

MARKETING, COMMUNICATION, MEDIA and PROMOTION

This Guideline sets out marketing, communication, media and promotional standards for commissioned services funded by Gold Coast Primary Health Network (GCPHN). This is to ensure increased community awareness and uptake of the promoted service leading to improved health outcomes, consistency of messaging and branding and increased awareness and recognition of GCPHN funded services.

1. GCPHN BRANDING/CORPORATE IDENTITY

The Contractor must follow the branding requirements of the Australian Government Department of Health, Branding Guide in relation to the use of the PHN logo on any specific communication materials that directly and predominantly relate to the service such as:

- Website promotion of the service
- Collateral e.g. brochures, and materials produced to promote the service
- Referral templates
- Stationary
- Advertising
- Press materials e.g. media releases, media kits
- Invitations that are specific to the service i.e. program launch
- Corporate and other reports

2. PROMOTION

The Contractor must develop a promotional strategy every year the service is funded, to detail how it will be promoting its service to maximise uptake during the next 12 months. To make this process easier, a template has been developed, (see Appendix A) which includes the following for consideration:

- **Official launch.** If the service is new, an official launch or other promotional activities should be considered and if appropriate, jointly organised with GCPHN. The Federal Minister for Health, or local members, may be invited to attend as well as media. (See Page 4 to complete the Launch Proposal Template).
- **Media opportunities.** Identifying ongoing potential newsworthy stories.
- **Cross promotional opportunities.** Identifying opportunities for cross-promotion with GCPHN and/or other key stakeholders.
- **Publications:** Identifying ongoing promotional opportunities in strategically placed publications for the most relevant audience.
- **Stakeholder engagement.** Identifying key stakeholders such as general practitioners, and key communication activities for engagement with these stakeholders.
- **Promotional material.** Developing collateral to promote the service. e.g. brochures, fact sheets.
- **Advertising.** Advertising of the service through local mediums as appropriate.
- **Digital media.** e.g. website, social media. Please note all website information must also contain links to the GCPHN healthyGC website. Social media links should also be shared with GCPHN. Where appropriate, GCPHN will cross-promote the commissioned service through hyperlinks on its webpages and through social media.

3. MEDIA/PUBLICATIONS

- The Contractor must advise GCPHN of proposed media interviews, media releases or articles for publications relating to the service to allow for the opportunity for GCPHN to be involved.
- The Contractor is required to identify any potential good news stories and provide details to GCPHN.
- If an issue is contentious or is likely to become contentious, then the Contractor must inform GCPHN as soon as this issue has arisen, and work collectively with GCPHN, to develop mitigation strategies.

4. ACCESSIBILITY OF INFORMATION

The Contractor must consider the accessibility of its communication methods for target groups within the community, including those with diverse communication needs, including low levels of literacy, sensory or cognitive disabilities and people who rely on assistive technology, those from culturally and linguistically diverse communities and those with limited access to technology. Strategies can include:

- Use plain language
- Use consumer and carer representatives to review communication
- Deliver information in alternate formats (e.g. Braille, large print, via accredited translators or various languages)
- Consider the [Web Content Accessibility Guidelines](#) (WCAG Guidelines 2) in relation to web content

CONTRACTED SERVICE: PROMOTIONAL STRATEGY

This document provides a template for the Contractor, to provide details of how it will promote its service, for maximum uptake and awareness.

An Australian Government Initiative

Gold Coast Primary Health Network can also assist in article and media release writing, media release distribution, graphic design, social media, publications and launch organisation.

NAME OF SERVICE			CONTACT				
Community/Service Need/Aim of promotional activity	Key Target Groups	Key Messages	Delivery Mechanisms (Circle if appropriate)	Cost	Delivery Date	Support from PHN required (if needed) YES/NO	Evaluation
e.g. Increase referrals Educate stakeholders i.e. GPs, psychologists Promote to community	•		<ul style="list-style-type: none"> • Articles in stakeholder publications • Emails • Facebook/social media • Website • Meetings • Collateral (ie brochures, fact sheets) • Video • Media stories (See appendix B) • Launch (<i>If circled complete the Launch Proposal</i>) • Community events • Public notices (online and hard copy) • GCPHN support (ie. newsletters, website, social media) • Community service announcements • Advertising • Other (Please list) 				

Please return to: commissioning@gcphn.com.au

PLEASE COMPLETE IF A LAUNCH IS PLANNED: FOR NEW SERVICES ONLY

LAUNCH PROPOSAL (please note that an agreed launch needs a minimum 8-week lead time)

NAME OF SERVICE		CONTACT		IS THIS PART OF A BROADER PROMOTIONAL STRATEGY? Yes/No (please circle)			
Purpose of Launch	Proposed date/s and time <i>(please note – media prefer launches earlier in the day)</i>	Proposed venue/s	Proposed speakers <i>(please list)</i>	Invitees <i>(please list general organisations and key stakeholder groups only)</i>	Proposed mechanism for invitation distribution <i>(please circle)</i>	Media Yes/No	Launch Materials eg. brochures flyers media kits banners
					<ul style="list-style-type: none"> • Email • Organisational contact lists • GCPHN contacts • Mail out • Advertising e.g. (if a community event) • Other <i>(please list)</i> 		

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