**Joint RDCs Communications Strategy – Activity Workplan (AWP) 2025/ 26 ATTACHMENT 2**

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| **Approach** | **Activities** | **When** | **Tasks** | **Lead & Support** |
| **1. Stakeholder Mapping/ feedback** | Understanding awareness and satisfaction of key stakeholders. | Q3 2025 | Update mapping 1st and 2nd Teir Stakeholders   * Review advice re engagement * Complete plan for engagement | Council secretariat  Comms GMs |
| **2. Direct engagement** | 1. Collective targeted letters to Ministers, Shadow Ministers, and Departmental Secretaries following the Federal Election in May 2025. A standard paragraph re the RDCs and our collective impact to be provided to all RDCs for inclusion in their own letters post-election. 2. Possible backbencher briefings | Q2 2025  Q3 2025  Q3 – Q4 2025 | Prepare letters with consistent messaging  Letters sent in May 2025 to:   * Minister Collins * Assist Minister Chisholm * Minister Farrell * Minister Ayres * Minister Watt * Minister Bowen   Target key agencies for joint RDC briefings:   * Treasury (complete July 2025) * Science & Industry * Climate & Environment * Trade | Council  Chair of Chairs  Executive Committee  Council Comms GMs advise |
| 1. Briefings with industry, research and government stakeholders | Q4 2025 – Q1&2 2026 | Based on stakeholder mapping convene strategic briefings | Council Comms GMs advise |
| **3. RDC Comms GMs Meetings** | 1. Comms GMs and Comms Manager meetings | 6 monthy face to face plus online as needed | Organised by Comms GMs ½ or full days, ideally face to face | Comms GMs |
| **4. RDC Champions** | Develop a cohort of champions associated with the RDCs who can confidently speak to the benefits of the model | Q4 2025 | Each RDC to support their Champions.  Joint RDC collateral to support Champions prepared via Council | Comms GMs |
| **5. Leveraging key events** | 1. evokeAG (annual, Feb, location varies) | Q1 2026 | Agrifutures – RDC Hub proposal + funding request  Council – contractual arrangement with AF  *Funding via joint RDC funds*  RDCs deliver Hub | Comms GMs  Council |
| 2. ABARES Outlook (annual, March, Canberra) | Q1 2026 | Council – Sponsorship and contract with ABARES  *Funding via joint RDC funds*  Joint RDC presence. | Council  Comms GMs |
| Up to Three Other National Events Examples:   * RDC impact showcase (biennial, June, Canberra) * Science meets Parliament (annual, Feb, Canberra) * National Industry Conferences | Q1 & Q2 2026 | Council and RDCs to identify national events suited to joint RDC profile. | Council & Comms GMs |
| **6. Developing joint collateral & publications** | 1. Consistent brand, look and feel 2. Collective Research and Innovation Outcomes report and associated snapshot 3. Overview of RDC investment placemat 4. Collateral to support leveraging joint RDC events – Activity 5 5. Collateral for RDC Champions – Activity 4 6. RDC Case Study Examples - three to four lines – Council coordinates 7. Joint RDC Presentation for stakeholder engagement | Q4 2025 –  Q1 2026 | Coordinated via Council  **Communications provider**  RDCs to assist by:   * Provision of RDC data * Provision of relevant examples/ case studies * Access to key individuals | Council  Comms provider  Comms GMs assist |
| **7. Supporting individual RDCS to promote joint RDC message** | Provide resource pack which includes consistent key messages from comms strategy | Q1 2025  Q4 2025 | Coordinated via Council  **Communications provider** | Comms GMs  Coord via Council |
| **8. Strategic media engagement** | Support release and promotion of joint RDC communications materials and joint RDC sponsored events  Establish Council RDC social media profile  Assist in social media materials and upload to support leveraging key events | Q1 2026 | Coordinated via Council  **Communications provider** | Council Coords  Comms GMs oversight |
| **9. RDC Engagement on Workplan Delivery** | Joint RDC AWP Update Meetings  RDC engagement to prepare joint collateral | Face-to-face 6 monthly  1 hour monthly via teams | **Communications provider** | Council  Communications provider |
| **10. Monitoring and Evaluation** | Evaluation of the impact of the joint RDC communications effort | Report annually | **Communications provider** | Communications provider |