

# Hunter JO Communications and Engagement Strategy 2032



## Introduction

The Hunter JO is a collaborative body that brings together the ten councils of the region to provide a united and local voice for our communities. Our mandate includes identifying key regional strategic priorities, advocating for these priorities, and building collaborations around these priorities with other levels of government, industry and community.

In a collaborative enterprise, like the Hunter JO, effective communication is essential in achieving our desired outcomes of:

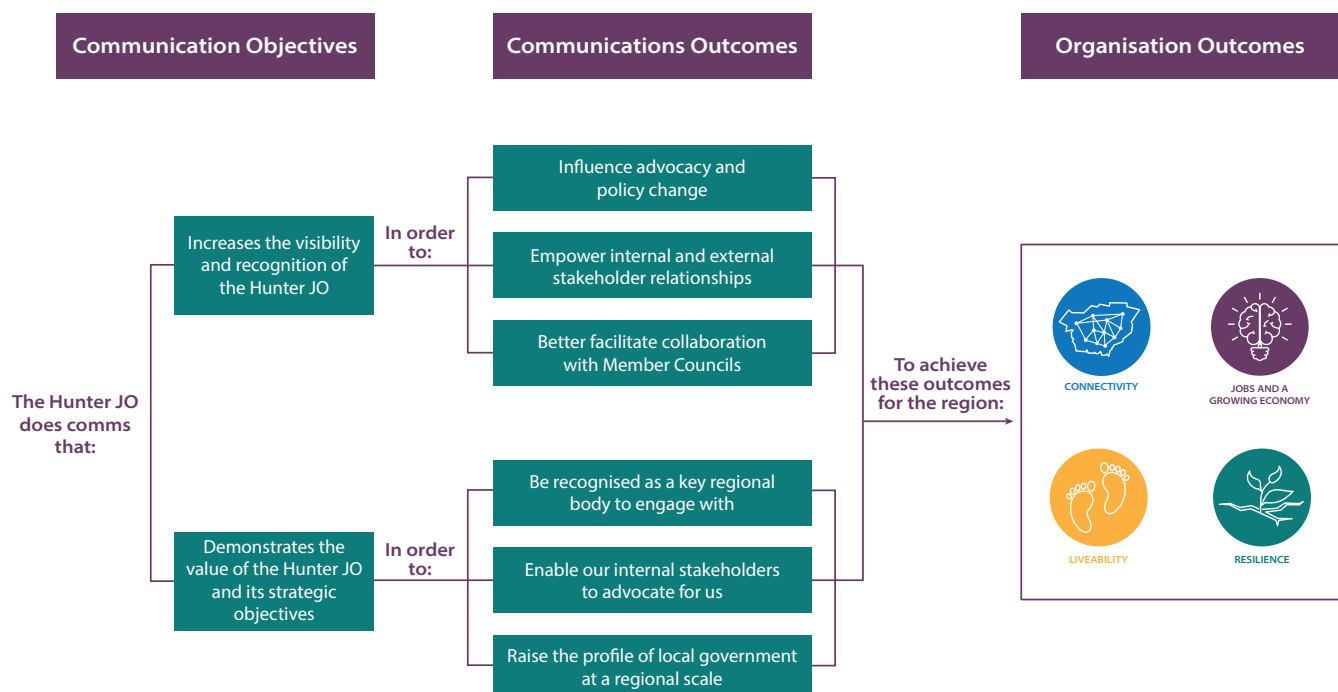
- Influencing policy and funding decisions for the benefit of the region
- Building capacity within the region (particularly within Local Government and the community)

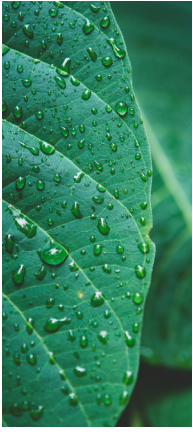
Maintaining a positive reputation and strong brand recognition by increasing our visibility and demonstrating our value lends significant contribution to an organisation's success. A strong communications strategy can assist in encouraging partnerships with, and support from, key industry bodies and other levels of government; supporting our advocacy function.

## Purpose

The purpose of this Communications and Engagement Strategy is to enable clear communication about the Hunter JO's advocacy and programs and provide consistent messaging aligned to our strategic priorities, statutory functions, and communications objectives in order to deliver on our outcomes.

his strategy aligns with the Hunter JO Strategic Plan 2032, which was developed in consultation with our ten Member Councils. It aims to deliver on the below communication objectives and communications outcomes to support in the delivery of our four strategic themes:





## Methods for Communicating

Our Communications and Engagement Strategy will drive communications activities on the progress of our strategic priorities, including the achievement of key milestones and successes. This includes:

### Websites

Providing updates on our website including project updates and latest news.

### Newsletters

Publishing a corporate newsletter to share updates on our key projects and priorities.

### Social Media

Posting social media updates that link to our programs as well as the website and newsletters.

### Traditional Media

Communicating with traditional media outlets about key milestones and successes.

### Meetings and Events

Hosting or attending meetings and events that are relevant to our strategic priorities.

### Presentations and Publications

Providing updates in the form of presentations and publications on the progress of our strategic priorities.

### Direct Distributions

Sending direct distributions on the progress of our strategic priorities.

## Monitoring and Review Process

Progress on the implementation of the Communications and Engagement strategy will be 6 monthly to align with reporting on the Hunter JO Strategic Plan 2032 via a report submitted to the Board. Communications activity may also be reported at the bi-monthly Board meetings.

A review will be undertaken annually, and a complete review of the strategy will be carried out within 12 months of each ordinary election of councillors for all Member Councils (normally every 4 years).

**As the hub for local intergovernmental collaboration,  
we strengthen our communities by being the local voice  
on strategic issues in the Hunter region.**