

# Developing a high-value communications plan

A guide



# Introduction

Hort Innovation requires a high-value communications plan for larger, higher-risk, higher-impact projects that involve multiple stakeholders. This plan acts as an easy guide for partner communications staff to quickly refer to, to get all key project information, see processes that are required to be followed throughout the life of the project, and source important contact details. The project aims to ensure all partners have input into communications activities are aware when they are happening; consistency in messaging; and all partner communications channels are utilised for maximum impact.

## What makes a 'high-value' project?\*

New 'high-value' Hort Innovation projects must include more than two of the below news values. The more news values a project features, the more attractive it will be to media.

## At what stage do I create a high-value communications plan?

As soon as a project is contracted, so all project partners are aware there is a communications process in place that needs to be followed from the outset. It is also important that all partner communications staff (including Hort Innovation [communications@horticulture.com.au](mailto:communications@horticulture.com.au)) are connected early on so they can work together to plan announcements, the first often being that the project has begun.

## How do I get project partner input into the high-value communications plan?

Populate the template in consultation with your communications staff, or whoever will be in charge of creating and reviewing communications content in your business. Then ensure all partners have consulted with their communications staff to input their channels into it (including Hort Innovation communications via [communications@horticulture.com.au](mailto:communications@horticulture.com.au)), and it is up-to-date before submitting it for Milestone 102.

## How often should it be reviewed?

The high-value communications plan should be reviewed at least every six months at working group meetings, particularly to allow for the updating of contact details. It is also a good idea to make communications opportunities a standing item on your agenda so progress can be conveyed by communications team accordingly.

\*Note that Hort Innovation communications projects do not require a high-value communications plan. There may be other instances where a high-value communications plan is not required. Please contact your Hort Innovation project contact with any questions.

**Table 1. News values**

<b>Criteria</b>	<b>Definition</b>
Value (\$)	Is the project valued at above \$1.5M?
Multiple stakeholders	Does the project include input from more than two delivery partners?
Quirky	Does the project involve elements that are quirky or rarely-seen in Australia and/or overseas, especially involving novel methods or technology?
Currency	Do aspects of the project fit within a theme that is top of mind to the public/ trending in the media ie sustainable farming techniques, developing healthier produce varieties or food waste solutions?
Prominence	Does the work involve peak industry bodies, growers or feed into the Federal Government's agricultural priorities?
Visuals	Does the project involve trial sites or the development of new technologies that could provide good imagery for media?
Impact	Will this project impact the broader public/ consumers or multiple horticulture industries?

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