Template
Change Communication Plan
Change: <Insert change title>
Date: <Insert date>

The Change Communication Plan is developed to ensure effective communication with all stakeholders.

1. Communication objective

<Insert text>

2. Key messages – may include key facts and figures (for example)

<Some suggested issues provided.>

Issue.	Response.
What is the change, what will change and why it is needed, is it part of a bigger change?	
What are the business issues or drivers of the change?	
What will happen if the change does not proceed?	
What is the timeframe for the change (start and finish)	
What will be gained / lost by the change?	
What is the level of involvement required?	
What are the expected behaviours?	
What support mechanisms will be in place during the change?	
Key internal messages:	
Key external messages:	

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3. Communication Plan

<Complete the table. Add more rows if needed.>

Target audience (internal/external)	Message	Action	Who will deliver communication?	Timeframe for delivery of communication
<Name of individual, role, group, branch, division>	<Identify how best to connect each target audience to the topic and what their needs may be – any preference for delivery method(s) etc.>	<Formal or informal and how will the communication be delivered> Eg Workshop or information session. Conduct a formal information workshop to refresh and increase current knowledge and skills in relation to the change.		

4. Risk or restriction

<Complete the table. Add more rows if needed.>

Risk or restriction.	Action.
What is the worst thing that can happen if you communicate this information?	
What is the worst thing that can happen if you choose not to communicate this information?	
Are there any risks with communicating this information too early?	
Can this information be misinterpreted or responded to negatively?	
Are there any restrictions as to who can receive this communication?	

5. Budget – any associated cost with the communications

<Insert text>

6. Evaluation – how you will know you have been successful – eg stakeholder feedback, surveys etc

<Insert text>

Reference: Adapted from resources developed by the Department of State Growth, Tasmania, 2015.