Insert Liquor Accord name/author

Liquor Accord project plan (Project title)

# Foreword

The detail provided within this Campaign Project Plan is an example only – it is indicated in blue writing.

The planner is designed to guide the development and execution of a campaign, the ‘Why? What? Who? When? and How?’.

*Delete all blue writing, including this Foreword, and complete with your own information.*

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# Overview

## Background

Briefly explain the background or context of the campaign i.e. What is the local need or problem that you want to address?

*For example*: Underage drinking is a significant problem in the local area. Local Police advised there has been an increase in alcohol related harm involving youth drinking on council grounds such as parks and playgrounds/skateparks, as well as within licensed premises - which has also been raised by local licensees.

The Liquor Accord wants to reduce the number of young people trying to enter licensed venues and reduce the harms associated with underage drinking.

The Liquor Accord has researched the matter through the Alcohol and Drug Foundation School Program and gathered statistics on underage drinking and examples of education-based programs that have been successful in other areas.

## Objectives, goals and key performance indicators (KPI’s)

List the objectives of the campaign. A useful way to frame the objective is to answer this question: If the campaign is successfully delivered, what solution or changes will be made?

Try to keep this statement short, it can be made as a list.

*For example:* The objectives of the campaign are to:

* increase awareness through education to local youth/students of the risks of alcohol related injuries and assaults
* 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
* see a 10% reduction in incidents/Police reports involving minors and alcohol.

## Intended audience

Think about your audience and the best way to communicate with them. Think about the demographics of your community. Once you know **who** your intended audience is, you can start to plan how to educate them.

*For example:* The intended audience for this campaign is:

* local youth/students aged between 14 and 17 years old.

# Communication and responsibilities

## Roles and responsibilities

List each person/organisation involved in the campaign and their roles and responsibilities. Include both Liquor Accord members and external stakeholders.

A working group is a good option to oversee the development of the campaign. List the members of the working group in the table below, this could include members of the Executive, Accord members, Police, Council, or partner organisations. The working group are those who are responsible for the overall campaign and will make important decisions.

|  |  |  |
| --- | --- | --- |
| **Role** | **Who** | **Responsibility** |
| Eg. Campaign Working Group | Include members of the Liquor Accord who have an integral role within the delivery of the campaign e.g., Police, local licensee, Chairperson.  List the people by name and title (e.g., Jim Jones - LAC) | * Responsible for the running of campaign * Meet on a regular basis and communicate progress back to Accord members * Ensures the campaign is being delivered in line with the agreed objectives/outcomes, scope etc outlined in this plan * Review the campaign status on a regular basis - the budget, risks, resources, schedule etc outlined in this plan * Facilitate communication activities to ensure key stakeholders/campaign partners are adequately informed when necessary |
| Eg. School contact | Local high school Principal | * Facilitate school education sessions |
| Eg. Marketing/Design agency | Local marketing/brand agency | * Create campaign concepts from background/objectives information * Create and deliver preferred campaign concept (as per feedback from campaign working group) and design all creative assets * Organise and deliver campaign launch event * Undertake formal campaign evaluation |
|  |  |  |

## Meetings and communications

List the relevant meetings that you either need to set up or attend. Decide if they are to be held in person or online.

Are there are any existing meetings that you might like to present at, for example, a local chamber of commerce meeting or upcoming Liquor Accord meetings to gain buy in and support for the proposed campaign?

How often are the meetings, who will attend and are presentations or updates are required? Minutes taken during the meetings can be a good way to capture important information.

*For example:* The Campaign Working Group will meet fortnightly for the first three weeks during the establishment phase of the campaign. The working group will then meet monthly to monitor the progress of the campaign. Extra meetings can be scheduled as needed.

Deliverables and timetable

## Channels and content format

Who is your target audience and what is the best way to engage with them? Options include a website, blogs or vlogs, social media, direct email campaigns, television advertising, print advertising, YouTube advertising, peer-to-peer engagement, and events. There are many content formats and channels to consider, and you can mix and match them to create engaging content and strategies.

This is where it is useful to engage a **marketing and design agency** as their specialist services can enhance the professionalism of the campaign and ensure your message is targeted and delivered to the right audience. They can develop content (such as web pages, social media coverage, logos, videos, posters and coasters), as well as create a campaign rollout/promotion schedule and evaluate the effectiveness of the campaign against your goals.

List the key channels and/or content formats you will need to create to target your intended audience.

* In-venue assets – posters and coasters
* Face-to-face – education sessions in schools
* Print advertising – bus advertisement and school newsletter ads
* Organic social media – image and copy

## Key deliverables

What are you going to deliver over the course of the campaign? Are there posters and printed materials, education sessions, website content?

List the deliverables in this table and include clear target deadlines of when these are to be delivered.

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| --- | --- | --- |
| **Key task or activity** | **Timing** | **Who is responsible?** |
| Eg. Initial planning meeting, and allocation of working group and manager | 01/10/23 | Liquor Accord Executive |
| Eg. Posters and coasters to be printed | 01/11/23 | Public relations coordinator |
| Eg. Launch event | 12/12/23 | Creative agency |
|  |  |  |

## Training

Do venue staff need training in how to promote or engage with the campaign? Are there any policies and procedures that need to be introduced to support the campaign in-house?

## Communications plan

How will you communicate the campaign with the target audience and the broader community? This is a tactical plan. We have created a communications plan on a page template that might help with your project.

Download the [communications plan on a page template](https://www.liquorandgaming.nsw.gov.au/operating-a-business/running-your-business/liquor-accords/liquor-accord-campaign-toolkit/Communications-Plan-on-a-Page-Template.docx).

# Risk management

Describe any risks and/or issues that may affect the delivery of the campaign. The Working Group should monitor these during the campaign to ensure they do not escalate or affect the success of the campaign. These could include lack of funding or extensive delays.

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| --- | --- | --- |
| **Risk/Issue Description** | **Risk Level (High, Moderate, Low)** | **Response or strategy** |
| Eg. No available speakers | Moderate | At the planning stage identify list of back up speakers |
| Eg. Lack of money/funds for resources | High | Seek local sponsorship. Apply for any appropriate grants  (Community Industry Group – Grant Finder) |
|  |  |  |
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# Budget and resources

List details of any/all proposed expenditures and the funding source. You will need to consider if specific funds have been set aside for use, donated or if there is a need to obtain funding?

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| --- | --- | --- |
| **Item** | **Value ($0 approx.)** | **Source of Funds** |
| Eg. Posters and coasters | $500 | Local community grant from Council |
| Eg. “Beer Goggles” and other education items | $0 | On loan from Police LAC Youth Team |
|  |  |  |
|  |  |  |
| TOTAL |  |  |

# Evaluation

Did the campaign meet the objectives that you set at the beginning of this document?

Collect feedback from Liquor Accord members and partner stakeholders, report on the uptake of resources, number of views/clicks on social media and website content.

You may want to consider conducting a survey to gauge the usefulness of the campaign. Free tools such as SurveyMonkey, Mentimeter or Microsoft Forms can be used to collect and analyse the data.

|  |  |
| --- | --- |
| **Objective** | **Result** |
| Eg. Increase awareness through education to local youth/students of the risks of alcohol related injuries and assaults | 500 students attended the education sessions  Feedback and observation from teachers |
| Eg. Increase awareness through education to local youth/students of offences and penalties due to underage drinking both on and off licenced premises. | Post session surveys completed by students indicated 85% increase in knowledge of liquor related regulations and penalties |
| Eg. See a reduction in incidents/Police reports involving minors and alcohol. | Decrease in number of minors ID checked at licensed premises  Reduction in Police reports involving minors for the 6 month period |
|  |  |

# Campaign close

Note any lessons learnt during the campaign. This could include what worked well and if there were any blockers or delays. This information is useful for future campaigns.

List any other activities that need to occur to finish off the project, for example reporting back to accord members on the outcomes of the campaign, archive documents or finalise financial reports.

* The Working Group had too many members which made it difficult to find meeting times that suited all members.
* Feedback from students and teachers indicated that the use of videos during the presentation were engaging and memorable.
* The local Community Interagency network was found to be a useful connection with local stakeholders and should be engaged with earlier for future campaigns.