# Communication Plan 18/05/2019

Purpose

*To provide an overview and to coordinate the operational activities required to engage our community and to communicate with our stakeholders. Community engagement and key stakeholder objectives for Click or tap here to enter text.*

*1. Enhance the profile of the* Australian Eight-Ball Federation *Promoting our programs, services and activities to the community and stakeholders over the next two years.*

*2. Increase "Come and Try", social and competitive opportunities for male, female an juniors within the* Australian Eight-Ball Federation.

| Event Details | Community, Key Stakeholders | Communication Activities | Communication Techniques & methods | Budget | Responsible Officer | Schedule | Evaluation |
|---|---|---|---|---|---|---|---|
| *What activity, event or program will be promoted to the community and key stakeholders?* | *Who is the communication targeting?* | *What is the message we want to communicate?* | *How will we communicate the message to the audience? e.g. web, brochures, letters etc.* | *What resources and budget is required?* | *Which club official is responsible for the communication?* | *What are the time frames?* | *How will we know if the communication was successful?* |
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