

NEWROC Communications Plan – Regional Subsidiary

Overview

The North Eastern Wheatbelt Regional Organisation of Councils have agreed to plan and work towards becoming a regional subsidiary subject to;

1. Improvements to the current Regional Subsidiary legislation (currently under review by the State Government) and
2. Community endorsement

The purpose of this Communication Plan is to define the communication requirements to become a Regional Subsidiary and articulate how information will be distributed. This Plan outlines the communication strategy for the NEWROC Executive Officer and NEWROC Council leading up to becoming a Regional Subsidiary.

Objective

NEWROC's communication objectives are to;

- 👉 Educate NEWROC member Councils and their communities about Regional Subsidiary's – benefits, costs, risks, implications on individual Councils etc
- 👉 Encourage two-way exchanges of information to address concerns and improve the delivery of benefits from a Regional Subsidiary to member Councils
- 👉 Demonstrate the connection between the NEWROC vision and the potential outcomes of pursuing the regional subsidiary structure
- 👉 Comply with the [Regional subsidiaries | DLGSC](#) Public Consultation Guidelines

Target Audience

The primary audiences for this plan are:

- 👉 NEWROC member delegates
- 👉 Councillors of the seven local governments
- 👉 CEO's of the seven local governments
- 👉 Ratepayers and electors

Key Messages

- 👉 NEWROC Vision, its history and strategic direction
- 👉 What is a regional subsidiary
- 👉 Benefits of becoming a regional subsidiary
- 👉 Desired outcomes and future projects to be achieved by the NEWROC under the Regional Subsidiary
- 👉 Clear definition and differentiation between regional subsidiary and amalgamation, regional council

Roles and Responsibilities

NEWROC Chair, Cr Gary Shadbolt will be the lead public spokesperson on behalf of the seven local government members.

Communications both internal and external will be coordinated by the NEWROC EO and NEWROC CEO.

Communications Methods and Technologies

- 🔥 NEWROC Website
- 🔥 Individual member Council websites and Facebook
- 🔥 Local newspapers
- 🔥 Council Forums
- 🔥 Individual member Council agenda's and minutes

Communication Risks and Constraints

The following issues have been identified as key risks and constraints associated with the project communication process;

- 🔥 Lack of understanding about the NEWROC in communities (apart from NEWROC delegates)
- 🔥 Lack of understanding about Regional Subsidiaries
- 🔥 Time frame – Local Government Act Reform
- 🔥 Multiple stakeholders
- 🔥 Unclear communication channels
- 🔥 Consensus on Charter

Key Communication Activities

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| Q and A Factsheet | Distribute to all member Councils (Councillors) – informal, not tabled | April 2022 |
| Q and A video and accompanying PowerPoint | Distribute to all member Councils (Councillors) – informal, not tabled | April 2022 |
| Business Plan | 1. NEWROC Executive to develop the Business Plan. 2. Feedback from DLGSC and WALGA | April 2022 |
| | 3. NEWROC Council endorsement of Business Plan (DLGSC engagement) 4. Distribute Business Plan to all member Councils with an information sheet for feedback – information session only. Presentations to each Council of the NEWROC. | May 2022 |
| | 5. Update Business Plan and place on the agenda for each member Council 6. Publicise Business Plan for public comment, with information sheet and video 7. Receive comments 8. Update Business Plan | June 2022 |
| Charter | NEWROC website | May 2022 |
| Application | | |