**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 | |

Notes: