

COMMUNICATION PLAN FOR THE

Northern Territory Regional Training Network

This Communication Plan supports the Northern Territory Regional Training Network (NTRTN) processes to engage with stakeholders, enable the NTRTN Council to gain stakeholder feedback to identify priorities, provide oversight and strategic direction and also to communicate progress.

Collaborative Communication Approach

The NTRTN Project Team is comprised of a Secretariat and Lead who will primary responsibility to ensure effective communication with stakeholders.

The NTRTN Council will provide direction with regard to communication requirements, expectations and necessity for the NTRTN Project Team to implement the plan.

The NTRTN Project Team will produce communication resources, such as information updates and news releases, make it available on the NTRTN website and distribute to appropriate stakeholders to communicate via their own local channels and contacts. This collaborative approach will reinforce the NTRTN stakeholder's joint ownership of the NTRTN and promote a higher level of awareness and greater buy-in among stakeholders throughout the NT.

Communication Objectives

- To raise awareness of the NTRTN program and initiatives
- To ensure understanding of the scope, agenda and priorities of the NTRTN.
- To ensure opportunities are created for participation of all relevant stakeholders in identifying priorities and participating in collaborative decision making.
- To have a communication plan that is explicit and communication expectations are clear.
- To keep key stakeholders informed of the NTRTN's progress.



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- To ensure the members of the NTRTN Council are fully aware of information that is disseminated.

Target Audiences

- NTRTN Council
- Medicare Local
- Top End and Central Australia Health Services
- Private hospital
- Aged care Services
- Higher education providers
- Vocational education and training providers
- Partners to agreement (Department of Health NT & Australian Government Department of Health)
- National and International training providers (as appropriate)
- Other health and education providers
- Local news media/health reporters (if appropriate)
- Health practitioners and students (as appropriate)
- Public – as required

Note: Communication with external audiences will be heightened in the next phase of the project once internal communication is happening effectively.

Key Messages

- The NTRTN agreement makes specific funding available for identified purposes.
- In addition to supporting clinical placement coordination, clinical supervision support and coordination of Simulated Learning Environment, the agreement allows for workforce innovation initiatives to be developed and implemented.



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- NTRTN will only be successful if there is good collaboration across education and health service providers and everyone is working together to find new and better ways of supporting education and training.
- The NTRTN is about better coordination of workforce initiatives and strengthening workforce development. It is not about addressing gaps in staffing or dealing with operational workforce crises.
- The NTRTN will contribute to development of a shared vision and framework for future decisions on the development and improvement of health workforce across the NT. It will complement other health workforce planning and development strategies being proposed within the Department of Health and other health organisations.
- Various health and education providers should be able to take lead from the NTRTN to make their decisions and investments in workforce development.
- Review of the NTRTN Communication Plan in January 2015 and thereafter on a 6 monthly bases.
- Changing workforce, funding constraints and availability of new technology means we need to look at innovative and different ways of strengthening our workforce to ensure future sustainability.

Spokespersons

To help ensure consistency of messages and well informed comment, it is recommended that NTRTN spokespersons are:

- Chair – NTRTN Council
- Deputy Chair – NTRTN Council
- Department of Health responsible Executive

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Branding

Logo

An NTRTN logo has been developed to brand NTRTN communication resources.

Slogan

It is also proposed that the NTRTN vision is a short statement that can be branded verbally.

Naming

When communicating with the public, care needs to be taken to specify that the NTRTN includes all education and health service providers in the NT.

Strategic Communications Approach

The Communication Plan is directed by a number of communication principles:

Guiding Communication Principles

- Collaborative NTRTN development approach will be matched by a collaborative communications approach.
- The NTRTN will be positioned as a DoH NT- AG DoH initiative with “local ownership” by the education and health service providers.
- It is important for all education and service providers have understanding of the NTRTN internally to achieve understanding of the NTRTN externally.
- Engagement with health professionals and health sector students (medical, nursing, allied health and aboriginal health professionals) is key to securing the buy in and is critical to the “success” of the NTRTN.
- Engagement with DoH Executive will be important to ensure appropriate executive direction to the NTRTN.
- Multiple communications channels will be used to reach stakeholders. Face to face communication will be used wherever possible.
- Existing communications channels will be used wherever possible.



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Communication Tools

As the “toolkit” of communication resources develops it will be made available on the NTRTN website with the task of engaging key stakeholders in the NTRTN.

This is likely to include:

- Information pamphlets
- Information Kit including
 - Terms of Reference
 - Questions & Answers
 - RCSP logo (PDF files for black & white and colour)
 - Project Plans

These resources can be provided electronically to target audiences or printed out and distributed as hard copies to take away.

NTRTN website

An NTRTN website has been developed to provide all target audiences with easy access to key NTRTN information, acting as a central information hub.

NTRTN website contents will include:

- Homepage with brief overview of project
- Contact us information
- Key NTRTN contacts (project directory)
- Project timeline
- Questions & Answers
- News releases
- Bulletin
- Discussion forum

Web content will be managed by the NTRTN Project Team.



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The NTRTN website will also provide a platform for dynamic communication as the NTRTN progresses, enabling quick online updates.

A discussion forum will provide the opportunity for on-line discussions and a feedback facility will be created.

Approval Process

A streamlined approval process will assist the timely release of NTRTN information to target audiences. Where possible, the NTRTN Chair, Deputy Chair and DoH Executive will be involved in the approval of key communications.

Evaluation of NTRTN Communication

The effectiveness of this Communication Plan will be measured in a number of ways:

- Verbal feedback from NTRTN Council
- Informal survey stakeholders at project meetings
- Attendance at forums
- NTRTN website hits

The resulting information will be used to direct the development of on-going NTRTN communications.