

Karlka
N y i y a p a r l i
Aboriginal Corporation RNTBC

Communication Strategy

The KNAC Media and Communications Plan FY24-FY27 was formally approved by the KNAC Board on the 7 August 2023



Media and Communications Plan FY24 - FY26

PURPOSE

Improve **AWARENESS** of what is being done at KNAC for members.

Create increased member **CONFIDENCE** In KNAC



Increase **ENGAGEMENT** with activities run by KNAC for members.

Develop increased member **PRIDE** in KNAC



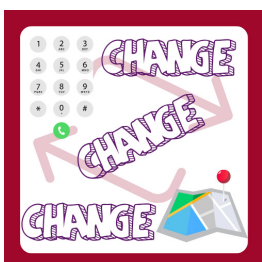
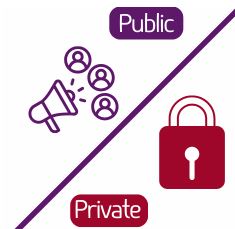
Generational differences in how we like to get our information
- Some love facebook, some like to read in a document, some like to hear it in person

Sometimes we hear things in the community that may not actually be accurate



KNAC has a lot happening at once so it is a challenge to keep on top of sharing the information

Finding ways of communicating sensitive information to members



Members changing phone numbers or addresses regularly meaning contact lists out of date

BARRIERS



ENHANCE VISIBILITY

STRATEGY

FY24-FY26

EXPAND COMMUNICATION REACH TO MORE MEMBERS

- Promote website and social media channels to reach more users
- Use other social media channels to reach younger members
- Add Nyiyaparli language into communication
- Increase use of audio visual content



IMPROVE

IMPROVE INFORMATION - DISPEL MISINFORMATION

- Develop easy to understand visual information tools like fact sheets
- Increase use of audio visual content

INCREASE AWARENESS OF KNAC ACTIVITIES

- Showcase the programs KNAC run and the benefits to members
- Community Workshops to promote programs



PROMOTE COMMUNITY ENGAGEMENT

- Develop community need focussed workshops mid year
- Promote KNAC program events in a timely manner



Nyiyaparli
Aboriginal Corporation RNTBC

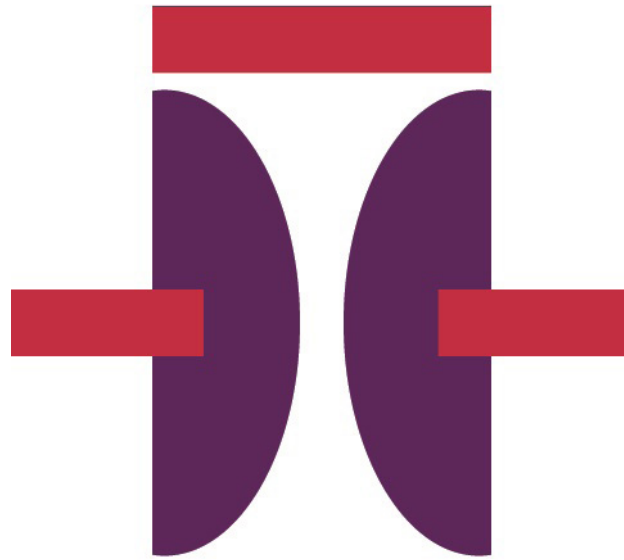
Community Culture Commerce

IMPROVE KNAC BRAND PRESENCE

- Improvement of branding across all KNAC portfolios
- Run branded family friendly events



Improve AWARENESS - Increase ENGAGEMENT - Create CONFIDENCE - Develop PRIDE



Improve AWARENESS
Increase ENGAGEMENT
Create CONFIDENCE
Develop PRIDE

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