



# Internal Communications Strategic Review

## Member, Official and Volunteer Survey Discussion and Information Forum

This briefing paper is to advise members, officials and volunteers of an upcoming member and volunteer survey which is being conducted on behalf of the WASCC Communications Sub-Committee.

The purpose of the survey is to gain feedback and opinions relating to the Club's communications with internal stakeholders. Analysis of this feedback will form the basis of an integrated communications strategy for the Club.

Part of the process also includes a **discussion and information forum, from 7.00pm to 8.00pm on 4<sup>th</sup> April at McCrackan House**. The forum will be similar to those conducted last year for the review of the Club constitution. All WASCC members as well as current officials and volunteers are invited to attend.

### Background

WASCC has been operating for nearly 90 years and currently has more than 1,800 members. The membership is diverse and we have various levels of engagement within the Club.

Along with this there are many changes happening within the Club, making it is timely to review the way the Club communicates with its members and volunteers, what platforms it uses, the regularity of communications, key messages and imagery used.

At a recent meeting the WASCC Management Committee agreed to the formation of a Communications Sub-Committee. This sub-committee will be responsible for the development and implementation of strategies regarding club communications.

In approaching this task, the Sub-Committee are applying separate strategies and methodologies for external communications and internal communications.

This briefing paper discusses internal communications.



## Actions

The objective is the development of a communication strategy that outlines at a high level the recommended approach to communicating with members and volunteers and potentially attracting new members through communications on social platforms.

To assist us with this process the Club has engaged an industry specialist, Hunter Communications. They are an award-winning small agency, specialising in areas such as strategic communications and stakeholder engagement.

### *Member, Official and Volunteer Survey:*

As part of the process Hunter Communications will be inviting members, officials and volunteers to participate in a brief online survey. Contact will be via email; however, those members with only postal contacts will be included.

In the survey conducted by Hunter Communications, members, officials and volunteers will be asked key questions such as;

- What they want to hear about from the Club
- How often they want to be communicated with by the Club
- Their preferred communication platforms
- What communication platforms they currently use

As an incentive for people to participate, the Club is offering a prize of a \$100 Woolworths voucher. The winning participant will be randomly selected at the completion of the survey.

Findings from the survey, along with a review of other similar organisations, will form the basis of the strategy approach.

Hunter Communications will then develop an integrated communication strategy that includes:

- A review of current WASCC internal communications platforms, messages and timeframes
- Desktop review of communications by similar organisations in other States
- Objectives of communications (in consultation with WASCC committee)
- Key messages
- Recommendations about communication platforms and regularity of communications
- Timelines
- Budget

### *Discussion and Information Forum*

**A discussion and information forum will be conducted from 7.00pm to 8.00pm on 4<sup>th</sup> April at McCrackan House.**

The purpose of the forum will be for members to discuss the survey and any other internal communications issues they wish to raise. We invite all members, officials and volunteers to attend.

A representative from Hunter Communications will be attending the forum and able to provide valuable insights from a diverse range of organisations.