

Communication and Engagement Services



Client NSW Department of Planning, Industry and Environment

Date 2017

Description

The NSW Department of Planning, Industry and Environment (formerly the NSW Department of Industry) had four operational areas and two central divisions providing departmental services and coordination across a wide range of communication, engagement, operational and strategic functions.

The Communication and Engagement team provided services to five ministers and six agencies - Education and Training, Lands and Water, Liquor and Gaming, Primary Industries, Food and Forestry, Racing, and Trade, Business and Investment.

As a result of a personnel shortages in the Communication and Engagement team, the NSW Department of Industry reached out to Comacon to fill contract roles. Comacon placed four consultants over a six-month period while the Department recruited permanent personnel.

Approach

As communication and engagement leaders, Comacon:

- designed and developed a dashboard to analyse the effectiveness of the Department's communication and engagement programs
- prepared a stakeholder issues management plan
- provided account management services for Jobs for NSW (a Departmental agency) and the Vocational Education Sector Program
- preparing communication collateral such as fact sheets, FAQs, web updates, ministerial and event briefing papers
- assisted the Department's events team for CEBIT (a key IT event held annually in Sydney) and other events.

Our account management services provided the required communications support for the Department and promoted the flexibility, determination and resilience of the Department's Communication and Engagement team throughout this challenging period.

Highlights

Comacon delivered the Communication and Engagement Analytics Dashboard to monitor the effectiveness of communication and engagement programs of internal and external stakeholders and all agencies within the Department.

Contact

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