

COMMUNICATIONS, MARKETING AND ENGAGEMENT STRATEGY



September 2025

Developed in partnership with:



Informed by Research

- **Activities review**
- **Staff engagement**
- **Comparable best practices research**
- **Community interviews**
- **Focus groups**
- **Community survey**



Starting from a Position of Strength

- **Strong leadership team**
- **Build internal communications culture**
- **Increasing efficiencies with adoption of AI**
- **Open to change**
- **Build community communications culture**



Revised Resource Model

- Continue with centralized delivery model with communications leadership, expertise and execution
- Division Communications Liaison role to move divisional plans forward
- Continuing strategic adoption of AI
- Additional support as required



Guided by Collaboration and Partnerships

- **Strengthening community alignment and relationships**
- **Co-led communication initiatives where appropriate**
- **Community Ambassador Program for continuous community insights and guidance**
- **Channel partnerships to strengthen reach and impact**
- **Media relations**



Proactive and Rapid Response

- Annual department plans and content calendars
- New Council agenda and meeting communications
- Templates and processes to increase efficiency and response
- Department roles accelerate responsiveness
- Communicate in layers
- Strong use of visual tools, video
- Annual Report to the Community



Balancing Digital with Traditional

- Continuing emphasis on user-friendly website
- Revised human-centred social media strategy
- Continue with analog tools such as newspapers, mail and print
- Go where people gather – increased in-community engagement



Pursue Innovation in Communications

- **Commitment to professional development**
- **Shared services model exploration**
- **Future opportunities to explore, including continuing evolution of AI as a resource and Smartphone App**



Measure and Adjust

- **A living document**
- **Metrics and KPI dashboard**
- **Review outcomes over outputs**
- **Annual review, report and recalibration**



DISCUSSION



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