**Smart Farms Small Grants Round 2017-18 – A plan to deliver a communications strategy (see Grant Opportunity Guidelines section 5.2)**

You **must** use this template (attachments in a different format will not be accepted and your application will not be progressed). Note: The maximum size allowable for individual attachments is no larger than 2MB and the application form will not accept attachments above this size.

The communication strategy details how the project team, project partners and participating land managers will be kept informed of project progress and upcoming project milestones and activities. It also details how project information and project outcomes will be communicated and extended to stakeholders and the broader community to assist with awareness raising and knowledge transfer and adoption. It would usually detail matters such as activity, responsibility, timing, frequency, location, target audience and message. Project outcome could be published as newspaper articles, case studies, and newsletters; distributed during workshops, field days, field visits and through websites and social media.

This template is **not** asking for your detailed communication strategy, which will be an early deliverable through the grant agreement if you are a successful applicant. What you are asked to deliver here is a brief outline of how and when you will prepare the communications strategy. Please use the simple table style set out below (headings are suggestions and can be changed, you may also add/remove rows and columns as required – some example activities are also included).

| **Activity** | **Timing** | **Likely Issues** |
| --- | --- | --- |
| Identification of all stakeholders |  |  |
| Identification of scope of communication activities commensurate with scale of the project |  |  |
| Consultation on initial strategy |  |  |
| Initial strategy drafted |  |  |
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