



Response

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| <p>Situation analysis, background and research (5 marks)</p> | <ul style="list-style-type: none"> Describe the situation you were responding to, your organisation’s context including previous work in this space, and any other relevant context-related information. |
| <p>Objectives (5 marks)</p> | <ul style="list-style-type: none"> What were you trying to achieve? <ul style="list-style-type: none"> What did you want people to think, feel, or do as a result? |
| <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 over the period of your response communication? |
| <p>Integration (5 marks)</p> | <ul style="list-style-type: none"> Explain what actions, if any, you took to improve internal stakeholder relationships, workflow and communication between the communications function and the incident management team. |
| <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 |