



Readiness and Resilience

<p>Situation analysis, background and research (10 marks)</p>	<ul style="list-style-type: none"> • Background for the campaign or program: <ul style="list-style-type: none"> ○ Organisational context, previous work in this space ○ Any research undertaken to inform the strategy ○ Any other relevant context-related information
<p>Objectives (5 marks)</p>	<ul style="list-style-type: none"> • What were you trying to achieve with the campaign or program? <ul style="list-style-type: none"> ○ What did you want people to think, feel, or do as a result? ○ How did your goals align to the strategic objectives of your organisation?
<p>Stakeholders and target audience(s) (15 marks)</p>	<ul style="list-style-type: none"> • Demonstrate a depth of understanding of your stakeholders and target audience(s) for this campaign. <ul style="list-style-type: none"> ○ How diverse were they? Did you have any segments with special needs and/or vulnerable groups? ○ What did you know about their behaviour, level of knowledge and awareness, and preferred methods of receiving information?
<p>Strategies (10 marks)</p>	<ul style="list-style-type: none"> • What strategies did you use to achieve your objectives and why? • What were the central creative ideas that guided the strategies?
<p>Channels and messaging (30 marks)</p>	<ul style="list-style-type: none"> • Outline what channels were used and why? • Explain the messaging and the rationale for its development • In what ways, if any, did your choice of channels and messaging evolve throughout your campaign?
<p>Evaluation and results (10 marks)</p>	<ul style="list-style-type: none"> • Outline the evaluation methods used. • What were your results against your objectives? • If any objectives weren't met, explain why you think that happened.
<p>EMPA Principles (20 marks)</p>	<ul style="list-style-type: none"> • The work of EMPA is guided by seven key principles which are outlined below. Choose as many as are relevant to your entry and write a short paragraph for each which explains how your entry upholds that principle. A comprehensive downloadable guide to the EMPA Principles can be found at https://www.empa.org.au/our-objectives