

TCCS Internal Communications and Engagement Strategy 2021–2024

Action plan

Internal Communications and Engagement will be responsible for coordinating the delivery of the following actions to support the success of the TCCS Internal Communications and Engagement Strategy.

Objective(s) supported

1. Ensure TCCS employees are well informed through consistent, timely and accurate information.
2. Ensure all TCCS employees understand how they contribute to the Directorate's vision and mission.
3. Provide the opportunity for all employees to engage with the wider Directorate, provide feedback and contribute ideas.
4. Support TCCS' commitment to providing an inclusive workplace, empowering employees so they take pride in the work that we do.

Current state	Key initiative	Action	Anticipated timeframe	Future state
Multiple communication channels across the workforce with: <ul style="list-style-type: none"> > Limited knowledge of workforce segment's access to channels. > Unidentified responsibility for channels. > A current one-size fits all approach to channels used for internal communications. > Limited opportunity for two-way communication. 	CONNECT	Channel Audit Conduct a TCCS channel audit by evaluating the effectiveness, reach and engagement of current channels for each audience segment. Provide recommendations on how to improve reach and engagement on current channels and recommend new channels.	Completed: 31 January 2022	<ul style="list-style-type: none"> > A clear understanding of channels available to distribute internal communications and their effectiveness to reach the workforce > Recommendations on how current channels can be better used considering the diversity of the workforce > Identifying gaps and recommend the introduction of new channels This initiative will support objectives 1 and 3.

Current state	Key initiative	Action	Anticipated timeframe	Future state
<ul style="list-style-type: none"> > A traditional approach to communication channels used. > Limited ability to reach operational staff effectively. > No social media channels in internal communication mix. > Counterintuitive intranet with low intranet page views. > Limited analytics available for communication reach. > Inconsistency of available digital channels across the Directorate. 	REACH	<p>Digital Communications Plan</p> <p>Using the outcomes of the channel audit, a plan will be developed to grow our digital audience on current available platforms and introduce new digital channels in order to reach more staff effectively.</p>	<p>Completed: 30 April 2022</p> <p>Implemented: Ongoing</p>	<ul style="list-style-type: none"> > To connect with and foster relationships with the workforce through engaging digital content > Informed workforce with increased access to internal communications > Increased opportunity for two way communication and engagement > Increased interaction with intranet as the single source of truth of the Directorate > To provide ongoing analysis and reporting on effectiveness of communications <p>This initiative will support all 4 objectives.</p>
<ul style="list-style-type: none"> > No current content plan for internal communications, with content gathered on an ad-hoc basis. > Limited resources dedicated to developing engaging content. > Limited opportunity to share stories of the diverse workforce. 	SHARE	<p>Content Plan</p> <p>In conjunction with the digital communications plan, a content plan will be developed to ensure a proactive approach to content creation and distribution. The content will capture and share stories gathered from across the Directorate showcasing TCCS values in action.</p>	<p>Completed: 30 April 2022</p> <p>Implemented: May 2022</p>	<ul style="list-style-type: none"> > A suite of engaging and informative content to be distributed across internal channels > Increased individual understanding of the Directorate and each branch and division > Increased workforce awareness of Directorate services > Inform the workforce using creative and engaging assets <p>This initiative will support objectives 1, 2 and 4.</p>
<ul style="list-style-type: none"> > Staff are proud of the work they do to service the Canberra community. > Limited opportunity to communicate positive feedback from the community or executive to the workforce. 	RECOGNISE	<p>Staff recognition and engagement plan</p> <p>Aligning with the Recognition Framework, a plan will be developed to encourage the implementation of staff recognition programs across the directorate. The plan will also include processes to gather and share positive community feedback and staff recognition with the workforce.</p>	<p>Completed: 31 July 2022</p> <p>Implemented: Ongoing</p>	<ul style="list-style-type: none"> > Deliver consistent positive feedback to the workforce > Increased understanding across the Directorate of each division's impact on the Canberra community > Increased workforce awareness of TCCS values in action > Increased pride in work <p>This initiative will support objectives 2 and 4.</p>

Current state	Key initiative	Action	Anticipated timeframe	Future state
<ul style="list-style-type: none"> > Limited opportunity for two-way communication. > Limited channels to offer encouragement for staff to offer feedback or ideas. > No framework in place for action of staff feedback. 	LISTEN	<p>Two-way communication engagement plan</p> <p>Develop an employee feedback framework and engagement plan to provide a channel for staff feedback. The framework will include the plan for distribution of feedback and responsibility for any necessary action and response to the feedback. It will also include the engagement plan to inform staff of the feedback channel and encouragement to use it.</p>	<p>Completed: 31 July 2022</p> <p>Implemented: Ongoing</p>	<ul style="list-style-type: none"> > Clear channel for staff to provide feedback above direct line manager > Increase shared ideas of better work practices > Increase feelings of pride and inclusion in the workplace <p>This initiative will support objectives 3 and 4.</p>
<ul style="list-style-type: none"> > Currently no translated internal communication. > Limited opportunity to communicate effectively to NESB TCCS employees in their first language. 	INCLUDE	<p>NESB communications plan</p> <p>Develop a plan to identify languages used by TCCS employees and translate key directorate communication using these languages.</p>	<p>Completed: 31 Jan 2022</p> <p>Implemented: Ongoing</p>	<ul style="list-style-type: none"> > Increased inclusion of NESB employees > Increased understanding of key directorate communication <p>This initiative supports objectives 1, 2 and 4.</p>
<ul style="list-style-type: none"> > Trust and confidence in the Executive Leadership Team from the broader workforce is low. 	ENGAGE	<p>ELT Workforce engagement plan</p> <p>Develop an ELT workforce engagement plan. The aim of the plan will be to elevate the identity of the ELT with the broader workforce and educate the workforce on the roles of the ELT.</p>	<p>Completed: 30 September 2022</p> <p>Implemented: Ongoing</p>	<ul style="list-style-type: none"> > Strengthened relationship between workforce and ELT > Increased levels of trust for ELT from the workforce > Increased understanding of individual roles in achieving the directorate's vision and mission <p>This initiative support objectives 2 and 4.</p>