COMMUNICATION PLAN FOR ATT'S LEADERSHIP PROGRAM

1. **What does the communication plan involve?**

   a) The Marketing of the program: selling this program to our communities and getting suitable participants for this round of the program.
   b) Engaging our communities for this program (Public Relations): raise sufficient interest within the community to be able to connect with our members' needs and aspirations with regards to leadership matters.

2. **What are the outcome being sought through the plan?**

- To ensure the leadership program is widely known and embraced across African-Australian communities in Victoria.
- To facilitate the recruitment of suitable candidates from a variety of community groups as participants to this round of the program.
- To enable the participants of the program to fully embrace the program and show increased interest in matters of leadership (even beyond this program).
- To engage the broader African-Australian community in Victoria on this program and encourage more Africans across our communities, both young and old, to strive for excellence in community leadership.

PART 1: THE MARKETING ASPECT OF THE PROGRAM

Objectives

1. To publicise the project to the broad African-Australian community in Victoria.
2. To encourage suitable community members from different community groups to apply for the program.
3. To raise awareness on the need for excellence in the leadership of our communities and present ATT as a trustworthy organisation to help deliver the program.

Strategies:

Messages: use tailored messages for different segments of the targeted audiences

Media/channels: use a variety of media to reach out to different segments of the community

Marketing plan:
o   Customer segments : youth, women, current leaders
o   Geographical coverage: West (Footscray & Sunshine), South-eastern (Dandenong area), Regional (Shepparton), general (anywhere)
o   Distribution channels
   1. Internet: using different Websites.
   2. Electronic messaging: emails and SMS (through a database).
   3. Pamphlets : to be made available a different service provider's offices.
   4. Local newspapers: in areas with concentration of Africans.

5. Community radios: African community radio shows.
6. Mouth to mouth : using community leaders to spread the news about the program to their respective communities.

Budget for Part A: $1500 (including pamphlets, advertisement with local newspapers, community radios and other media).

Part B: COMMUNITY ENGAGEMENT/ PUBLIC RELATIONS
1. Objectives and strategies
a. **Build an internet identity and presence for this program on one main website (Africa Media Australia or AMA) as home of the leadership program**
   - Creating a Video logo, video intro & outro, soundtrack for the program to use with every video and familiarise the audience with the program.
   - Provide a special and visible place on Africa Media Australia site to create visibility and easy access to video materials related to the program.
   - Build a data base of emails and notify the community regularly on the development of the program.
b. **Show the relevance and usefulness of the program to the communities through the use of Video (sound and image)**
   - Create and use video and text testimonials from past participants talking of what they gained from the program
   - Use video messages by ATT members and other supporters of the program (including community leaders and politicians) to sell the program to the community
      .

c. **Engage the community to support and own this project and contribute to its success (as a means to encourage excellence in leadership).**
   i. Use video clips from key African figures /leaders to encourage engagement
   ii. Update the community regularly on the development of the program including showing summarised (edited)version of sessions
   iii. Conduct video interviews with community leaders and African individuals with interest in leadership and post that on the AMA site
   iv. Provide a facility enabling people to provide comments, send emails and share videos with their friends and families.
   v. Produce some video materials in African languages (e.g.; Swahili, Arabic and Dinka) to reach out to more community members. The current and past participants to the program can help by granting interviews about the program in their own languages.
d. **Document the implementation of the program and its impact (both actual and potential) in the community.**
   i. Record key events of this program on Video and keep it as archive material to be used in future.

2. FRAMEWORK OF THE CAMPAIGN

a. Community awareness

- Use audio-visual communication tools ((Videos) and media that are suitable for African communities to spread the message about the leadership program and its value for our communities. The Videos will be posted regularly and distributed through social media.
- The nature of the videos will vary and will include both pictures of the different events of the current round of the program, as well as some interviews of both current and past participants, community leaders etc…

b. Leadership in action

- Encourage and show, through the videos, excellence in the exercise of leadership within African communities and the impacts that the program is having. The work of both current and past participants, leaders and other community activists can be videotaped and posted on the internet.

c. Raising and equipping new leaders

- Motivate African individuals to take up leadership roles within communities, both in formal and information settings.
- Enable members of the community to discuss the needs, benefits, and value of the leadership program, as well Invite them to talk of the realities and challenges they encounter in their own leadership experience within the community.
- Encourage community members and groups to engage and find their own creative ways for excellence in leading their groups.

3. THE AUDIENCES

- Community members: African individuals and groups
- The participants of the leadership program (both present and past)
- African Community leaders
- Service providers and bureaucrats (who are in regular contact with Africans)
- The greater African Australian community (Australia wide)
- Mainstream Australia

4. THE CHANNEL(S) AND LANGUAGES OF COMMUNICATION

a. The main medium of communication and community engagement will be the internet. Africa Media Australia (AMA) as a video-based website will be used as the principal site (it has all the facilities to host videos, receive and manage comments, send and received bulk emails etc…). Some Videos can be posted on the ATT site (if the required adjustments for video hosting are available). The Videos will be in English and in at least 3 main African languages (Arabic, Swahili, Dinka).

b. The Video communication, by providing sound and images, are the most suited to reach out to many members of our communities (including the least educated ones) in ways that are likely to connect them better than written communication. The permanent availability of the video on the internet (24/7) also brings a plus and makes communication easier with the intended audiences.

5. **DURATION OF THE CAMPAIGN**

   a. The campaign will last for the duration of the current round of the program.

   b. BUDGET for Part B: $3500. This includes

      - Capturing Videos (up to 20 hours/total)
      - Editing Videos (approximately 30 hours)
      - Designing a Video logo for the program
      - Posting videos online (10 to 20 hours)
      - Production cost (Transport, Telephone etc)
      - Website management: responding to comments, emails and other feedback from community members (20 Hours)
      - Website adjustments for Video posting