



Lutheran Church of Australia: RAP Communication Strategy

A communication plan will be developed in liaison with the LCA Communication Manager.

The objective of this plan will be to keep key stake holding individuals and groups informed and engaged on the progress of the project.

LCA RAP Communication Strategy

Stakeholders	Objective	Methodology	Website	E-News	Face-book	Targeted cohorts	Formal Letter / Email (signature)	Face to face	Publications (print) (Specify)
		GCB	Progress Update	Ongoing Reports	Y	Y	Y		Y
		Synod delegates 2018	Progress Update	Custom Communique		Y		Y	
Contacts from Phase 1 listening tours	Progress Update	Custom Communique Personalised contact				Y		Y	
District leadership: all Bishops DCCs DAs	Progress Update	May require formal communique developing of nature of information. Requires early release before congregations receive information		Y		Y			
Congregations churchwide (Pastor and Chairs)	Progress Update	Link into existing channels	Y	Y	Y	Y		Y	
Exec Mentoring Group	Keep sufficiently informed (not inundated) what's been happening between the meetings	Personalised email					Y		
RAP Working Group	Acknowledging the work of this group	Minutes and Reports of workshops				Y	Y		The Lutheran Christ In the Centre LCA Worship Resources Bulletin info

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National Church Departments Local Mission Grow Ministries Lutheran Media Church Worker Support ALC Lutheran Aged Care LEA	To support the Churchwide distribution of Information to promote contextual understanding	On mailing lists Database of Directors and editors of publications	Y	Y	Y			Y	
Key Stakeholders who have expressed reservations about developing an LCA RAP.	Keep informed and engaged	Personalised contact and inclusion in standard communiques.		Y		Y		Y	
Reconciliation Australia	Ongoing support and guidance	Launch ...					Y Also ongoing development of RAP	Y	Y
Relevant Church Nat/Dis Departments eg FRM AbMinSA Aboriginal Community groups	Awareness	Awareness/Accessibility Google search Boost at launch	Y		Y	Y			
Respected Aboriginal Elders/Leaders Explore other Districts Eg Nelson Varcoe, Don Haywood Bishop Chris Mcleod	Awareness	Awareness Boost at Launch	Y		Y				
All Reconciliation Councils SA/WA/QLD/Vic/NSW/Tas/ACT	Awareness	Awareness Boost at Launch				Y			Eg Koori Mail Reconciliation Australia
Heads of key faith based organisation eg Churches NCCA Govt Reps Minister	Awareness	Awareness Boost at Launch					Y		
Public environment	Awareness	Awareness/Accessibility Google search Boost at launch	Y		Y				

