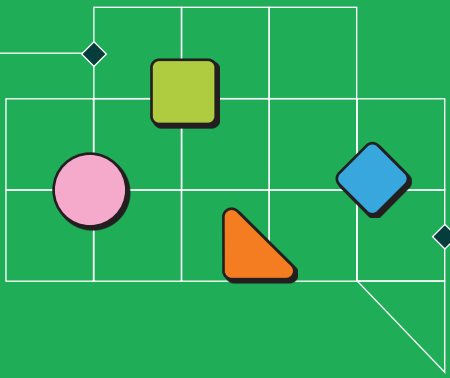
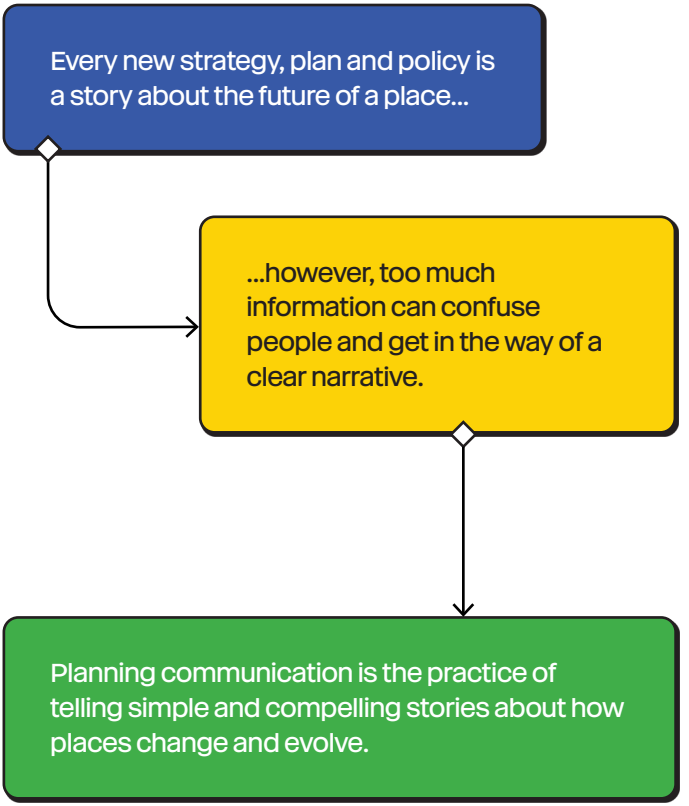
CoFutures...

Planning Communication



Your pocket guide to telling stories that matter.

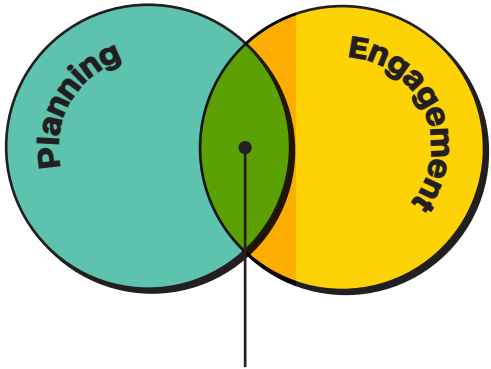
So, you want to tell a story?



Let's work together

Planners work with strategies, guidelines, codes and policies that shape how places evolve over time.

Engagement practitioners work across the spectrum of public participation from informing and consulting to collaborating and empowering people.



Planning communication sits in between. It is the deliberate process of translating and synthesising what matters most. When done well, it can inspire more people to shape their futures together.

Four key principles to live by

Whether you're writing a strategy, drafting policy, assessing an application or publishing research, your work has the most impact when people understand it.

So next time, ask yourself: is my message simple, open, accessible and practical?



Explore our Planning Communication Toolkit
→ www.cofutures.com.au

SIMPLE



Keep your message simple

- → Lead with one key message
- → Use plain English
- → Avoid jargon (or explain it, if you must)
- → Tailor your message to your audience

OPEN



Invite people in

- Explain why your story matters
- Say what is fixed and what can change
- Identify potential trade-offs
- Be clear about the input you need

ACCESSIBLE



Make it easy to scan

- → Design for visual accessibility
- → Use a clear heading structure
- → Write for easy translation
- → Provide information in alternative formats

PRACTICAL



Bring it to life

- → Map it, draw it, show it
- → Make it relevant and tangible
- → Localise information
- → Identify actions, solutions or next steps