



COMMUNICATION ACTION PLAN

INSERT TITLE

Please note: This document is a template provided by Netball Queensland as guidance only. We recommend you consult your crisis management team, committee or Board for decision making regarding your Association or Club, to make decisions that are right for your organisation.

Overview

- This is where you map out the facts, key messages and your positioning you intend to communicate.

Key Stakeholders

- List key stakeholders you need to consider. This may include Clubs, members, Committee Members, Netball Queensland DNL's, sponsors, media, etc.

Approach

	Internal	Other stakeholders	Commercial partners	General Public
Description	<ul style="list-style-type: none"> Board/committee Internal staff Volunteers Etc. 	<ul style="list-style-type: none"> Clubs Members Vendors Contractors 	<ul style="list-style-type: none"> Sponsors Partners Suppliers Local government 	<ul style="list-style-type: none"> local community Media
Required	<ul style="list-style-type: none"> List what is required for each stakeholder as a separate dot point 			

Tactics	<ul style="list-style-type: none"> Outline the tactics or communication methods you will use for each audience Example: Email, SMS, social media, Phone call, etc. 			
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Communication Plan

Activity	Details	Stakeholders	Timeframe	Comments