

IPAA Victoria Communication Community of Practice Strategic Plan - April 2022

Our Purpose

To help public purpose communications professionals build capability and connection to achieve better outcomes for the Victorian community.

IPAA Victoria strategic themes	Communications CoP pillars
A story of delivery for the community	Educate
Trust, integrity and accountability	Advocate
Connection, collaboration and capabilities	Connect

Objectives 2022 - 2023

Educate

Develop and deliver a 12-month program of events to share professional experiences of communicators delivering in all levels of government.

To achieve this, we will:

- Be inclusive of different disciplines and areas of communication practice
- Include the perspectives of the regions, different sectors, and different levels of government
- Use case studies to demonstrate best practice
- Bring a point of difference by telling stories lesser told.

Advocate

Act as advocates for our profession across the public sector.

To achieve this, we will:

- Advocate for professionalism and integrity in our field
- Lead the conversation on the standards and skills required for successful, contemporary communications practice in the public purpose sector
- Engage senior leaders to support us.

Connect

Connect communications professionals across the public sector.

To achieve this, we will:

- Extend our network through growing our CoP representation, including across jurisdictions
- Grow our channels and opportunities for connecting across the public purpose sector
- Support emerging communications talent through connections and mentoring
- Uplift the capability of communications professionals by providing resources and advice
- Collaborate with other IPAA Victoria Communities of Practice.