



Village of Hall and District Progress Association Inc.

COMMUNICATIONS AND ENGAGEMENT PLAN

The Progress Association and its role

- Committee membership of Hall, Spring Range and Wallaroo districts
- Amenity, Heritage and Welfare of Hall Village and District
- Facilities management of the Hall Pavilion, Hall Community Precinct and Hall Cottage
- Temporary custodianship of Gold Creek Pre-School building and grounds pending any change of ACT Government determined occupancy

Our audience

- Hall Village and surrounding districts home/landowners including VHDPA members of the Men's Shed and Heritage Centre from the wider Canberra (and even geographically wider) community

Our stakeholders

- Specific ACT Government Directorates – City Services, Environment & Heritage, Infrastructure, etc.
- Local Members of the ACT Legislative Assembly (MLAs) and Federal Member and Senators
- Yass Council and NSW State Parliament MP
- Local community organisations including Hartley House, Pony Club, National Sheep Dog Trials and Axemen Club

Our Service Offer and what our audience should know

- VHDPA role in raising awareness of issues and needs of our community with government – e.g. ACT Government and Yass Council and NSW Government concerning Nanima, Spring Range and Wallaroo 2618 postcode, and the Commonwealth (e.g. NBN FTTP)
- VHPDA role in providing and maintaining space for local groups to meet e.g. Men's Shed and Ladies Group

KEY STEPS

Our key objectives

- Provide timely, transparent, accurate and appropriate information updates on key project timelines that may impact on Hall Village and District homeowners and landholders.
- Increase visibility and engagement with Hall Village and District residents to promote a positive and results focused image of the VHDPA.

Our communications channels

Through the VHDPA we liaise with government agencies, statutory bodies and local businesses to:

- advocate and represent Hall and district community in relation to significant planning, development heritage and environment issues and the provision of government services
- convene public meetings or facilitate other types of consultation on issues of widespread community interest or concern; and
- act as an umbrella group for a number of special interest groups and affiliated community associations
- **Rural Fringe** monthly publication (free) – including the VHDPA President's page, local articles about historical events, environmental impacts, local events and business advertising
- **Hall Village website** – www.hall.act.au – advertising upcoming events, community issues and local businesses in Hall Village, District, A.C.T. and NSW
- **Hall Village** – www.canberratracks.act.gov.au – ACT Government
- **Facebook** – Hall Village and District Community – currently 974 members – advertising events and open discussion forums
- **Facebook** – proposal to develop a VHDPA account where VHDPA members and associates only group can access the existing Hall Village and District Community space to access and share information
- **Hall Heritage Centre** – host a weekly email called Muse to identify up-coming events, showcase exhibitions and alert volunteers to relevant issues concerning the Centre

Our brand

- The **Hall Logo** is used for all communications including website, information board, signs, letters, newsletters, letters and pamphlets; example provided below



How we measure and monitor our success and criticism

- Ensure that our messages are consistent, focused, and effectively reach our target audience
- Actively seek and acknowledge positive/negative feedback from our 'target audience' through our communication channels