



Communications Plan

PROJECT Housing with Dignity Reference Group (HWDRG)

TIMELINE July – December 2019

DATE 15 July 2019

**PROJECT
MANAGER** Danielle Walker, x2772

**COMMUNICATIONS
OFFICER** Ekaterina Kologrivova, x2707

1. PROJECT BACKGROUND

On 18 February 2019, the Council approved the establishment of a Housing with Dignity Reference Group comprising of community members with a lived experience of homelessness or extreme housing stress.

The group has been formed and comprises a diverse mix of people with a lived experience of homelessness including representatives from Bethlehem House, Trinity Hill, UTAS student voice, older people, Common Ground Campbell Street, Goulburn Street facility residents, people who have experienced shelters and chronic housing stress.

The group meets monthly for the rest of 2019. Administrative support is provided by the City of Hobart.

2. AUDIENCES

- People experiencing homelessness
- Councils of Tasmania
- Tasmanian Government
- Homelessness Australia (national peak body for homelessness in Australia)
- Specialist homelessness services (Salvation Army Housing Tas, Shelter Tasmania, Colony 47 Housing Connect, Bethlehem House Tasmania, Anglicare Tasmania, Hobart City Mission, Tasmanian Council of Social Service, Housing Choices Tasmania, Mission Australia Housing - Tasmania)
- Volunteer/charity organisations
- Ratepayers/residents
- Local media

3. COMMUNICATIONS STRATEGY

HWDRG OBJECTIVES	COMMUNICATIONS OBJECTIVES	COMMUNICATIONS TACTICS
1. Offer an opportunity to people with a lived experience of homelessness to have a voice and a place to be heard.	1.1. Break down the stigma about housing and homelessness including the public understanding and perceptions of homelessness and addressing the 'fear' of homeless people.	1.1.1. Continue to have members of the group being interviewed on radio. 1.1.2. Prepare an opinion piece for the Mercury communicating the broadness and complex nature of this issue. The story is to be run in July/August. 1.1.3. Run and promote a storytelling project in which the narrative is changed from a "homeless person" to "a person without a home" and individual

		<p>stories are shared to show the different faces of people without a home – as a worker/mother/older person.</p> <p>1.1.4. Soapbox billboards - Hobartians Facing Homelessness 50/50 Art Project.</p>
2. Support the Council in the review of the Housing and Homelessness Strategy.	2.1. Raise awareness about the City of Hobart's role in relation to tackling homelessness issues.	<p>2.1.1. Promote the updated Housing and Homelessness Strategy stressing that it was developed based on contributions made by the reference group members with a lived experience of homelessness.</p> <p>2.1.2. Promote actions that the City of Hobart will pursue as part of the strategy to come up with enduring solutions and pathways to help people out of homelessness into secure housing.</p>
3. Gather reliable data with a projection of future social and affordable housing needs over the next five years.	<p>3.1. Raise awareness of the City's efforts to:</p> <ul style="list-style-type: none"> - call for a reliable projection of future social and affordable housing needs over the next 5 years - identify priorities for homeless people - advocate to the right sectors/people to find/develop a new model or project for community/affordable housing in Tasmania. 	<p>3.1.1. Make the information available to the media and the public by hosting it on a dedicated webpage on the City's website.</p> <p>3.1.2. Educate the public by distributing the information on the City's social media channels.</p> <p>3.1.3. Encourage the community to support organisations that provide services to people without a home by sharing their content on the CoH' social media channels.</p> <p>3.1.4. Facilitate community forums and information sessions.</p>
Be a crucial reference point, and place for consultation for decisions made by council about homelessness.		
Identify priorities for homeless people to advocate and lobby the State and Federal governments.		
Have the opportunity to invite experts and develop working groups in areas of interest for sharing relevant information for the policy direction.		

4. RISKS

- Potential for members of the public to complain about the Council not doing enough.

- Possible criticism of the group's actions if they are seen as symptomatic measures rather than treating the cause of the problem.

5. COMMUNICATIONS TACTICS (IN DETAIL)

Tactic	Details	Timeline	Responsibility
1.1.1.Continue to have members of the group being interviewed on radio.	A monthly update on the group activities to be pitched to the media with a list of speakers for potential interview opportunities.		Danielle Walker
1.1.2. Prepare an opinion piece for the Mercury.	Alderman Damon Thomas and Kate Kelly are preparing an article.		Damon Thomas
1.1.3.Storytelling project	<p>Prepare a series of stories from members of the reference group to be published fortnightly or monthly (depending on how much content is available) on the CoH website and Facebook.</p> <p>A hashtag #HousingwithDignity can be used across the City of Hobart's official accounts as a way for members of the public to find any content related to the project or to contribute to the conversation.</p>		<p>Danielle Walker/Kate Kelly to supply stories</p> <p>Communications team to draft social media posts</p>
1.1.4.Soapbox billboard - Hobartians Facing Homelessness 50/50 Art Project.	A media release will be circulated on 2 August social media posts will be scheduled for the week after the launch to promote the exhibition.	Ready by 2 August	<p>Sue Hayes to supply initial content</p> <p>Ekaterina Kologrivova to draft copy</p>
2.1.1.Promote the updated Housing and Homelessness Strategy stressing that it was developed based on contributions made by the	Update the https://www.hobartcity.com.au/Council/Strategies-and-plans/Housing-and-Homelessness-Strategy page to make it a dedicated landing page for all information related to Council's activities around	Depend on content availability	Danielle Walker to supply initial content

<p>reference group members with a lived experience of homelessness.</p> <p>2.1.2.Promote actions that the City of Hobart will pursue as part of the strategy to come up with enduring solutions and pathways to help people out of homelessness into secure housing.</p> <p>3.1.1. Make the information available to the media and the public by hosting it on a dedicated webpage on the City's website.</p>	<p>homelessness including the outline of what is planned for the strategy, how it will be reviewed, when and when the new strategy will be implemented.</p> <p>Media release to announce the review of the strategy and when the strategy is ready its release.</p> <p>Social media posts.</p> <p>Copies of the new strategy to be available at the Customer Service Centre.</p>		Ekaterina Kologrivova to draft copy and update the webpage
<p>3.1.2.Educate the public by distributing the information on the City's social media channels.</p> <p>3.1.3.Encourage the community to support organisations that provide services to people without a home by sharing their content on the CoH' social media channels.</p>	<p>Publish information on the CoH website and social media.</p>	Depend on content availability	
<p>3.1.4.Facilitate community forums and information sessions.</p>			

6. KEY MESSAGES

- Homelessness can affect any member of the Tasmanian community, including the very young or elderly, families and single people, Aboriginal and/or Torres Strait Islander people, people with a disability and people from culturally diverse backgrounds.
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