executive talking points

November – March: Future Ways of Working:

- Start to build awareness on what NWoW is and the opportunities it creates.
- Share Hobart activities and broader program timelines

- NWoW promo video #3
- Veldhoen – ABW videos/tours
- Intranet content
- Executive messages
- Executive talking points
- Hobart showcase

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Micro

NWoW Communication Hobart Strategy

October:
Discover the Adventure
Awareness/Desire

- Launch Project Hobart
- Engage Leadership
- Engage Shadow Board
- Engage Change Champions
- Showcase Design
- Information sessions

October - November
Plan your Trip
Knowledge

- Move guides
- Learning: why, what and how (NWoW)
- Information session

November - December
Prepare to Fly
Knowledge/Ability

- Learning: why, what and how (NWoW)
- Day 1 instructions/ zone guides
- Site clean-ups
- Information sessions

February
Start your Adventure
Knowledge/Ability

- Day 1 event/welcome
- Zone guides
- Floor tours
- Floor walkers/support
- Cheat sheets

February - April
Settle at Home
Reinforcement

- Embed DNA
- Lessons learnt
- Post Day 1 support

Communication & Change – L&D/Communication Artefacts

ICT

How to guides

Booking video conferences using Outlook
Video conferencing – FAQ
Connecting your laptop

ICT Information

Health 1.5 provision of devices
Health Laptops Frequently Asked Questions
Experience Centre Technology – fleet details

L&D

eLearning

APS As One Disability Awareness
Ready to Supervise
Working in Virtual Teams
Managing in a Virtual Team
TRIM CM9 eLearning
Risk-Taking for Leaders
Secretary's EL2 Forum

Can these be amended to include NWOW?

Veldhoen

Face to Face

Intro in NWOW
Ready for the move
Etiquettes
Leading mobile team

eLearning?

ABW Essentials Working in Mobile Team
Paper Independence

Video/ Showcase

ABW short video
Case study tour
(Department of Finance ABW)

Does this include a WHS component?

NWOW

Video insights

Thought leaders (to develop)
Program promotional video (to develop)

Other

Personal Efficiency Program
Induction training