

# COMMUNICATION AND VOLUNTEER PLAN

## LAP THE LAKES STEERING COMMITTEE 2010

July 2010



# Communication Plan

## Purpose of a Communication Plan

A Communication Plan is an important component for any project, program, service or activity and provides a framework for ensuring that information is shared with appropriate audiences on a timely basis and by the most effective means.

For the purpose of this communication plan the committee has identified 3 major components including: Target Audience, Key Messages and Communication methods. Also, a volunteer plan will be attached outlining key dates, recruitment of volunteers and roles, including contact details.

## 1. Target Audience

Who is the Target Audience?

Currently the Lap the Lake event has been targeted towards the following groups:

- Local Businesses
- Schools
- Community Groups
- Government and Non – Government organisations
- Sporting Clubs
- Other e.g. East Gippsland and Latrobe Valley Businesses and Services.

It is important to note that as part of the review process, the target audience is evaluated to determine if the businesses and services have been active participants in the event. This will assist in determining key messages and appropriate communication methods to the respective target groups.

Note: The inaugural event attracted teams from outside the Wellington Shire.

## 2. Key Messages

What are the Key Messages for the event?

The key message should contain:

- The main action or change in behaviour you want your audience to take as a result of listening to you
- Reference to the audience
- Reference to an example that you'll elaborate on

The Key messages from the Lap the Lakes event in 2009 include:

- Team building and fitness
- Increased fitness levels, reduce stress, improve concentration and promote a team environment within the workplace and also build a greater sense of community
- 25% from every entry will go towards a local charity
- With Spring/Summer just around the corner, the event provides incentive to get into shape, utilising Sale's greatest assets – Lake Guthridge and Lake Guyatt



### 3. Communication Methods

The following are an outline of the methods of communication used for the event.

- Direct Mail/Email
- Local Media
- Local Events
- Local Ambassadors
- Word of mouth
- Posters/Flyers
- Websites
- Intranet
- Radio

### 4. Key Dates and Timelines

Date	Activity	Who/Where?
Monday 3 August	Send Entries/Registration opens	Media Release sent to local media including Gippsland Times, The local Extra, A.B.C event diary, Win TV, Promoted on websites including: CGHS, Gippsport, and W.S.C Patrick to distribute
Friday 28 August	Cut off date for sponsors	Rachael/Brett
Thursday 17 September	T-Shirts to be sent to printers	Rachael/Brett
Wednesday 16 September	5 week lead up Physical Activity training guide	Gippsland Times, CGHS Intranet, WPCP Newsletter Patrick to distribute
Friday 25 September	Registration Closes	
Monday 28 September	Start distribution of show bags	From CGHS - staff to be determined
Wednesday 21 October	Event day	All/Lake Guthridge-Guyatt
Wednesday 28 October	Debrief meeting	Venue/time to be determined
Thursday 29 October	Media release sent to thanks sponsors and participants	Henry/Patrick - Gippsland Times Newspaper and the Local Extra Newspaper



# Volunteer Plan

## Purpose of a Volunteer Plan

Formal volunteering in Australia is defined as an activity which takes place through not for profit organisations or projects and is undertaken:

- To the benefit of the Community
- Of the Volunteers own free will without coercion
- For no financial payment, and
- In designated volunteer positions only (Volunteering Aust 2004)

For the purposes of the Lap the Lakes event, the volunteer plan will outline the roles and responsibilities of the Volunteers, as well as providing key contact details. Discussion will be held to determine a donation for volunteer organisational support. E.g. \$100 to SES, Lions, Rotary etc...

## Event day roles and responsibilities

Role of Volunteer	Organisation	Contact Details
MC/Sponsors/Presentation of Awards, sponsors breakfast	Lap the Lakes committee	Henry
Acquire Events Trailer Set up/Pull down – tables/chairs/extension cords/lighting		Brett
Coordinate Volunteers – Course set up, including emergency services, coordinate photographer, showbags, marshalling, promotion		Rachael
Garbage disposal coordination, risk management plan, volunteer, marshalling,		Patrick
timing, showbags, Gippsland water, 'Go for your life' van liaison, promotion		Sheryl
W.S.C activities coordinator, media promotion, administration, pens/paper, showbags Marshalling, visibility vests		'Go for your life' Van
Marshalling, food		



coordination, event promotion Registration, Sunscreen, Signage, collecting sponsor information, showbags  Warm up/cool down stretching, kids activities, spot prizes		
Marshals Assist Set up/pull down of events trailer Hand out sunscreen Demonstrations	Sale State Emergency Services (SES)	Jeff
Marshals Demonstration Information and Resources Other, smoke house, timing Safety/Medical Assistance	Sale Fire Station  Sale Ambulance	Brigade Support Officer: Keith
Food Services Marshals, timing Other	Lions Club of Sale	Peter
Food Services Marshals, timing Other	Rotary Club of Central Sale	
Food Services Marshals Other	Rotary Club of Sale	
Registrations Financial Administration Event day support Attend committee meetings	Salvation Army	Salvation Army Sale

