

Australian Stroke Coalition Communications Plan

Target Audience	What do they need to know	How will we tell them	When will we tell them	Who will tell them
Member Organizations – individual representatives	<ul style="list-style-type: none"> Meeting information – minutes, agendas, actions to follow up etc 	<ul style="list-style-type: none"> Email from secretariat 	<ul style="list-style-type: none"> Agenda – one week prior Minutes – within 2 weeks of meeting 	<ul style="list-style-type: none"> Secretariat
	<ul style="list-style-type: none"> Working group (WG) updates 	<ul style="list-style-type: none"> Short written email update from working groups 	<ul style="list-style-type: none"> WG updates – short bi-monthly and detailed bi-annually 	<ul style="list-style-type: none"> WG chairs (or delegate) and Secretariat
	<ul style="list-style-type: none"> ASC outcomes / achievements 	<ul style="list-style-type: none"> Detailed report Annual report 	<ul style="list-style-type: none"> July each year 	<ul style="list-style-type: none"> Executive
	<ul style="list-style-type: none"> Member activity updates 	<ul style="list-style-type: none"> Updates on ASC website using template 	<ul style="list-style-type: none"> Every 6 months 	<ul style="list-style-type: none"> Individual members responsible for providing updates
Member Organizations – Decision Makers	<ul style="list-style-type: none"> ASC outcomes / achievements 	<ul style="list-style-type: none"> Annual report Feedback from representatives (i.e. board reports) 	<ul style="list-style-type: none"> July each year As published 	<ul style="list-style-type: none"> Executive Individual representatives
	<ul style="list-style-type: none"> Summary of discussion / outcomes from ASC meetings 	<ul style="list-style-type: none"> Formal correspondence 	<ul style="list-style-type: none"> Ad hoc 	<ul style="list-style-type: none"> Executive
Member Organizations – networks, members (the broader stroke community)	<ul style="list-style-type: none"> Update on ASC activity and member activity 	<ul style="list-style-type: none"> Provide newsletter content to be inserted in relevant member communications Annual report Summary reports Feedback from representative 	<ul style="list-style-type: none"> Dependent on ASC member reporting schedule Adhoc 	<ul style="list-style-type: none"> Secretariat Individual members
	<ul style="list-style-type: none"> Upcoming events and announcements 	<ul style="list-style-type: none"> ASC website 	<ul style="list-style-type: none"> Adhoc 	<ul style="list-style-type: none"> Secretariat
Working Groups – chairs and members	<ul style="list-style-type: none"> Need to know what is happening in each group to reduce duplication and increase coordination 	<ul style="list-style-type: none"> WG chairs are members of the Executive. Chairs to include agenda item for project crossover and discuss as appropriate at WG meetings. 	<ul style="list-style-type: none"> Executive meetings Standing agenda item on WG meetings agenda 	<ul style="list-style-type: none"> WG Chairs

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Executive	<ul style="list-style-type: none"> • Updates from working groups 	<ul style="list-style-type: none"> • WG chair participation in Executive meetings 	<ul style="list-style-type: none"> • Executive meetings 	<ul style="list-style-type: none"> • WG Chairs
	<ul style="list-style-type: none"> • Updates from members 	<ul style="list-style-type: none"> • ASC website 	<ul style="list-style-type: none"> • Adhoc 	<ul style="list-style-type: none"> • Secretariat
Other stakeholders (e.g. government, public, media, external organisations)	<ul style="list-style-type: none"> • Need to be communicated with on a case-by-case basis as per the agreed mechanism. 	<ul style="list-style-type: none"> • Dependant on situation • Publications, media releases, reports 	<ul style="list-style-type: none"> • Adhoc 	<ul style="list-style-type: none"> • Executive