

Communication Plan - 2005 Victorian Seniors Festival – Volunteer Program

					AUDIENCE	AUDIENCE	AUDIENCE
What	When	How	Key messages	Responsibility	Internal stakeholders (including steering committee staff/volunteers)	Potential volunteers	External Stakeholder organizations
Project overview of volunteer program	14 January 2005	Fact sheet and Media release	Who , what, where, how, when about volunteer program Call to action	Volunteer Project Manager plus Communications team Department Victorian Communities.	Receive copy for information	No	No
Project overview of volunteer program	14 January 2005	Letter and registration flyer	Who , what, where, how, when about volunteer program Call to action	Volunteer Project Manager	Advise that letters/registration flyers have been posted	Receive letter inviting participation and one copy of registration flyer	Receive letter, and multiple copies registration flyer for wider distribution – display
Project overview of volunteer program	14 January 2005	COTA Vic Website content updated Inc. fact sheet and registration flyer Photos of volunteers (general images) Links to stakeholders websites	Status of volunteer program recruitment – building excitement leading to Festival Continued call to action	Volunteer Project Manager	Electronic copies emailed to update steering committee members websites, directing inquires to COTA webpage.	No	Electronic copies emailed to add to their website
Project overview of volunteer program	14 January 2005	www.seniors.vic.gov.au and www.goforyourlife.vic.gov.au Minister – briefed	Who , what, where, how, when about volunteer program Call to action	Department Victorian Communities	No	No	No
Reminders to register for volunteer program	Starting Monday 24 January – Wednesday 09 February 2005	Email/website updates Media release Radio interviews (community stations and ABC)	Reminder Get involved Quotes from volunteers (who haven't volunteered before) and volunteers with experience	Volunteer Project Manager Spokesperson to conduct press/radio interviews	Email	Email (if we have emails for potential volunteers)	Email
Closing date for volunteer registrations	Friday 11 February 2005	Email updates	Get registration in	Volunteer Project Manager	Email	Email	Email

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Briefing to Minister's speech writer/Press secretary and Festival staff /Event MC's	Week beginning Monday 21 Feb – Friday 25 Feb 2005	Fact sheet Face to face (where applicable)	Briefing on volunteer program, ensure that all speeches and media releases/press conferences include key facts about volunteers participation , and thanked for their contribution to the festival	Volunteer Project Manager and Department Victorian Communities	No	No	No
Festival begins	Tuesday 15 to Sunday 20 March	Registration forms for 2006 Victorian Seniors Festival Volunteer program	Enjoy the festival. Invitation to register for 2006 Victorian Seniors Festival	Volunteer Project Manager and Department Victorian Communities	Receive copy of info	Only to people who expressed interest and didn't volunteer for 2005	Yes, via email plus letter and copies of registration forms for 2006
2006 Victorian Seniors Festival volunteer opportunities	Monday 21 March 2005	COTA website update Registration form for 2006 Email address for inquiries	Report on successes from 2005 volunteers, include photos, and quotes Promote 2006 opportunities	Volunteer Project Manager	Update webcontent	No	Update webcontent
Thank you to volunteers – media	Monday 21 March 2005	Media release	Report on successes from 2005 volunteers Include quotes, and promote 2006 opportunities	Volunteer Project Manager	Copy of media release	No	Copy of media release
Thank you to volunteers and invitation to wrap up event	Week of Monday 21 March – Friday 25 March 2005	Letter and evaluation form	Thank you to volunteers and invitation to wrap up event	Volunteer Project Manager	Invitation to attend	To 2005 Volunteers	Targeted invitation to attend (only to orgs who were direct supporters, or future supporters (ie 2006 Comm Games)
Wrap up event	Week of Monday 21 March – Friday 25 March 2005	Afternoon tea (venue to be confirmed)	Thank you to volunteers, take digital camera,	Volunteer Project Manager and steering committee	Attendance at wrap up event	Attendance at wrap up event for 2005 Volunteers	Attendance at wrap up event (as above)
Post Wrap up event	Week of Monday 28 March – Thursday 31 March 2005	Letter and registration forms for 2006 volunteering	Thank for interest in 2005, invite to register interest in 2006 opportunities	Volunteer Project Manager	Receive email update – link to Copy of registration forms	Yes	Email update – link to Copy of registration forms

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	Week of Monday 28 March – Thursday 31 March 2005	Face to face meeting and evaluations forms	Thank for support and participation, seek feedback, recommendations/ funding opportunities/ partners for 2006	Volunteer Project Manager and steering committee	Attendance at meeting and completion of evaluation forms/discussion	No	No
	Week of Monday 28 March – Thursday 31 March 2005	Face to face meeting and presentation for final report	Final report and recommendations for future	Volunteer Project Manager and CEO COTA Vic	Meeting	No	No

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