




Communications and Marketing Strategy

2024 - 2028



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The Shire of Murray acknowledges the traditional
lands of the Bindjareb and Wilman Noongar people.
We pay our respect to their Elders, past,
present and emerging.

Introduction

Welcome to the Shire of
Murray's Communications
and Marketing Strategy.

The Shire of Murray believes open conversation and
engaging interactions drive a range of community,
stakeholder and organisational benefits.

When people have access to information that
informs and inspires, relationships are strengthened,
services are improved, and communities become
healthier, safer and increasingly prosperous.

This document outlines how the Shire will
facilitate effective coworking relationships
where well-informed stakeholders influence
outcomes and become active participants
in achieving the Community Vision.

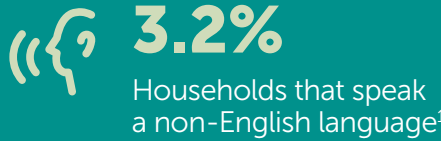
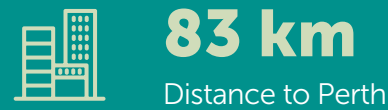
The strategy describes communication
opportunities, key priorities and how
success will be measured.

Strategic context

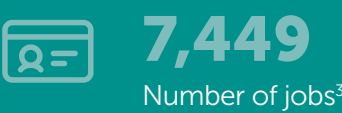
Located in the rapidly growing Peel region, Murray is known for its natural beauty, heritage and outdoor adventure.

Murray at a glance

Area and community



Economy



¹ Australian Bureau of Statistics ² Forecast.id ³ NIEIR 2022

Strategic alignment

The Communications and Marketing Strategy aligns with:

-  Shire of Murray Council Plan 2023-2033
-  MARKYT Community Scorecard
-  Disability Access and Inclusion Plan
-  Environmental Sustainability Strategy
-  Sport and Recreation Plan
-  Youth Plan
-  Organisational Review
-  Tourism Marketing and Communications Plan
-  MALC Marketing Plan



Strategic alignment



Council Plan 2023-33

The Council Plan 2023 – 2033, sets the Shire’s priorities for ten years. Informed by significant community consultation, the Council Plan represents community priorities and aligns Shire actions to them.

It includes five strategic focus areas – people, planet, place, prosperity and performance. This Communications and Marketing Strategy ensures a consistent flow of updates on progress against these focus areas.



MARKYT Community Scorecard

In December 2022, an independent MARKYT Community Scorecard found:

- The Shire website is performing above industry average, but has reduced satisfaction on 2018 results (59 index score). There is opportunity to improve customer experience online by refreshing the Shire’s website.
84% positive rating | 58 performance index
- Social media channels are performing above industry average with improving satisfaction since 2018 (55 index score). Embracing ongoing social trends can further improve this score.
82% positive rating | 59 performance index
- The newsletter is performing below industry average and reduced satisfaction since 2018, particularly among Ravenswood residents.

Subsequently, the MARKYT report recommended to Shire:

- ✓ Celebrate the Shire’s successes
- ✓ Focus on addressing local priorities
- ✓ Regularly assess, communicate and respond to changing local needs
- ✓ Engage the community more effectively.



Disability Access and Inclusion Plan

The Disability Access and Inclusion Plan (DAIP) sets out how the Shire will build an even more inclusive and connected community. This Communications and Marketing Strategy ensures:

- People with disability receive information in a format that will enable them to access the information as readily as other people are able to access it.
- People with disability have the same opportunities as other people to participate in public consultation by the Shire of Murray.

This Communications and Marketing Strategy commits to the above by:

- ✓ Utilising multiple channels to suit varied needs
- ✓ Making information available in a variety of formats
- ✓ Writing documents in an accessible writing style
- ✓ Practicing best practice techniques for providing online information.



Environmental Sustainability Strategy

The Environmental Sustainability Strategy holds the Shire accountable in working towards long-term targets for environmental sustainability. It outlines how the Shire seeks to place environmental considerations at the forefront of all Council decisions.

The Communications and Marketing Strategy embraces this approach and commits to sustainable practices by:

- ✓ Utilising digital communication channels
- ✓ Reducing paper waste
- ✓ Making use of productivity tools
- ✓ Considering environmental impacts in communication activities.



Sport and Recreation Plan

This Communications and Marketing Strategy highlights and promotes facilities and initiatives that are delivered within the Shire’s Sport and Recreation Plan. As a result, it is hoped participation in an active lifestyle is encouraged.



Youth Plan

The Youth Plan sets out how the Shire will enhance the wellbeing of our community’s young people, now and into the future. This Communications and Marketing Strategy supports the Youth Plan by engaging and informing young people about what is relevant and important to them.

Through consultation when developing the Youth Plan, three focus areas were identified including health and wellbeing, things to do and employment. Main interest areas were sports and recreation, arts and creative industries and gaming and STEM.

This Communications and Marketing Strategy ensures actions are promoted and we share information that is of interest to young people.



Organisational review

In 2022, the Shire of Murray undertook an internal assessment to ensure adequate resource allocation that will meet the aspirations and objectives of the Council and the community. Communication activities within the strategy ensure the findings or the review are actioned and staff are informed of progress.

Communication with purpose

Community Vision

An outstanding place for community, lifestyle and opportunity.






How communications support

Through open communication, the Shire develops and maintains a constructive and engaging conversation between the organisation and stakeholders. This facilitates an effective coworking relationship where well-informed stakeholders influence outcomes and become active participants in achieving the Community Vision. At the same time, the Shire demonstrates its commitment to accountability by clearly articulating its progress against community aspirations.

To achieve this, the Communications and Marketing Strategy:

- ✓ Aligns communication efforts to Shire priorities and community vision, as defined within the Council Plan 2023-2033.
- ✓ Guides the development of formal practices that define how the Shire communicates and engages with stakeholders.
- ✓ Establishes a highly performing, full-service team that maximise contemporary communication opportunities.
- ✓ Formalises how the Shire positions itself and manages its reputation.

Aspiration and outcomes

	 People	 Planet	 Place	 Prosperity	 Performance
Community aspiration	Our community enjoys excellent health, wellbeing and quality of life.	Our natural environment is cared for and appreciated.	Our rural charm is preserved while we grow by embracing innovative urban design ideas.	Our economy is thriving with diverse business, tourism and job opportunities.	Our can-do attitude helps us to achieve desired outcomes and continuously strive for excellence.
Council Plan outcomes	<div>1. A safe community.</div> <div>2. A diverse, socially connected and cohesive community.</div> <div>3. An active and healthy community.</div>	<div>4. The ecosystem is managed sustainably for the benefit of current and future generations.</div> <div>5. Shared responsibility for combatting climate change.</div> <div>6. A resilient community equipped to respond to natural disasters and other emergencies.</div>	<div>7. Population growth is being managed responsibly and sustainably.</div> <div>8. Our towns offer vibrant and attractive spaces, with retained rural charm.</div> <div>9. Built heritage is respected and celebrated.</div> <div>10. It is easy to move around the Shire safely and sustainably.</div>	<div>11. Sustainable economic growth with decent work for all.</div> <div>12. Access to quality education and life-long learning for all.</div> <div>13. Visitor numbers are growing.</div>	<div>14. Capable and accountable leadership and governance.</div> <div>15. The Shire actively listens and responds to community needs.</div>
Communication outcomes	<div>1. A community reassured by Shire actions and safety programs.</div> <div>2. Active participation in community groups, initiatives and celebrations.</div> <div>3. A community well informed of opportunities to participate in a healthy lifestyle.</div>	<div>4. A community that understands sustainability issues and are informed in solutions.</div> <div>5. Active participation in combatting climate change.</div> <div>6. Community awareness and preparedness.</div>	<div>7. Communications that respond to changing needs of a bigger, and increasingly diverse population.</div> <div>8. Celebrated community spaces and culture.</div> <div>9. Sense of pride of place.</div> <div>10. Well informed road users and patrons of waterways.</div>	<div>11. Engaged business community and inspired investors.</div> <div>12. Active participation in education opportunities.</div> <div>13. Well defined visitor destinations that stand apart in the tourism market.</div>	<div>14. A community well informed of Shire progress against the Council Plan 2023-2033.</div> <div>15. A community that has the opportunity to be part of Shire decision making.</div>

Our audiences

We connect and communication with a wide variety of people, at many different times and for varied purposes. These audiences each have specific communication requirements that must be well considered and tailored.

- Residents and ratepayers
 - Young families
 - Older families
 - Young people
 - SINKS and DINKS
 - Retired
 - First Nations people
 - Influencers
- Politicians
- State and federal government departments
- Other local governments
- Industry and investors
- Businesses
- Project partners
- Regulatory and statutory authorities
- Visitors
- Media
- Schools
- Community groups and associations
- Councillors
- Employees and contractors
- Service providers.

Our approach

In adopting the Shire’s internal Values of Respect, Excellence, Accountability and Leadership, we approach communications with the following principles.

Genuine

– we are transparent and honest.

Purposeful

– we target information so it is of interest to the audience.

Inviting

– we apply creativity to create engaging content.

Proactive

– we provide regular updates and seek feedback.

Accessible

– we publish information in simple language and many formats.

Innovative

– we explore the latest trends and apply best practice.

Priorities

To ensure communication activities are aligned with organisational priorities, communication projects are categorised under five tiers.



Project types and categories

Tier	Initiative/project		
01	Council Plan Annual Budget and rates	Long-term Financial Plan Annual Report	Community Survey
02	Advocacy	Major projects	
03	Community safety Transport and roads	Inclusion and diversity Community infrastructure	Reconciliation Sustainability
04	Food Innovation Precinct WA Major events	Economic development Governance Community safety	Tourism Awards
05	Community events National holidays and weeks Volunteering Sponsorships and grants	Waste and recycling Youth Library	Community services Talent acquisition MALC

Key initiatives

While this strategy outlines communications projects that align with the Shire's plans and activities, there are a number of key initiatives that focus solely on communications improvement. These are:

Improved website functionality

Embracing new technologies to improve functionality and overall user experience.

Digitisation

Manage all Shire digital assets in a cohesive manner that grows productivity, collaboration and effective outcomes.

Visual identity audit

Modernising all of our brands to vitalise our visual identity suite.

Accessibility

Adopting best practice methods that supports the Shire's DAIP.

Capacity

Diversifying communication personnel skills, formalising resources and processes.

Internal communications

Building effective internal communication mechanisms so staff are engaged, inspired and understand the role they play in the community's vision for Murray.

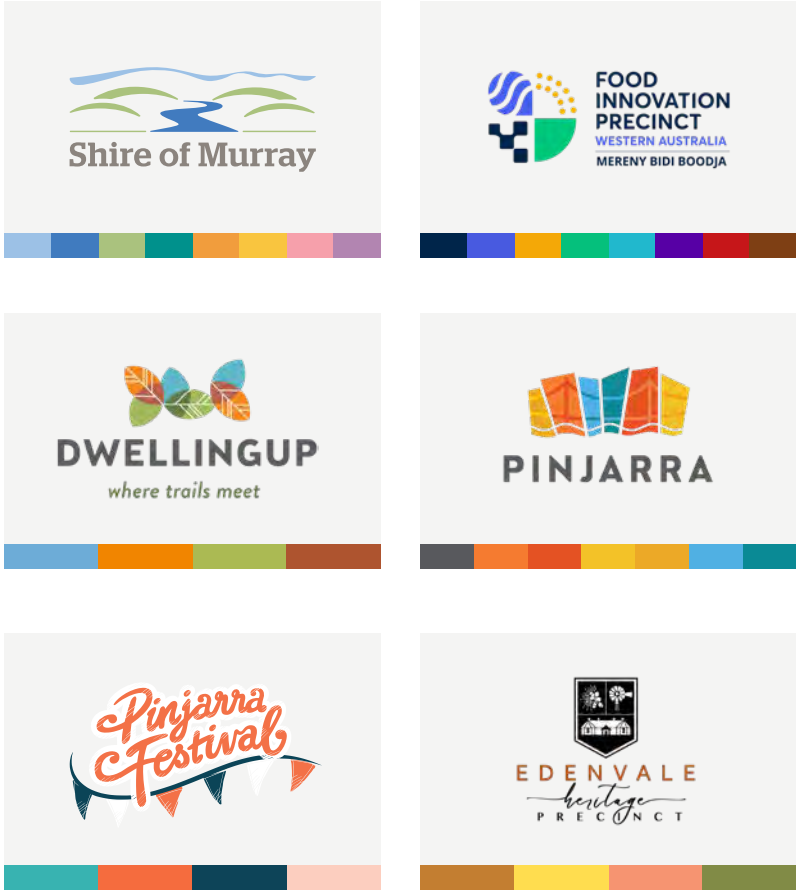


Shire-owned channels

Facebook	Instagram	Linked In	Youtube	Website	Newsletters
Shire of Murray					
Shire of Murray	shireofmurray	Shire of Murray	Shire of Murray	murray.wa.gov.au	Murray News and Murray Business News
Visit Dwellingup	visitdwellingup		Destination Murray Western Australia	dwellingup.destinationmurray.com.au	Murray Destination Guide
Visit Pinjarra	visitpinjarra			pinjarra.destinationmurray.com.au	
Murray Youth For Youth	murrayyouthforyouth				
The Court House	thecourthousepinjarra				
Edenvale Heritage Precinct	edenvaleheritageprecinct			edenvaleheritageprecinct.com.au	
Murray Library					Murray Library News
Pinjarra Festival	pinjarrafestival				
FIPWA					
Food Innovation Precinct Western Australia - FIPWA	foodinnovationprecinctwa	Food Innovation Precinct Western Australia		fipwa.com.au	
MALC					
The MALC Pinjarra	themalcpinjarra			themalc.com.au	
Edenvale Tea Rooms					
Edenvale Heritage Tea Rooms	edenvaletearooms (Operators Have Access)			edenvaleheritageprecinct.com.au	

Our brands

At the Shire, we manage six key brands.



Measuring success

Our key performance indicators include:

Social media

- Reach 50 per cent of all Shire of Murray residents by 2028. Which equals about 600 new followers each year, 50 each month, across all social platforms.
- Maintain an average engagement rate between 3-10 per cent across all channels.

Traditional media

- Established relationships and ongoing collaboration with at least one journalist from each local media outlet, including Mandurah Times, Mandurah Mail, Wave and Coast FM.
- Ongoing contacts with regional media, including ABC South West radio and GWN.
- Regular radio segment for Shire President established.
- Established mechanism to segment media sentiment.
- Annual earned editorial media value of \$100,000.

Industry representation

- Representation within local government industry publications, including Peel, Western Councillor and LG Focus.

Newsletter

- New newsletter template launched.
- Consistent click-through rate of 10 per cent.
- Consistent open rate of 50 per cent.
- Newsletter database increased by 20 per cent.

Website

- New website launched and text reader installed.
- Accessibility requirements identified.
- Engagement KPIs baselines established and targets set.

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Shire of Murray

