



C&E Team

Strathbogie
shire

C&E Team: Our Services

Whether it's a simple media release, or an in-depth community engagement plan the C&E Team is here to help.

This fact sheet provides you with some more information on the services we provide.

External Communications and Engagement

We can provide you with end-to-end communications and engagement support for external projects and issues. This may be through simple action plans or more in-depth communications/engagement plans involving consultation and engagement activities with our community, stakeholders and staff.

In the past our communications have predominately been one way, however as we move to better delivery for our community and Council you are seeing more engagement activities. These engagement activities will involve a two way process where identified groups, stakeholders and the broader community are given the opportunity to provide input that enhances our decision making processes on issues that impact them.

Internal Communications and Engagement

We can provide you with end-to-end communications and engagement support for internal projects and issues.

This may be through simple action plans or more in-depth communications/engagement plans involving consultation and engagement activities with our staff.

In the past our communications have predominately been one way, however as we move to ensure our organisation is working efficiently and effectively to deliver for our community, you will begin to see more engagement activities.

These engagement activities will involve a two-way process where identified staff, teams and/or officers are given the opportunity to provide input that enhances decision making processes on issues that may impact them.

Marketing Material

The team can develop a variety of marketing materials to support both internal and external business as usual (BAU) and campaign specific activities. This includes the monthly eNews, MyStrathbogie Bulletin and other marketing



collateral such as posters, brochures and signage.

All staff emails

Sitting outside of activities within communication and engagement plans, we can also help with developing all staff emails, to make sure your message is clear.

Media

Our team looks after all of Council's media enquiries and issues.

We work with subject matter experts to prepare key messages, responses to media enquiries and to develop proactive media releases and stories to promote our staff and our community.

Media training is also available.

Graphic Art, Photography and Film

Our Graphic Designer and Digital Engagement Officer can design and coordinate the development of internal and external publications as well as create videos and organise photography for the business.

Our Annual Report, MyStrathbogie Bulletin and all external brochures are professionally art worked by our Graphic Designer prior to release.

Brand Management

The team is responsible for the development and implementation of quality control systems (including templates) and procedures to support the integrity of Council's brand. This includes final approvals of design and logo applications.

Online communications and social media

Our Digital Engagement Officer is responsible for the management of the external Council websites and our various social media channels (Facebook, Instagram, Twitter and LinkedIn).

Their role includes supporting the development of new content and features, as well as the implementation of quality control systems to support the integrity of the platforms, including their structure and style.

Facilitation

We have trained engagement facilitators in the team. They are available to assist with engagement activities across Council (both internally and externally) when required.

BAU assistance

The team also offers editing and proofing services, plus anything in between!

Advertising

The team is responsible for placing all advertising for our organisation. We have simple processes in place that will help you do this.

Advocacy

Our team can help you develop an advocacy plan that really hits the mark. This can include developing innovative content, letters to relevant Ministers and politicians and so much more.