



Communication & Engagement Plan

This Communication & Engagement Plan outlines how the Network communicates with its stakeholders, including consumers, government, NGOs, community organisations and the broader public.

1. Purpose

- Explain how the Network will communicate clearly and consistently.
- Strengthen engagement with consumers, government and sector partners.
- Support transparency, inclusion and lived experience leadership.

2. Communication Principles

- Plain language communication.
- Respectful and inclusive messaging.
- Transparency about our purpose, work and limitations.
- Trauma informed and culturally safe communication.
- Consistency across channels (email, website, social media, newsletters).

3. Key Audiences

- Mental health consumers in the ACT.
- Consumer Representatives and other volunteer groups.
- ACT Government (health, justice, community sectors).
- NGOs and community organisations.
- Territory and national peak bodies.
- General public seeking consumer led information.

4. Communication Channels

- Website – main source of public information.
- Social media – updates, events, advocacy messages.
- Newsletter – quarterly consumer friendly updates.
- Email updates to volunteer groups.
- Training and event promotions.
- Communication for staff and volunteers. (Teams/email/Zoom/CiviCRM etc)

5. Key Engagement Activities for the Year

- Regular Consumer Representative Program Forums.
- Policy meetings and consultations.
- Education program promotion and feedback loops.
- Stakeholder meetings with ACT Health, NGOs and community groups.
- Participation in national advocacy campaigns where relevant.

6. Messaging Priorities

- Promote consumer voice and lived experience leadership.
- Communicate policy positions and systemic advocacy priorities.
- Share opportunities for participation and engagement.
- Promote training programs and community education events.
- Celebrate achievements and acknowledge contributors.

7. Responsibilities

- Chair – key spokesperson.
- CEO – oversees messaging and sector engagement.
- Admin & Communications staff – updates website, social media and newsletters. Compilation and distribution of fortnightly e-bulletin. Ad hoc emailing as required.
- Policy & Participation staff – drafts policy messaging and consultation materials.
- Consumer Representation staff – communicates with Consumer Representatives and committees.
- Peer & Community Education staff – manages training promotions and participant communication.

8. Engagement Calendar

- Fortnightly e-bulletin
- Quarterly newsletters.
- Monthly social media schedule.
- Policy consultations as required by government timelines.
- Consumer Representative Forums.
- Reminder communications for training programs (monthly as required).

9. Monitoring & Evaluation

- Track engagement metrics (newsletter opens, social media reach, event participation).
- Collect consumer and volunteer feedback.
- Review communication activities quarterly against the Operational Plan.
- Adjust messaging or channels based on what works best for consumers.

10. Review

- This plan is reviewed every 12 months or earlier if needed.
- Updates are approved by the CEO.