2027 Communications and Advocacy Planner

Organisation _____ Plan owner _____

Use this worksheet to agree on one communications outcome and one advocacy outcome. Then put both into the same calendar so public activity supports the decisions you want to influence.

1. Communications

Outcome and measure:

What should change in what people know, believe or do? Set a baseline and a target.

_____

_____

Priority audience and action:

Who needs to hear from us, and what do we want them to do?

_____

_____

Message and proof:

In one sentence, say what matters, why now and what changes. Add one credible piece of evidence or a lived-experience example shared with consent.

_____

_____

Channel, messenger and owner:

Choose who should say it and where the audience will see it.

2. Government advocacy

Decide and ask:

What policy, funding or implementation decision do we want, from whom and by when? If funding is involved, include the amount and what it buys.

Influence and evidence:

Map the minister, advisers, department and other relevant decision-makers. Identify a coalition partner, the strongest evidence and the likely objection.

Next move and measure:

Assign an owner and date for the next briefing, submission or meeting. Define what progress looks like, such as a commitment or an implementation milestone.

3.Shared quarterly calendar

Choose one priority action per stream each quarter. Record the lead and due date for each, then review both streams together.

Q1 / January – March

Communications

Test the message and assemble evidence

Advocacy

Confirm the budget pathway and brief priority offices

Q2 / April – June

Communications

Prepare a budget response and spokesperson

Advocacy

Assess budget decisions and pursue implementation meetings

Q3 / July – September

Communications

Publish an outcome or community story

Advocacy

Review delivery and build support for the next ask

Q4 / October – December

Communications

Review results and set next year's message priorities

Advocacy

Refresh the costed ask and prepare for the next budget cycle

FIFTY
ACRES

4. Quarterly review

1. What moved?

_____

_____

2. What did we learn?

_____

_____

3. What should we change?

_____

_____

Note: Confirm submission deadlines and budget dates before scheduling.