**Strategic Discussion: Communications: We have communication plans in place**

**Summary Statement:** A Board communication plan ensures regular, targeted communications are reaching a wide range of stakeholders across a broad range of mediums, as well as ensures plans are in place for emergency situations. These plans need to be reviewed at least annually. Messaging and information needs to be consistent across all levels of our organisation. Our communications need to be timely, clear, concise, and professional; reflecting our standing as an educational institution. Tone appropriate communications have regard to the relationship between the author and the recipient, and the nature or subject matter of the communication. Our association is also about people and relationships therefore our communications need to speak to these as well as articulating our values and principles. Our communications are a vehicle for disseminating or gathering information, consulting, influencing, motivating, inspiring, uniting us on issues and marketing. During times of change and challenge the need for communication increases. Responding to this well and having a plan in place to do so reduces anxiety, the spread of misinformation and incorrect assumptions being made. Ideally we should have sufficient financial resources available to procure expert support when needed, dedicate time and resources to delivery and to develop resources that can be used by our kindergartens to provide consistent and professional messaging.

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| **Area** | **Ensure:** | **Further Initiatives to be explored** |
| Board | * Develops a range of communication plans that are fit for a range of situations * Communication plans are reviewed annually * Set delegations regarding who may communicate in various forums * Support kindergartens to have consistent messaging * States and role models it’s expectations of the standard and tone of communications * Explores & encourages use of a wide range of communication channels * Review and approve draft Board communications prior to release * All information released is factually correct, and we must remedy errors of fact quickly * Consider enviro friendly forms of communication | * Board subcommittee to develop communication plan and undertake annual reviews * “See Saw” app? * Include communication plans in induction processes and on secure website area |
| Staff | * Develop their own communication plans, especially for emergency situations * Communicate regularly with families in their services * Deliver messaging that is consistent with the Board’s messaging * Deliver communications that are warm, friendly and engaging * Willing to provide input into communications being developed, to help improve quality and messaging * Consider enviro friendly forms of communication |  |