

# Port Phillip Bay Coastal Hazard Assessment

Communication Reference Pack Tool #6: Communications toolkit



Written communication tools including key messages, FAQs, factsheets, progress updates and project flyers.

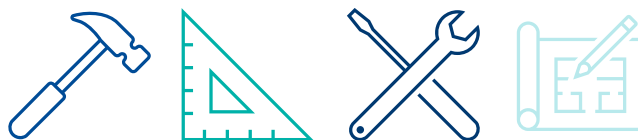
The communications toolkit consists of a number of items used to define and deliver consistent communication across different jurisdictions. The toolkit could be an online folder or a document further to this factsheet, supplemented by training and support from DELWP.

IAP2 Participation Goals:		
For public:	Inform	
For agencies developing the toolkit:	Consult	
	Involve	
	Collaborate	

## Purpose

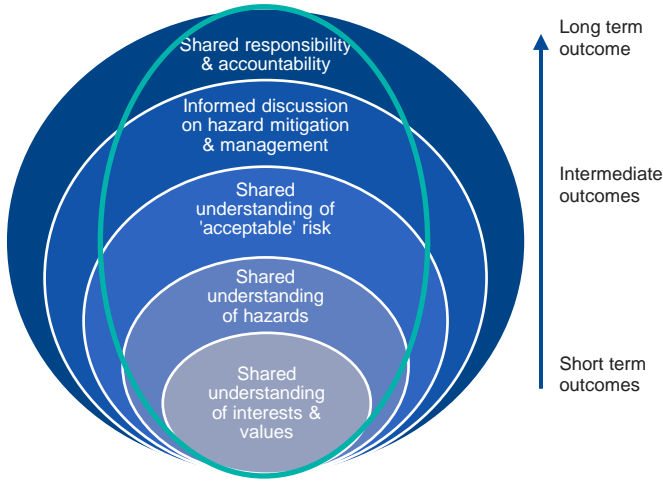
The main purpose of the engagement toolkit is to provide consistent key messages for coastal hazard adaptation by agencies across Port Philip Bay. This could include:

- Providing overarching key messages for different stages of projects, different audiences, and different mediums/formats.
- Defining key coastal adaptation terminology.
- Developing frequently asked questions.
- Providing a base for engagement messaging to be built upon in different locations.
- Providing a central location for knowledge to be shared and built upon for coastal managers.



# Desired outcomes

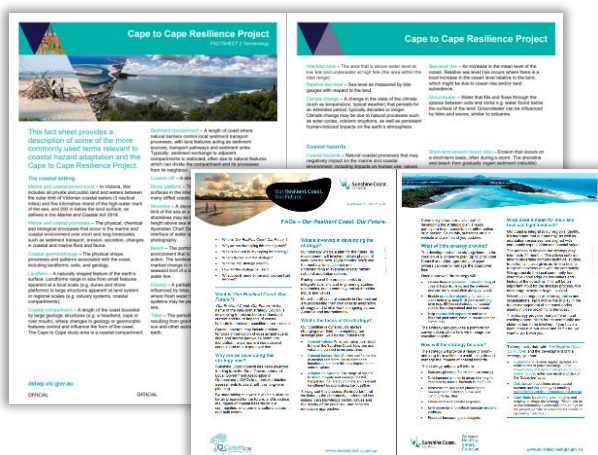
Toolkit elements should be tailored for short, medium and long-term outcomes.



Engagement outcomes

The key outcomes for this tool are:

- Delivery Partners have shared ownership of key messaging.
- Delivery Partners can rely on FAQs or other cheat sheets to deliver messaging confidently.
- The wider community and stakeholders have consistent messaging across Port Phillip Bay.
- Capacity and confidence are built within Delivery Partners.



Example terminology and FAQ factsheets

# Key technical messages

The key messages for the engagement toolkit are:

- Consistent messaging builds a sense of coordination and confidence in approach.
- A sense of fairness is fostered when messaging and action is coordinated and consistent across geographical areas.
- Agreed definitions for key terms provides consistency and reduces confusion among the community and stakeholders.

# Audience

Most suitable for	Less suitable for
<ul style="list-style-type: none"> <li>Delivery Partners</li> <li>Internal staff</li> <li>Councillors</li> </ul>	<ul style="list-style-type: none"> <li>Broader community</li> <li>Academics and professionals</li> <li>Landowners and foreshore user groups</li> <li>Traditional Owners</li> </ul>


# Process

1. Confirm desired toolkit elements and format with Delivery Partners.
2. Develop toolkit elements with engagement and technical experts, and Delivery Partners.
3. Distribute toolkit and undertake training.
4. Implement toolkit elements, tailoring to specific locations/needs.

# Tips and tricks

- Messaging should be carefully tailored in collaboration with Delivery Partners and should be based on:
  - Positive language.
  - Communicating change and transformative action.
  - Tailored to different audiences (e.g. Traditional Owners, culturally and linguistically diverse (CALD) communities).
- Promote shared care and responsibility.
- Frequently Asked Questions should be developed in collaboration with Delivery Partners and acknowledge hot topics they have already encountered.
- Terminology should be developed with the help of technical and engagement experts.
- Training and capacity building needs to be delivered together with the toolkit.

- The toolkit should be easily accessible by Delivery Partners and can be built upon over time.



Ensure your messages are appropriate for the desired outcome and audience.

Use your organisation's engagement plan/principles and local context to tailor messaging.

Seek input from delivery partners to ensure messaging is consistent, coordinated, and up to date.

## Accessibility

Options to improve accessibility could include:

- Online format, 'hub' or shared folder for toolkit.
- Translation into languages other than English to ensure information can be communicated to culturally and linguistically diverse groups.

## Potential risks

Risk	Mitigation
Poor messaging or deemed 'token' communication.	Communications teams and technical experts working together to craft key messaging and other toolkit items.
Feeling like Delivery Partners don't have the answers.	Develop FAQs of hot topics and messaging to handle unknowns and community fear/anxiety.
Lack of understanding on how to use toolkit	Training and support from DELWP.
Lack of distribution / awareness of toolkit within organisations.	Early promotion and easy access to toolkit, developing with Delivery Partners to understand what will work for them.

## Strengths and weaknesses

Strengths	Weaknesses
Provides consistent messaging for all Delivery Partners.	Cannot provide all answers for every scenario in every location.
Can be developed with Delivery Partners to foster ownership and confidence.	

Indicative cost: (varies based on level and number of items)	Moderate	\$\$
	Low	\$

## Tools, materials and resources

The toolkit requires staff time (communications, technical, community liaison staff, etc.) to develop and should include:

- Key messaging for coastal hazards and adaptation across Port Phillip Bay.
- Frequently Asked Questions and answers.
- Short factsheets or blurbs on 'hot topics'.
- Cheat sheets for engagement, such as positive messaging and engagement psychology.
- Tailored messaging for key community groups (e.g. Traditional Owners, children, etc.).

Difficulty level:		Easy
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## Alternative for online delivery

- Materials can be added to an engagement website.
- Factsheet and knowledge building materials can be adapted to form an informational video or infographic.
- The central location for toolkit materials could be an internal website or file sharing system such as OneDrive™.

## Evaluation

Success of the engagement toolkit can be evaluated through:

- Survey of Delivery Partner staff and level of confidence to deliver coastal hazard/adaptation engagement.
- Successful broader engagement outcomes.

## Examples and references

### Example toolkit:

- <https://www.water.vic.gov.au/waterways-and-catchments/riparian-land/riparian-land/technical-information-and-reports/landholder-engagement-toolkit>

### FAQs:

- [marineandcoasts.vic.gov.au/coastal-programs/cape-to-cape-resilience-project#toc\\_id\\_4](https://marineandcoasts.vic.gov.au/coastal-programs/cape-to-cape-resilience-project#toc_id_4) frequently
- [haveyoursay.sunshinecoast.qld.gov.au/download\\_file/4460/470](https://haveyoursay.sunshinecoast.qld.gov.au/download_file/4460/470)

### Terminology factsheets:

- [marineandcoasts.vic.gov.au/data/assets/pdf\\_file/0023/534164/Cape-to-Cape-Factsheet2\\_Terminology.pdf](https://marineandcoasts.vic.gov.au/data/assets/pdf_file/0023/534164/Cape-to-Cape-Factsheet2_Terminology.pdf)
- [douglascoast.engagementhub.com.au/projects/download/1093/ProjectDocument](https://douglascoast.engagementhub.com.au/projects/download/1093/ProjectDocument)
- [haveyoursay.sunshinecoast.qld.gov.au/download\\_file/4461/470](https://haveyoursay.sunshinecoast.qld.gov.au/download_file/4461/470)

We acknowledge Victorian Traditional Owners and their Elders past and present as the original custodians of Victoria's land and waters and commit to genuinely partnering with them and Victoria's Aboriginal community to progress their aspirations.



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