

STRATEGIC COMMUNICATIONS ACTION FRAMEWORK

We're working towards bringing all Hinchinbrook Shire Council branding under one clear and consistent umbrella.

Strategy Development & Alignment

Develop and embed supporting strategies that align with the overarching Communications Strategy and Brand Protocol.

ADVOCACY COMMUNICATION PLAN

Support policy, influence, funding bids, and strategic partnerships at all levels of government.

DISASTER COMMUNICATION PLAN

Ensure preparedness, response, and recovery communications are clear, coordinated, and compliant.

TOURISM MARKETING PLAN

Promote the region through targeted messaging and partnerships with tourism bodies.



Crisis & Disaster Communication Refinement

Ensure rapid, clear, and accessible communication in emergencies.

- Continue to enhance Disaster Dashboard with live maps and updates; and
- Improve coordination with emergency services.

Implementation Summary

FOCUS AREA	KEY OUTPUT
Strategy	Advocacy, Disaster, Tourism Plans
Governance	Policies, Procedures, Templates, Brand Protocol
Campaigns	Annual Campaign Calendar across services
Digital	Website overhaul, social media expansion
Crisis Comms	Disaster Dashboard, Emergency Integration
Data	Performance Dashboard, Sentiment Monitoring
Internal Comms	Revamped Newsletter, Staff Surveys

Policy blueprint

Establish robust governance and procedural foundations to ensure consistent, transparent communication.

CORE DOCUMENTS TO BE DEVELOPED

- Combined Media and Social Media Policy, Brand Protocol Policy and other related policies.
- Media Engagement, Social Media, Website, Public Notice, and Communications Plan Procedures.
- Adopt new writing guide that's already been developed by the State and Federal governments.
- Updated templates (corporate, social and digital).
- Refreshed Brand Protocol (formerly Corporate Identity Manual).

GOVERNANCE

Owner: Media and Communications Team (OMCEO).

Approval: Council, Senior Leadership Team and Executive Leadership Team for core strategies, plans, procedure and policies.

Review: Annual and post-incident cycles.

Integration: All materials embedded in onboarding and aligned to the overarching Communications Strategy.

Integrated Corporate Communications Campaigns

Develop structured, proactive campaigns that reduce ad hoc messaging and support key Council services and goals.

KEY CAMPAIGN THEMES:

- Advocacy and government relations;
- The Hinchinbrook Way tourism refresh;
- Staff Attraction and retention;
- Community services (Library, Theatre, Gallery);
- Essential services (Water, Waste, Rates);
- Infrastructure updates and planning approvals;
- Procurement and local business engagement;
- Regulatory services;
- Disaster preparedness and recovery; and
- Traditional media and accessibility.

Digital Transformation & Engagement

Enhance the Council's digital communication infrastructure to improve reach, engagement, and responsiveness, in alignment with desired customer service standards.

- Website enhancements for corporate website, intranet, The Hinchinbrook Way including full redesign and content migration;
- Mobile-responsive and accessible;
- Explore AI chatbot, online payments, inclusive content;
- Integrated feedback loop for community input; and
- Increase video content and engagement on social media.