

**Action Plan for improved communication across the Shire 2014**  
**Updated 23 April 2014 – Council Resolution 117/14**

Note: Council now has a subscribe/unsubscribe Newsletter service on its website for members of the community to provide an email address. Those subscribing to the Newsletter will be sent an email detailing "Latest News", "Featured Programs" and "Events" on a fortnightly basis.

**Tenterfield Town**

<b>Key Message</b>	<b>Identify Stakeholder Group</b>	<b>Communication Medium Time/date</b>	<b>Action</b>	<b>Current position</b>
<b>Public Notice</b>	<b>Shire Residents</b>	<ul style="list-style-type: none"> <li>• Local Papers</li> <li>• Radio Stations</li> <li>• Website</li> <li>• Notice Board at Post Office</li> <li>• Community Notice Boards</li> </ul>	Staff to take mediums into account when planning to distribute public notices.	<p>Public Notice compiled each Wednesday consisting of Public Notices from Newspapers.</p> <p>Four (4) copies for Tenterfield are collected by the Chairperson of the Tenterfield Ratepayers Association and placed around town and emailed to Ten FM.</p> <p>Notice placed on Council's website each Wednesday.</p> <p>Letter box drop found to be expensive and relatively ineffective for the cost.</p>
<b>Public Meeting</b>	<b>Tenterfield Town</b>	<ul style="list-style-type: none"> <li>• Local Radio – Repeat 2 weeks Prior</li> <li>• Tenterfield Paper x 2</li> </ul>	<p>Local Radio to be contacted when Public forums are scheduled 2 weeks in advance.</p> <p>Staff to monitor costs for local paper notices and letter box drops each financial year.</p>	<p>Public Notice placed in Tenterfield Star &amp; Southern Downs Weekly, in 4 locations around town and on website.</p> <p>Letter box drop found to be expensive and relatively ineffective for the cost. However, for meetings of critical importance letter box drops will be conducted.</p>

Key Message	Identify Stakeholder Group	Communication Medium Time/date	Action	Current position
Event - 1 year ahead	Town, Village or Rural	<ul style="list-style-type: none"> <li>• Promotional Brochures</li> <li>• Tourist Centres</li> <li>• TV</li> <li>• Radio</li> <li>• Community Groups &amp; Businesses</li> <li>• Posters in shop windows &amp; Villages</li> <li>• Local Papers</li> </ul>	<p>Not all events will be known 1 year in advance – however annual events can be announced early in the financial year.</p> <p>Staff to investigate the options of mediums listed for costs and resourcing.</p>	<p>Events are listed on Councils website and on website subscribe Newsletter. Posters/Flyers are done up for most events.</p> <p>Advertised on radio and posters throughout town.</p>

## Northern Region

Key Message	Identify Stakeholder Group	Communication Medium Time/date	Action	Current position
<b>Public Notice – 4 Weeks</b>	<b>Urbenville</b>	<ul style="list-style-type: none"> <li>• Progress Association</li> <li>• Southern Downs Weekly</li> <li>• Community Notice Board</li> <li>• TSC Website</li> </ul>	<p>Council will provide 4 weeks' notice where possible.</p> <p>All mediums to be considered when placing public notices.</p>	<p>Public Notice compiled each Wednesday consisting of Public Notices from Newspapers.</p> <p>Copy email to Urbenville Progress Association, Legume Progress Association, Liston Progress Association &amp; Jennings Hotel for Community Notice Board.</p> <p>Notice placed on Council's website each Wednesday.</p> <p>All locations now serviced by Southern Downs Weekly which provides good coverage of local news.</p> <p>Media Releases also provided to Border Post and Southern Free Times.</p>
	<b>Liston</b>	<ul style="list-style-type: none"> <li>• Southern Downs Weekly</li> <li>• Community Notice Board</li> <li>• TSC Website</li> </ul>	<p>Mediums to be considered when placing public notices.</p>	
	<b>Legume</b>	<ul style="list-style-type: none"> <li>• Southern Downs Weekly</li> <li>• Community Notice Board</li> <li>• TSC Website</li> </ul>		
	<b>Jennings</b>	<ul style="list-style-type: none"> <li>• Jennings Pub</li> <li>• Tenterfield Star</li> <li>• Southern Downs Weekly</li> <li>• Notice Board</li> </ul>		

Key Message	Identify Stakeholder Group	Communication Medium Time/date	Action	Current position
<b>Public Meeting - 4 Weeks</b>	<p><b>Urbenville</b></p> <ul style="list-style-type: none"> <li>• Council &amp; Local Networking</li> <li>• Community Notice Board</li> <li>• Progress Association</li> <li>• TSC Website</li> </ul> <p><b>Liston</b></p> <ul style="list-style-type: none"> <li>• Council &amp; Local Networking</li> <li>• Community Notice Board</li> <li>• Progress Association</li> <li>• TSC Website</li> </ul> <p><b>Legume</b></p> <ul style="list-style-type: none"> <li>• Council &amp; Local Networking</li> <li>• Community Notice Board</li> <li>• Progress Association</li> <li>• TSC Website</li> </ul> <p><b>Jennings</b></p> <ul style="list-style-type: none"> <li>• Jennings Pub</li> <li>• Tenterfield Star</li> <li>• Southern Downs Weekly</li> <li>• Notice Board</li> </ul>	<ul style="list-style-type: none"> <li>• Council &amp; Local Networking</li> <li>• Community Notice Board</li> <li>• Progress Association</li> <li>• TSC Website</li> </ul> <ul style="list-style-type: none"> <li>• Council &amp; Local Networking</li> <li>• Community Notice Board</li> <li>• Progress Association</li> <li>• TSC Website</li> </ul> <ul style="list-style-type: none"> <li>• Council &amp; Local Networking</li> <li>• Community Notice Board</li> <li>• Progress Association</li> <li>• TSC Website</li> </ul> <ul style="list-style-type: none"> <li>• Jennings Pub</li> <li>• Tenterfield Star</li> <li>• Southern Downs Weekly</li> <li>• Notice Board</li> </ul>	Four weeks' notice where possible	<p>Public Notice compiled each Wednesday consisting of Public Notices from Newspapers.</p> <p>Copy email to Urbenville Progress Association, Legume Progress Association, Liston Progress Association &amp; Jennings Hotel for Community Notice Board.</p> <p>Notice placed on Council's website each Wednesday.</p> <p>All locations now serviced by Southern Downs Weekly which provides good coverage of local news.</p> <p>Media Releases also provided to Border Post and Southern Free Times.</p>

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Event - 4 Weeks	<b>Urbenville</b>	<ul style="list-style-type: none"> <li>• TSC Website</li> <li>• Organising Body</li> <li>• Community Notice Boards</li> <li>• Southern Downs Weekly</li> </ul>	Consider the various mediums.	Events are listed on Councils website and on website subscribe Newsletter. Advertised locally by organisers.
	<b>Liston</b>	<ul style="list-style-type: none"> <li>• Progress Association</li> <li>• TSC Website</li> <li>• Organising Body</li> <li>• Community Notice Board</li> <li>• Southern Downs Weekly</li> </ul>	Consider the various mediums. Investigate the possibility to have an organising group.	Media Releases also provided to Border Post and Southern Free Times.
	<b>Legume</b>	<ul style="list-style-type: none"> <li>• Progress Association</li> <li>• TSC Website</li> <li>• Organising Body</li> <li>• Community Notice Board</li> <li>• Southern Downs Weekly</li> <li>•</li> </ul>	Consider the various mediums. Investigate the possibility to have an organising group.	
	<b>Jennings</b>	<ul style="list-style-type: none"> <li>• Pub</li> <li>• Tenterfield Star</li> <li>• Southern Downs Weekly</li> <li>• Notice Board</li> </ul>		

## Western Region

Key Message	Identify Stakeholder Group	Communication Medium Time/date	Action	Current position
<b>Public Notice – 4 Weeks</b>	<p><b>Mingoola</b></p> <p><b>Torrington</b></p>	<ul style="list-style-type: none"> <li>• Notice in Produce Store</li> <li>• Radio</li> <li>• Email Tree through the Progress Association</li> <li>• TSC Website</li> <li>• Do not Mail Drop on weekends or Tuesdays as junk mail gets delivered on those days.</li> <li>• Email Tree</li> <li>• Friday Hall Meeting</li> <li>• Email to Hall Committee</li> <li>• Local Radio</li> <li>• TSC Website</li> </ul>	<p>Four weeks' notice may not be possible at all times.</p> <p>Progress Association has email tree in place.</p> <p>Face book page to be investigated</p>	<p>Public Notice compiled each Wednesday consisting of Public Notices from Newspapers.</p> <p>Copy emailed to Ten FM, Mingoola Progress Association &amp; Torrington Hall Committee for Community Notice Board.</p> <p>Notice placed on Council's website each Wednesday.</p> <p>All locations now serviced by Southern Downs Weekly which provides good coverage of local news.</p>
<b>Public Meeting – 4 Weeks</b>	<p><b>Mingoola</b></p> <p><b>Torrington</b></p>	<ul style="list-style-type: none"> <li>• Notice at Hall</li> <li>• Email Tree</li> <li>• Notice in Produce Store</li> <li>• TSC Website</li> <li>• Friday Hall Meeting</li> <li>• Email to Hall Committee</li> <li>• Email Tree</li> <li>• TSC Website</li> </ul>	<p>Four weeks' notice may not be possible at all times.</p> <p>Progress Association has email tree in place.</p>	<p>Public Notice compiled each Wednesday consisting of Public Notices from Newspapers.</p> <p>Copy emailed to Ten FM, Mingoola Progress Association &amp; Torrington Hall Committee for Community Notice Board.</p> <p>Notice placed on Council's website each Wednesday.</p> <p>All locations now serviced by Southern Downs Weekly which provides good coverage of local news.</p>

<b>Key Message</b>	<b>Identify Stakeholder Group</b>	<b>Communication Medium Time/date</b>	<b>Action</b>	<b>Current position</b>
<b>Events – 4 weeks</b>	<b>Mingoola</b>      <b>Torrington</b>	<ul style="list-style-type: none"><li>• Email tree</li><li>• Notice in Produce Store</li><li>• TSC Website</li><li>• Local Radio</li><li>• Southern Downs Weekly</li><li>• Tenterfield Star</li></ul> <ul style="list-style-type: none"><li>• Friday Hall Meeting</li><li>• Email to Hall Committee</li><li>• Local Radio</li><li>• TSC Website</li><li>• Southern Downs Weekly</li><li>• Tenterfield Star</li></ul>	<p>Four weeks' notice may not be possible at all times.</p> <p>Progress Association has email tree in place.</p> <p>Face book page to be investigated</p>	<p>Events are listed on Councils website and on website subscribe Newsletter.</p> <p>Advertised locally by organisers.</p> <p>Media Releases also provided to Border Post and Southern Free Times.</p>

## Eastern Region

Key Message	Identify Stakeholder Group	Communication Medium Time/date	Action	Current Position
<b>Public Notice</b>	<b>Drake &amp; Surrounds</b>	<ul style="list-style-type: none"> <li>• Radio – as soon as possible</li> <li>• Public Display – 1 month</li> <li>• TSC Website – 1-2 Weeks</li> <li>• Paper – 4 weeks</li> <li>• Electronic Mailing List</li> <li>• Drake School Weekly Newsletter</li> <li>• SMS – Fire Warning</li> </ul>	<p>Information forwarded to Ten FM</p> <p>Subscribe to Website Newsletter Rural Fire Service Responsibility</p>	<p>Public Notice compiled each Wednesday consisting of Public Notices from Newspapers. Copy emailed to Ten FM &amp; Drake Village Resource Centre for Community Notice Board. Notice placed on Council's website each Wednesday.</p> <p>All locations now serviced by Southern Downs Weekly which provides good coverage of local news.</p>
<b>Public Meeting</b>		<ul style="list-style-type: none"> <li>• Radio – as soon as possible</li> <li>• Public Display – 1 month</li> <li>• TSC Website – 1-2 Weeks</li> <li>• Paper – 4 weeks</li> <li>• Electronic Mailing List</li> <li>• Drake School Weekly Newsletter</li> <li>• SMS – Fire Warning</li> <li>• Mail with Rates or – 3 months</li> </ul>	<p>Information forwarded to Ten FM</p> <p>Subscribe to Website Newsletter Rural Fire Service Responsibility</p> <p>If possible</p>	<p>Public Notice compiled each Wednesday consisting of Public Notices from Newspapers. Copy emailed to Ten FM &amp; Drake Village Resource Centre for Community Notice Board. Notice placed on Council's website each Wednesday.</p> <p>All locations now serviced by Southern Downs Weekly which provides good coverage of local news.</p>
<b>Event</b>	<b>Drake &amp; Surrounds</b>	<ul style="list-style-type: none"> <li>• Schools &amp; Pubs – 2-3 Months</li> <li>• Community Groups</li> <li>• General Council Ads – 1 month</li> <li>• Press Release – 3-6 Months</li> <li>• Tourist Association</li> <li>• Drake School</li> </ul>	<p>Staff to investigate mediums, expenses and staff resourcing as to what is possible.</p> <p>Social media (Facebook, Twitter) not feasible at this stage.</p> <p>Advertised and Media Releases where possible.</p> <p>Subscribe to Website Newsletter</p>	<p>Events are listed on Councils website and on website subscribe Newsletter. Advertised locally by organisers.</p> <p>Media Releases also provided to Border Post and Southern Free Times.</p>



