**(ORGANISATION)**

**TO: Chair State Emergency Management Committee**

**DATE:**

**Communication and Marketing Strategy for Policy – (Policy Title)**

The *(organisation)* has now successfully completed a review and rewrite of the *(policy)* as per the State Emergency Management Policy.

Below is the intended communication and marketing strategy to advise all agencies of the publication and broad intent of the policy.

**Distribution**

It is proposed to distribute the *(policy)* as follows:

1. To provide an electronic copy to each agency with prescribed responsibilities.
2. In addition to the above agencies, to provide a copy as per the distribution list in the policy.
3. To publish an electronic ‘public’ copy via the (*organisation*) website in PDF format. All personal contact details shall be removed from Internet and public library versions of plans.

**Marketing Strategies**

Subsequent to the electronic distribution of the *(policy)*, (organisation) intends to pursue the following marketing strategies:

1. Presentation and discussion of the (*policy*) at appropriate forums, such as:
2. Conduct an information session for key agencies as required to provide updates on the plan.
3. Conduct training activities, such as single and multi-agency discussion tabletops, as well as component testing of the plan in practical exercises at applicable levels.

**Education Strategies**

In addition to the above distribution and marketing strategies, *(organisation)* will continue to support both Combat Agencies and HMAs through the provision of agency or service-based consultation, the provision of public education programs and printed material for the public.

The intent of any consultation is to provide a depth of knowledge regarding the plan and to make clear agency or service responsibilities and accountability emanating from the *(policy*).