

2025 -2030 COMMUNICATIONS STRATEGY

Audience Insights

11,090
Population
(2025)

65+
oldest
demographic
in QLD

Our 30+
communities
with strong
connection to
place

Our community mindset is ...

Resilient

Strong capacity to recover from adversity, especially natural disasters

Engaged

2,000+ residents contributed to Liveability 2035: Shaping the Hinchinbrook Way

Proud

Deep appreciation of culture, history, and landscapes

Future-focused

Increasing emphasis on sustainability and preparedness

Objectives

-))) Promote community participation in strategic initiatives: 2025–2030 Corporate Plan, Liveability 2035, The Hinchinbrook Way, and disaster preparedness.
-))) Reinforce tourism and cultural venues as pillars of identity and economy (TYTO Wetlands, TYTO Regional Art Gallery, JL Kelly Theatre, Herbert River Museum, and Hinchinbrook Library).
-))) Strengthen trust and preparedness for Council-led disaster responses.
-))) Strengthen digital communication and internal engagement channels.
-))) Highlight Council services and infrastructure across all townships
-))) Foster pride, unity, and inclusive engagement across diverse communities
-))) Enhance two-way communication and data-driven decision-making



Channels & Tools

TRADITIONAL MEDIA

Local columns, community radio, printed newsletters for non-digital reach.

DIGITAL PLATFORMS

Website (inc. Hinchinbrook Shire Library, TYTO Regional Art Gallery, Hinchinbrook H2O, Hinchinbrook Way), Facebook, Instagram, YouTube, SMS alerts.

FACE-TO-FACE

InfoShare events, school visits, Library events, Council supported events, BBQs, art exhibitions.

PRINT COLLATERAL

Flyers, signage, brochures in key locations across the Shire.

PARTNER NETWORKS

All tiers of government, advocacy groups, tourism operators, schools, emergency services, business chambers, not-for-profit organisations and community groups.

Strategic Pillars

Inform Share timely, accurate updates via trusted channels on Council services, alerts, and through traditional community news.

Involve Assist in communicating local engagement events, notify the public of service changes, and promoting consultation through forums and surveys.

Inspire Celebrate local milestones, tourism, and community champions.

Reinforce Reflect the region’s identity, values, and strategic direction in all messaging and branding.

Monitoring & Evaluation

COMMUNITY ENGAGEMENT Event attendance, survey response rates, feedback volume.

TOURISM ENGAGEMENT Visitor counts at key venues, brochure uptake, digital interactions.

DISASTER READINESS Preparedness downloads, SMS opt-ins, session attendance.

PUBLIC SENTIMENT Community feedback tone, local media coverage, social sentiment analysis.

BEHAVIOUR CHANGE Emergency kit uptake, volunteer registrations, local tourism participation.

Risk Considerations

LOW DIGITAL LITERACY Prioritise face-to-face and print communication, especially through libraries and TYTO Precinct.

DISASTER MISINFORMATION Use Council channels and radio as primary trusted sources.

TOURISM SEASONALITY FATIGUE Diversify storytelling beyond tourism, showcasing community life and resilience.

PUBLIC DISENGAGEMENT Keep messages localised, relatable, and community specific.

Key Messaging Themes

COMMUNITY RESILIENCE Together, we recover, rebuild, and rise stronger.

FUTURE PLANNING Liveability 2035: Shaping a sustainable, connected Hinchinbrook.

TOURISM IDENTITY The Hinchinbrook Way – more than a place, it’s a way of life.

CULTURAL AND CIVIC HUBS Our libraries, our gallery, our theatre and our wetlands – where connection and creativity thrive.

DISASTER READINESS Be aware. Be prepared. Stay safe, Hinchinbrook.

INCLUSIVENESS Your voice shapes our future – from the coast to cane fields.

