



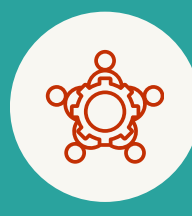
2024 Communications Plan

KEY INITIATIVES



Cultivate Awareness

- Promote the Redlands RJC and its purpose.
- Ensure stakeholders are aware and engaged with RJC initiatives.
- Promote Queensland Government initiatives locally.



Engage Stakeholders

- Include all relevant industries and workforce cohorts.
- Ensure community leaders, businesses, and training providers contribute to RJC outcomes.



Drive Local Solutions

- Address local skilling and workforce challenges.
- Develop unique, region-specific solutions aligned with local needs.

KEY MESSAGES



Supported by the Queensland Government

The Redlands Regional Jobs Committee is proudly supported and funded by the Queensland Government.



Local Focus

- The Redlands RJC is driven by locals, for locals.
- Providing a coordinated approach to local skills development, workforce participation, and business growth.

TARGET AUDIENCE



Businesses

- Micro, small, medium, and major employers.



Educational Institutions

- Schools, training providers, and employment support agencies.



Community

- Councils, Chambers of Commerce and economic development agencies.
- Under-utilised workforce cohorts (migrants, Aboriginal and Torres Strait Islander people, people with disabilities, seniors, youth not at school).

ENGAGEMENT CHANNELS



Instagram & Facebook

Weekly posts targeting job seekers, small businesses, and parents of youth.



LinkedIn

Monthly posts targeting medium to large businesses and professionals.



Websites

Monthly updates targeting the Redlands community, employers, and job seekers.



Print Media

Quarterly flyers, radio spots, and newspaper articles.



School Newsletters

Termly updates targeting youth and parents.

STAKEHOLDER ENGAGEMENT



Government & Councils

DESBT, local councils, MPs, and state representatives.



Business Communities

Chambers of Commerce, industry sectors, and employment service providers.



Educational Institutions

Schools, training providers, and regional school industry partnerships.

STRATEGIC INTENT



Localised Delivery

- Implement the Queensland Workforce Strategy (QWS) through unique, local solutions.
- Capture community feedback to inform government decisions.

SUCCESS METRICS



Community Awareness

Measure through community engagement and feedback.



Stakeholder Buy-In

Ensure active participation and contribution from all relevant stakeholders.