

1	PROJECT NAME	Building the Education Revolution in Queensland – Phase 2 - implementation		CCM Ref:	09_013
	Project Director BER:	Craig Robinson	Project Director contact details:	322 42826	craig.robinson@deta.qld.gov.au
	Principal Project Officer - Communications (Building the Education Revolution):	Peter Carmichael	Principal Project Officer - Communications: contact details:	323 70094	peter.carmichael2@deta.qld.gov.au

2	COMMUNICATION OBJECTIVES — STRATEGIES TO ACHIEVE THESE OBJECTIVES
----------	--

To keep schools and school communities informed about the Australian Government’s Building the Education Revolution program and the benefits for Queensland and Queensland state schools.

Inform state schools and school communities of the BER initiative using DET’s key internal communications tools i.e. *Message from the Director-General, Schools Update, Education Views, Bulletin Board and OnePortal* etc.

Provide identified target audiences with consistent information and communications materials at strategic intervals to create awareness and understanding of the three key Building the Education Revolution elements – National School Pride, Primary Schools for the 21st Century and Science and Language Centres for 21st Century Secondary Schools.

Maintain public confidence in, and understanding of, the program by promoting the implementation of BER through the distribution of ‘good news’ stories highlighting BER funded projects underway and/or completed.

COMMUNICATION STRATEGY – KEY MESSAGES

1. The Queensland Government, through the Department of Education and Training, is implementing the delivery of the Building the Education Revolution program into Queensland state schools on behalf of the Australian Government.
2. BER projects are now being rolled out, with a number of P21 projects already having been completed and progress being made on the delivery of other BER projects
3. The Building the Education Revolution program is helping create and support local employment in Queensland’s construction and related industries, while providing new infrastructure and learning opportunities for Queensland state schools.

4. The Building the Education Revolution program is delivering facilities which are being enthusiastically received by schools and the school community.

3 COMMUNICATIONS SCHEDULE						
	TIMING	COMMUNICATIONS TOOLS / ACTIVITIES	MESSAGE	TARGET AUDIENCE	BUDGET / RESPONSIBLE OFFICER	STATUS
e.g.	<i>March</i>	Release of brochure	You will benefit from...	<i>Teachers and parents</i>	\$2,000/ Project Manager/CCM	
IMPLEMENTATION OF BUILDING THE EDUCATION REVOLUTION IN QUEENSLAND						
	Ongoing	Internal communications <ul style="list-style-type: none"> Use of regular <i>Schools Update</i> items (distributed every Monday of school term) as required Items in the weekly <i>Message from the Director General</i> (distributed every Friday) Emails from BER project team Update pages on the BER website www.education/infrastructure/strategy/ber Bulletin board items as required Podcasts of additional 	Communicate major milestones and manage information as required Communicate major milestones and as required Manage information as required Update information as required Manage information as required As required	Departmental staff and school principals	Principal Project Officer reporting to Manager (Strategic Partnerships)	Ongoing

3 COMMUNICATIONS SCHEDULE						
	TIMING	COMMUNICATIONS TOOLS / ACTIVITIES	MESSAGE	TARGET AUDIENCE	BUDGET / RESPONSIBLE OFFICER	STATUS
		information where available				
	Ongoing	Email updates as required Teleconferences as required	Communicate and discuss key project management issues (e.g. application dates, project amendments and program updates re milestones, letting of contracts, implementation progress, official opening dates)	REDS	Manager (Strategic Partnerships)	Ongoing
	Ongoing	<ul style="list-style-type: none"> • Regular weekly teleconferences and email updates • Weekly telephone call to schools 	<p>Communicate and discuss key project management and delivery issues (e.g. application dates, project amendments, letting of contracts)</p> <p>Provide update to schools on progress/status</p>	<p>Key internal stakeholders including RFMs and Project Coordinators</p> <p>Schools in delivery phase</p>	<p>Executive Director, Infrastructure Delivery and Operations</p> <p>Project Coordinators, Infrastructure Delivery and Operations reporting to Project Directors, BER Delivery</p>	<p>Ongoing</p> <p>Ongoing</p>
	Ongoing	Monthly meetings Email updates as required	<p>Updates on issues related to the program including program progress, emergent issues, milestones.</p> <p>Information sharing and general liaison.</p>	Block Grant Authorities,	<p>Project Director</p> <p>Manager (Strategic Partnerships)</p>	Ongoing

3 COMMUNICATIONS SCHEDULE						
	TIMING	COMMUNICATIONS TOOLS / ACTIVITIES	MESSAGE	TARGET AUDIENCE	BUDGET / RESPONSIBLE OFFICER	STATUS
	Ongoing	<ul style="list-style-type: none"> Weekly email update to all major education stakeholders and state school stakeholders as appropriate Adhoc meetings and teleconferences with stakeholder groups as required 	<p>Major milestones and program status</p> <p>Manage and discuss key emergent issues</p>	Principals' associations, relevant unions, parent associations, independent education systems	Manager (Strategic Partnerships) reporting to Project Director, BER	Ongoing
	As required	Ministerial Media release	<p>Announcement of projects to coincide with and support announcements by the Australian Government.</p> <p>Announce the achievement of major BER delivery milestones</p>	General public	Principal Project Officer reporting to Manager (Strategic Partnerships)	<p>Ongoing as required</p> <p>Ongoing</p>
	Ongoing	'Good news' stories for submission to national BER website, and local newspapers. Also for use in internal publications and on the DET BER website.	There is a diverse range of BER projects underway, which are being enthusiastically received by schools and the school community.	<p>General public</p> <p>Australian Government</p>	Principal Project Officer reporting to Manager (Strategic Partnerships)	Ongoing

4	RELATED ACTIVITIES / TASKS
	CCM and Strategic Partnerships team to undertake media monitoring and environmental scanning for any issues arising from this project – Ongoing
	CCM liaising across Queensland Government and with the Australian Government to ensure branding and signage protocols adhered to. Communication with schools, project coordinators etc as required.
	Manage media inquiries as required – Ongoing
	Project opening protocols and systems currently being reviewed.
	Organise photographic documentation of project, as required.
5	COMMUNICATIONS PLAN REVIEW DATE
	Communications Plan to be reviewed monthly and updated as required.