**Project/campaign title:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Objectives overview** | **Bullseye** |  | **Key messages** | **Chat** |  | **Key milestones** | **Target** |
| *The detail provided within this communications plan on a page is an example only — it is indicated in blue writing. Delete all blue writing, and complete with your own information.* * Eg. increase awareness through education to local youth/students of offences and penalties due to underage drinking both on and off licenced premises
* Deliver 25 education sessions to local students across 10 schools
*
 |  | * Underage drinking is a significant problem in the local area
* Penalties apply for minors
* The Liquor Accord has adopted a multi-venue barring policy that bars minors who are caught in licensed premises until they turn 19
*
 |  | * Artwork/collateral created
* Launch event
* School education sessions commenced
* School education sessions completed
* Project evaluation
*
 |
|  |  |  |  |  |
| **Target audience** | **Target Audience** |  | **Key comms activities** | **Megaphone** |  | **Channels** | **Send** |
| * Eg. Local youth/students, based in the LGA, between 14 and 17 years old.
* Parents of local youth/students
*
 |  | * Social media advertising, organic and sponsored
* Posters
* Media release about project
* Launch event
* School sessions
*
 |  | * Accord member websites
* Accord member social channels
* School newsletter
* In-venue
*
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Notes: