Internal Communication Strategy

This report is to review the business performance against the marketing objectives of the HiFlex Physio Corporate Marketing Plan.

Goal

To ensure that individuals / departments within the organisation have access to all the information they require to make informed decisions and maximise their output.

Objectives

1. All staff are aware of the organisation's vision, mission, and values, and of its key organisational developments

2. All senior management and Board decisions are communicated effectively to staff

3. Staff understands and knows how to follow all policies and procedures related to his / her job

4. Staff is familiar with the resources available in, and the updates and developments of programs other than their own

5. Staff are able to provide feedback to management through formal channels.

Key messages

- Sharing information and collaborating between members of staff is an important activity and is encouraged
- Senior management is committed to open and transparent decision-making.

Audience

Total: 34
Composition: 26 staff, 4 managers, 3 senior managers and 1 CEO
Location: 6 in Brisbane, 14 in Cairns, 7 in Sydney, 7 in Melbourne
Working Language: English
Native Language: 28 English, 1 Spanish, 1 French, 1 Korean, 1 Italian, 2 Japanese
ICT access: All staff have access to the Internet and email on a regular basis.

Objective #1:

- Human resources will develop a background on the organisation to be included in all new staff induction packages

- Once a year, the communication team will organise a half-day workshop where staff can discuss the organisation's mission and values as they relate to their work. Staff outside the main office to be included via teleconferencing.

Objective #2:

- The executive director's office will coordinate the dissemination of the minutes from management and board meetings by email to all staff
- The executive director or another senior management representative will provide an overview of the main Board decisions at a monthly staff meeting.

Objective #3:

- Human resources to develop a staff handbook that includes all the organisation's policies and procedures, The handbook will be distributed to all staff
- The communication team to develop a monthly internal newsletter, to be distributed by email, which will include a section from human resources highlighting and explaining a policy or procedure to staff.

Objective #4:

- Each program manager to include an update on their program or a profile of resources or skills their program has in the monthly internal newsletter
- Each program manager to provide an update on their program at the monthly staff meeting
- Editors of program newsletters will ensure their newsletter is distributed to all staff.

Objective #5:

- The chair of the monthly staff meeting to ensure that there is ample time for staff to provide feedback on the items presented
- The senior manager to circulate the agenda for upcoming board meetings to give staff the opportunity to submit their feedback on issues
- Human resources to organise the election of a staff representative to advise management and board discussions.

Tactic	Responsibility	Tactic Responsibility
Objective #1		
Background on the organisation for inclusion in all new staff induction packages	Human Resources Manager	Completed by 30 January
Half day workshop where staff discuss the organisation's mission and values as they relate to their work	Human Resources Manager	First workshop to be held on 1 March and then yearly thereafter
Objective # 2:		
Dissemination of the minutes from board and management meetings	CEO's Executive Assistant	Within 1 week following each meeting
Overview of the main Board decisions at a monthly staff meeting	CEO or another representative of Senior Management	To be done at the first monthly staff meeting following each board meeting
Objective # 3:		
A staff handbook human resource manager	Human Resources Manager	To be completed and sent to staff for feedback by 1 May
Internal newsletter with policy and procedures section	Human Resources Manager	First issue to be disseminated on 15 February
Objective # 4:		
Update programs in the monthly internal newsletter	Centre Managers	To be submitted to communication team 2 days before the newsletter is disseminated First issue is 15 February
An update on the programs at the monthly staff meeting	Centre Managers	At each monthly staff meeting
Distribution of program newsletters	Human Resource Manager	Immediately following the release of each issue

Tactic	Responsibility	Tactic Responsibility
Objective # 5:		
Ensure that there is ample time for staff to provide feedback on the items presented at the staff meeting	Human Resources Manager	Completed by 30 January
Circulate the agenda for upcoming board meetings	Senior Manager	At least one week prior to board meeting
Election of a staff representative to advise management and board discussions	Human Resource Manager	Election to take place on 10 February