

COMMUNICATION PLAN



CONTENTS

1.0	OVERVIEW.....	3
1.1	OBJECTIVES	3
1.2	TARGET AUDIENCE	3
1.3	KEY MESSAGES.....	3
1.4	METHODS.....	4
2.0	RECORD OF CHANGE/AMENDMENTS.....	5

1.0 OVERVIEW

Sorrento surf Life Saving Club's Communication Plan is a dynamic document that outlines Sorrento's current communication plan. The plan will change as Sorrento's future growth, needs and societies communication methods change.

1.1 OBJECTIVES

- 1.1. (a) Effective marketing and communication can attract members, sponsors, volunteers and funders.
- 1.1. (b) To be seen and heard by the appropriate audiences.
- 1.1. (c) To survey and listen to our members and address their preferred method of communication.
- 1.1. (d) Communication is to be regular, in order to retain interaction with members and key stakeholders, plus ensure the community is aware of club activities.

1.2 TARGET AUDIENCE

- 1.2. (a) Club members
- 1.2. (b) Coaches, officials, volunteers and supporters
- 1.2. (c) Sponsors and Key Stakeholders
- 1.2. (d) Local and Wider community
- 1.2. (e) Local State and Federal Governments

1.3 KEY MESSAGES

- 1.3. (a) Key messages can include but not limited to:
 - Club members;
 - Event information,
 - Competitions,
 - Facilities or
 - Club announcements.
 - Others;
 - Club successes and highlights.
 - Club initiatives
 - Club Events

1.4 METHODS

1.4. (a) Sorrento Surf Life Saving Club currently use the following communication methods:

- Weekly E-Newsletters
- Flyers
- Noticeboard
- Website
- Social media
 - Team App
 - Twitter,
 - You tube,
 - Facebook,
- SMS messages
- Community Forums
- Event calendars
- Local media

2.0 RECORD OF CHANGE/AMENDMENTS

Rev	Prepared By	Reviewed By	Approved By	Date	Reason for Changes
A	Unknown			Unknown	Original
B	M Saunders			27/11/2018	Update to reflect the new format.
C					
D					