**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 secretariatComms 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 2025Q3 2025Q3 – Q4 2025 | Prepare letters with consistent messagingLetters 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 ChairsExecutive CommitteeCouncil 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 requestCouncil – contractual arrangement with AF*Funding via joint RDC funds*RDCs deliver Hub  | Comms GMsCouncil |
| 2. ABARES Outlook (annual, March, Canberra) | Q1 2026 | Council – Sponsorship and contract with ABARES*Funding via joint RDC funds*Joint RDC presence. | CouncilComms 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 providerComms 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 GMsCoord via Council |
| **8. Strategic media engagement** | Support release and promotion of joint RDC communications materials and joint RDC sponsored eventsEstablish Council RDC social media profileAssist in social media materials and upload to support leveraging key events | Q1 2026 | Coordinated via Council **Communications provider** | Council CoordsComms GMs oversight |
| **9. RDC Engagement on Workplan Delivery**  | Joint RDC AWP Update Meetings RDC engagement to prepare joint collateral  | Face-to-face 6 monthly1 hour monthly via teams | **Communications provider** | CouncilCommunications provider |
| **10. Monitoring and Evaluation** | Evaluation of the impact of the joint RDC communications effort | Report annually | **Communications provider** | Communications provider |