1. Principles of TNH Communication

To enhance the effectiveness of communication with all consortium members and key stakeholders comprising the partners for the Teaching Nursing Home Projects (see Figure 1), the establishment of a communication strategy and implementation plan will be essential to the success of the initiative. The intent of the Teaching Nursing Homes Projects is to bolster informal networks and enable opportunistic communications, but also to develop a structured communication framework to better support the achievement of mutually beneficial outcomes.

The aim of a Communication Strategy will support a shared understanding and opportunity for ongoing collaboration within and across partnerships and networks of the consortium, and will comprise:

- Purpose of the Communication Strategy and plan for implementation
- Background to the project and expected outcomes
- The key objectives of the Communication Strategy
- Target Audience for the Communication Strategy
- Key messages that need to be communicated with consortium members and key stakeholders
- Communication Tools that will be utilized throughout the project
- Communication Strategy Action Plan (see draft plan attached)

The philosophy underpinning the communication strategy will imbue a culture for collaboration within the group informed by the principles of:

- Inclusiveness
- Transparency
- Mutual respect
- Honesty & integrity
- Timely & effective communication.
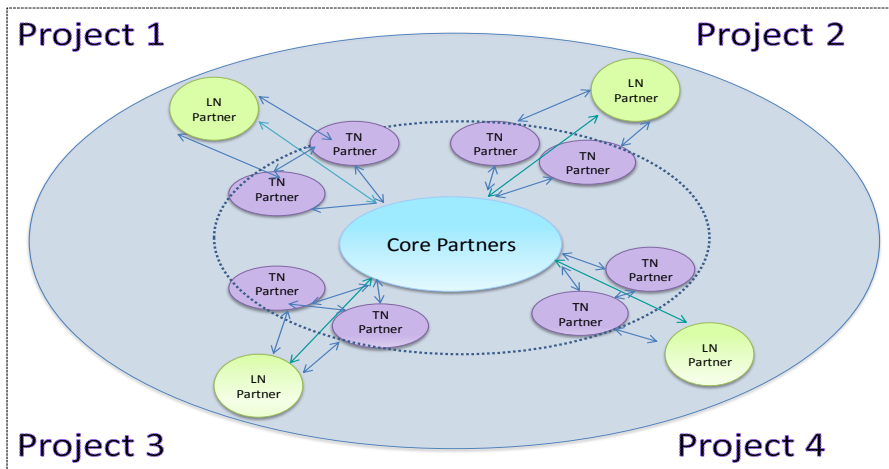
2. Vision of TNH Communication

Figure 1: DRAFT Communication Model
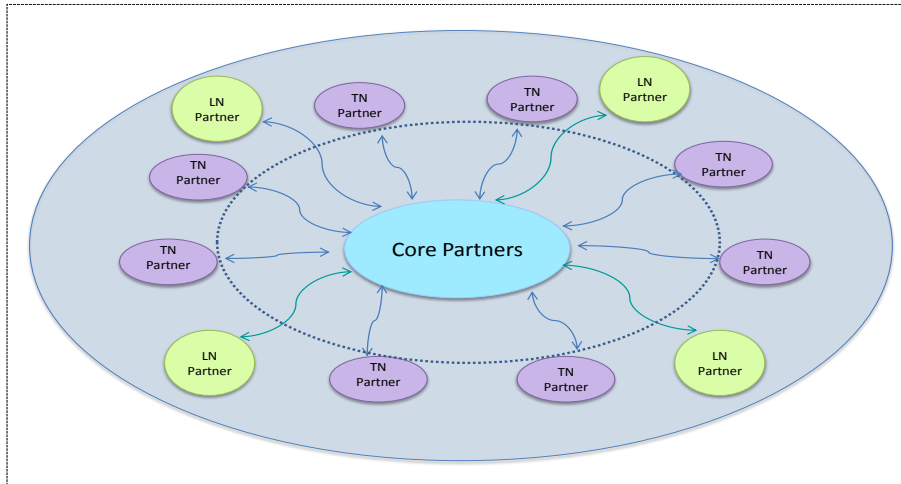
Key:
LN: Loose Network of members
TN: Tight Network of members
Grey shading: Consortium communication strategies and framework

As the Projects are identified and isolated, working groups will break off from the larger consortium in order to perform the focused project work (see Figure 2).

Figure 2: DRAFT Communication Model – Project Working Groups

Adapted from:
Tasmanian Government Project Management Framework (2008). Developing a Project Communication Strategy, November 2008

3. Planned Framework for TNH Communication

Consortium Level

- Yearly conference – project presentations
- Twice a year newsletter – project updates
- Wiki – ongoing transparency of project process

Project Working Team Level

- Email, phone, face to face meetings, using below action plan to scaffold communication

Target network group	Outcome/s	Communication Tool/s	Responsibility/ Who will action?	Due date	Costs
Who will benefit from the project (target audience)? Who does the project working group comprise of? Who are the network groups who will need to be consulted?	What needs to be communicated to the network groups? What are the key points network groups need to understand & act upon?	What communication methods will be most appropriate for the network groups? ▪ Eg ▪ email ▪ Wiki ▪ Face to face meetings ▪ phone ▪ newsletters ▪ reports	Who will be responsible for implementing each action?	Time frame for action to be implemented.	What costs associated with each action?

Adapted from:
Tasmanian Government Project Management Framework (2008). Developing a Project Communication Strategy,
November 2008