



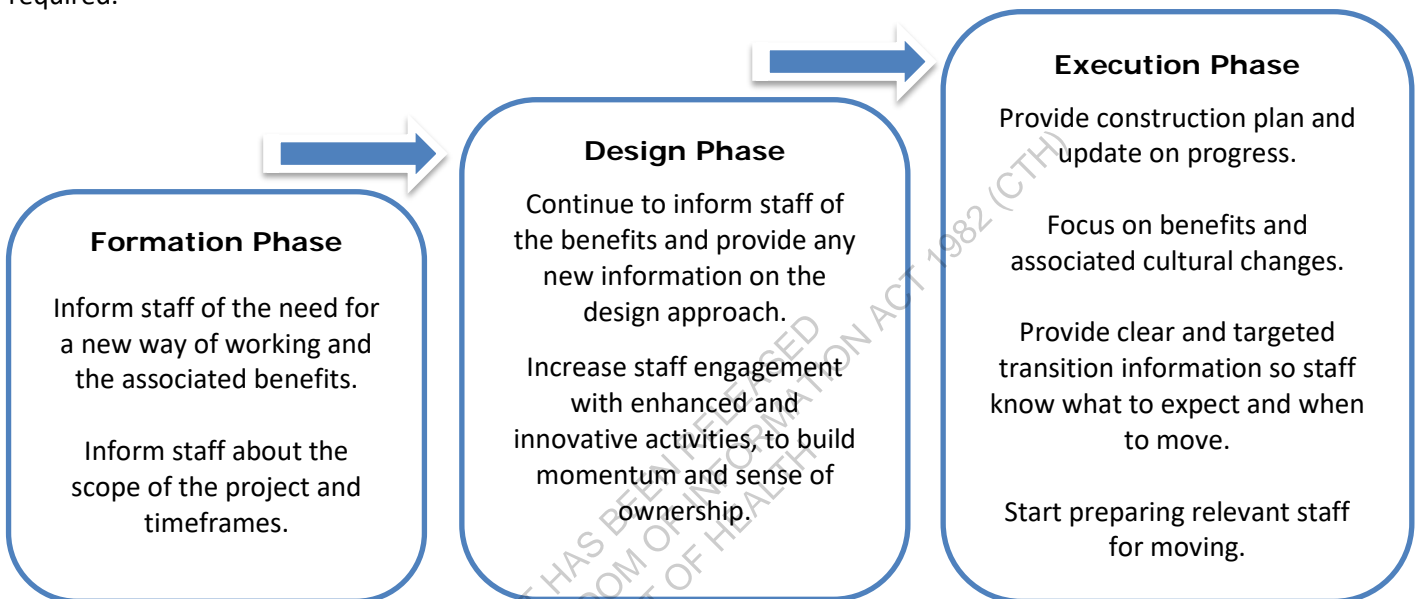
New ways of working

Interim Communication Plan

The purpose of this document is to outline the interim communication approach and activities for the New Ways of Working Project, from February 2019 to September 2019.

Project Communication

The project is being undertaken in a phased approach which will determine the change and communication activities required.



Interim Communication Objectives

The interim communication objectives are to:

- create staff awareness of the projects purpose and objectives
- outline project scope and timeframes to manage staff expectations
- create a benefits narrative associated with workplace and cultural change
- increase awareness of flexible working and allay staff concerns regarding activity based working (ABW)/ hot desking
- generate senior executive sponsorship
- provide timely updates so staff are well informed and engaged at an appropriate level
- direct staff to the project SharePoint page for additional information.

Target Audiences

All employees of the Department and Portfolio Agencies, including State Office employees and Executives, Project Steering Committee and Working group members.

Branding

The Department is in the process of establishing a new brand to ensure a cohesive and professional visual identity both externally and internally. Visual cues including icons and hero photos will be developed for the project within the new branding style for the Department.

Communication Mix

The frequency and type of communication during the formation and design phases, should ensure staff are informed and communication voids are filled. The communications should not be intensive, as this would result in a staff

engagement level unable to be maintained over the length of the project. Bi-monthly updates will ensure the appropriate level of engagement until the design phase is nearing completion or construction commences.

A SharePoint page will be developed and act as centralised project information source. Initially this will only contain the project scope and general FAQs.

A variety of communication tools will be utilised such as intranet news items, FAQs and executive talking points. The COO message will be the key platform for promotion of content, however other channels will be used to ensure messages reach the target audience in their preferred methods.

Communication Calendar

The Change and Communication team will review and update this calendar, based on project milestone updates.

Interim Communication Implementation Calendar			
Date	Audience	Communication Tool / Activity	Key message / purpose
Early February	All staff	<ol style="list-style-type: none"> Experience Centre - SharePoint page update Intranet feature article 	<ul style="list-style-type: none"> Promote two new videos and inform staff that the Centre is now occupied by the Communication and Change Branch. Add an FAQ section to the SharePoint page and develop a closed community forum.
April		<ol style="list-style-type: none"> 	<ul style="list-style-type: none"> Conduct interviews with Communications and Change Branch staff Develop four case studies from interviews
April	Executive	<ol style="list-style-type: none"> Project Sponsor talking points for Heads of Division meeting SES Portal fact sheet 	<ul style="list-style-type: none"> Outline of the project scope, what is happening and what to expect (endorsed project principals – key things are multiyear, workplace strategy and governance arrangements) Highlight the potential benefits of New Ways of Working, increase awareness of flexibly working practices and allay concerns around ABW / hot desking. Explain how staff will be communicated to and engaged in the project. Encourage participation in workplace consultation.
April	All staff	<ol style="list-style-type: none"> New Ways of Working SharePoint page Promoted via the COO message 	<ul style="list-style-type: none"> Project outline including scope and timeframes. General FAQs, project team and working group structure. Potentially develop an open forum for staff questions or provide an email address.
April	All staff	<ol style="list-style-type: none"> Experience Centre case study intranet news item Promoted via the COO message. 	<ul style="list-style-type: none"> Case studies such as staff personas and/or day in the life scenarios of working in the Experience Centre. Content will focus on what they are enjoying, how the way they are working has changed.
May	Steer Co	<ol style="list-style-type: none"> Experience Centre – experience 	<ul style="list-style-type: none"> Jodie Grieve present to steering committee on being the first branch in the Experience Centre
June	Executive and all staff	<ol style="list-style-type: none"> Talking points for Heads of Division meeting SES Portal fact sheet News item in COO message 	<ul style="list-style-type: none"> Outline of the project in more detail including explanation on how the design is being managed. How staff are being engaged in the process through the Working Group and introduction of the working group.

June	Executive and all staff	To be confirmed	Potential items to communicate include: <ul style="list-style-type: none"> ▪ update on the design phase ▪ draft construction plan ▪ draft relocation operational plan ▪ draft design for State Offices and Portfolio agencies.
August	Executive and all staff	1. Execution Phase Change and Communication activities commence	<ul style="list-style-type: none"> ▪ Commencement of intensive staff engagement on the execution phase of the project will be determined by the project milestones and planning process.

EC video shoot w/c 20 May – due 24 Secretary Message? 29 May COO Message and link to intranet news Item
 NWOW video – shoot w/c 3 – due June 7 Secretary and 12 June –/COO Message and link to intranet (need to push back dates)

Workplace Strategy Survey – launches w/c 10 June

EC sharing story

Videos

AK: we might need to think about a monthly NWOW newsletter or a regular section to Matt's all staff email. I think this was prob already on our radar but maybe something we need to start getting out there now.

KR: I would like Willow to think about a campaign that might run for the next 6 months, and span the various comms channels. This might be a way to get Jodie and her team more excited too.

Matt's COO messages (fortnightly on a Wednesday) – quick line, 'this is the latest... click here'. You may have seen Ariana speaking recently at the D TH. Request a town hall or find out more here.

Workplace Strategy consultation

COO Message fortnightly on Wednesdays (15 May goes out)

Secretary's message (weekly on a Friday)

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