



Corporation of the Township of Brock

Staff Report to the Mayor and Members of Council

From: Tamra Kaiser
Position: Communications and Tourism Coordinator
Title / Subject: Communications Strategy
Date of Report: August 12, 2024
Date of Meeting: August 12, 2024
Report No: 2024-GG-020

1.0 Issue / Origin

During the 2024 budget deliberations, Council requested a report be brought forward on a Communications Strategy.

2.0 Background

This report addresses the Communication Strategy 2024-2026, attached as Appendix 1. The Communications Strategy is supported by the Communications and Public Engagement Survey, attached as Appendix 2.

3.0 Analysis

The proposed Communications Strategy for the Township of Brock sets out objectives, goals, strategies, and actions that both staff and Council will undertake to enhance communication, elevate public engagement, and refine internal communications. This plan acknowledges the evolving demand and expectations for genuine dialogue, especially concerning citizen input, feedback collection, and the utilization of technology for information dissemination.

4.0 Related Policies / Procedures

[Corporate Strategic Plan for the Township of Brock](#)

[Flag Raising & Proclamation Policy](#)

[Social Media Policy](#)

[Public Engagement Charter](#)

5.0 Financial / Budget Assessment

NA

5.1 Asset Management

NA

6.0 Climate Change Impacts

NA

7.0 Communications

The attached Communication Strategy if endorsed by Council, shall be made publicly available on the municipal website. Communication Highlights for the year 2023-2024 (Appendix 3) is attached and provides a brief overview of the actions and successes of our municipal communications. Staff will continue to bring forward Communication Highlights on an annual basis.

8.0 Conclusion

The Communications Strategy serves as a robust framework to support our organizational objectives. By emphasizing clear messaging, predictable engagement, and leveraging appropriate channels, we aim to enhance brand visibility, strengthen relationships with community groups and residents and drive meaningful outcomes.

Continuous evaluation and adaptation will be crucial to ensure alignment with our goals and community preferences. Through consistent implementation and measurement of key performance indicators, we are poised to effectively navigate challenges and capitalize on opportunities, ultimately encouraging a well-informed community.

9.0 Recommendation

Be it resolved that report 2024-GG-020, Communication Strategy be received; and

That Council approve and adopt the Communications Strategy as contained in Appendix 1 in report 2024-GG-020.