

Business Focus Area: Marketing and Communications			
Aim: To improve marketing and communications and increase membership by 10% each year.			
Objective	Outcome	Method of evaluation	Budget Request
1.To undertake annual membership survey.	<ul style="list-style-type: none"> Member views are sought and used to inform forward planning. 	<ul style="list-style-type: none"> Analysis of survey results 	No additional costs to current resources (NACCR)
2.To develop and implement a REAIE communications and marketing plan to include promotion of events and professional learning.	<ul style="list-style-type: none"> All key events are scheduled in the marketing and communications calendar and planned for. 	<ul style="list-style-type: none"> Review of marketing and communications plan by Marketing and Communications Project Group Quarterly 	\$500
3.To identify a program of development and production to produce 3 editions of the Challenge Journal and identify online possibilities	<ul style="list-style-type: none"> Three editions of the journal are produced each year according to schedule. Themes are pre planned and writers encouraged to participate in advance to support forward planning 	<ul style="list-style-type: none"> Marketing and Communications Project Group to monitor and review timeframes and content of the Challenge Journal quarterly. 	\$30,000 (already approved in budget)
4.To develop and produce a school version of the Contextualising the educational project of Reggio Emilia.	<ul style="list-style-type: none"> Contextualising the educational project of Reggio Emilia Materials produced to support school educators, (in line with materials produced for early years educators). Income generated for REAIE. 	<ul style="list-style-type: none"> Materials produced reviewed by Marketing and Communications Project Group. Business Manager and Finance Officer monitor and report sales progress. 	\$2,500 Income will be generated from this resource to offset development costs.
5.To communicate with members and non-members about the work of the	<ul style="list-style-type: none"> REAIE profile is raised in the wider community both with 	<ul style="list-style-type: none"> Increase in social media engagement. Increase in membership rates. 	Purchase of additional data bases \$3,000

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organisation and advocate for children’s rights.	<ul style="list-style-type: none"> members and non-members alike. REAIE actively demonstrates its commitment to advocate for children’s rights. 	<ul style="list-style-type: none"> Retention of existing members. 	
6. Transition all REAIE publications to online versions.	<ul style="list-style-type: none"> REAIE profile is raised in the wider community both with members and non-members alike. REAIE actively demonstrates its commitment to advocate for children’s rights. 	<ul style="list-style-type: none"> Marketing and Communications Project Group to monitor and review timeframes for completion. 	No additional costs to current resources (NACCR)
7. Develop marketing and promotional materials for events to include the Research Symposium and Biennial Conference.	<ul style="list-style-type: none"> Materials required are pre planned and printed in advance of events. Marketing opportunities are well utilised to maximise promotional opportunities prior to events. 	<ul style="list-style-type: none"> Events are well promoted, and participation levels are consistently high. 	cost included in conference/symposium budgets
8. Develop resources to sell which support webinar and workshop programs.	<ul style="list-style-type: none"> Income is generated for REAIE. Webinar and workshop programs have supporting documents to assist educators in their professional development. 	<ul style="list-style-type: none"> Business Manager and Finance Officer monitor and report sales progress. Webinar and workshop participants respond favourably to materials produced through webinar and workshop evaluations and anecdotal feedback. 	<p>\$5,000 (plus potential grant funding)</p> <p>Income will be generated from this resource to offset development costs</p>
9. To oversee the ongoing development and review of the Online Piazza.	<ul style="list-style-type: none"> The online Piazza remains viable and up to date. 	<ul style="list-style-type: none"> Engagement continues with the Piazza. 	Costs associated with 4x podcasts & 6x blogs: \$5,500.

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	<ul style="list-style-type: none"> • Regular review and updating occurs. • This resource remains a useful and valued tool for educators. 	<ul style="list-style-type: none"> • Marketing and Communications Project Group reviews statistics and feedback. • A question is added to member survey for further feedback 	<p>This cost is associated with increased membership income. LMS will house the online piazza materials</p>
<p>Total additional Budget request for Marketing and Communications Project Group</p>	<p>\$16,500</p>		
<p>Each Project Group Objective requires ‘actions’ to bring the ‘outcomes’ to fruition. Progress towards the required outcomes is monitored by the Project Group who report back to REAIE Committee quarterly.</p> <p>Action: what do we need to do? Outcome: what will happen if we do the action? Lead responsibility: which individual is driving the action? Method of evaluation: how will we know if the action has been successfully achieved? Budget request: what will be the additional cost to REAIE on top of existing resources?</p> <p>Project Groups are required to complete a quarterly report for Committee each quarter. The reports should be co constructed, where possible, by the whole Project Group. The chair has responsibility for co ordinating this task and returning the completed report to the Secretary 1 week in advance of the Committee meeting at which the report is to be presented.</p> <p>Project Group Chairs can work with the Business Manager to complete the report, ensuring that relevant and accurate information/data is available/included.</p>			

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Objective 1: To undertake annual membership survey.			
Action	Outcome	Lead responsibility	Timeframe
Identify questions required for survey	Questions are identified and represent information required from members	Caryn Marks	Q1 January
Format survey	Survey is formatted and ready for approval	Caryn Marks	Q1 February
Proof and approve survey	Survey is proof read and ready to disseminate	M & C PG	Q1 February
Disseminate survey to members	Survey is sent to members	Caryn Marks	Q1 February
Follow up survey responses	Engagement is increased	Caryn Marks	Q1 February
Collate and evaluate survey responses	Survey results are collated and evaluated in report form	Caryn Marks	Q1 March
Identify which actions are required and by which Project Group	Actions and responsibilities are clearly outlined	M & C PG	Q1 March
Present findings to REAIE Committee	Findings are presented to Committee at the next meeting	M & C PG	Q2 April
Monitor implementation of actions and report back to REAIE Committee	Implementation of actions are monitored and reported back to Committee	M & C PG	Q2 April

Objective 2: To develop and implement a REAIE communications and marketing plan to include promotion of events and professional learning.			
Action	Outcome	Lead responsibility	Timeframe
Identify key events and activities to be promoted	Events and activities are identified	Claire Mance	Quarterly in advance January, March, June, September
Transfer all events and activities into a Marketing and Promotions Calendar	Marketing and Promotions Calendar to be developed and implemented	Claire Mance	Quarterly in advance January, March, June, September
Share Calendar with REAIE Committee	Calendar shared and placed on SharePoint	Claire Mance	Quarterly in advance January, March, June, September

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Monitor and review effectiveness of Marketing and Communications Calendar	Review undertaken and reported on	M & C PG	Quarterly in arrears: March, June, September, December
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Objective 3: To identify a program of development and production to produce 3 editions of the Challenge Journal			
Action	Outcome	Lead responsibility	Timeframe
Annual schedule to be developed with timeframes and topics and shared with key individuals (REAIE Committee, printers, designer etc) Schedule to include key snippets for promotional purposes.	Schedule developed and shared	Debbie Nicholas	Q1 January-March
Writers to be approached and topics confirmed	Writers approached and list of confirmations prepared	Debbie Nicholas	Quarterly in advance
Develop and produce the Challenge 1	Challenge is designed, printed and disseminated to members	Debbie Nicholas	Q1 January-March
Review the Challenge 1	Challenge is reviewed by Marketing and Communications Project Group	M & C PG	Q2 April-June
Develop and produce the Challenge 2	Challenge is designed, printed and disseminated to members	Debbie Nicholas	Q2 April-June
Review the Challenge 2	Challenge is reviewed by Marketing and Communications Project Group	M & C PG	Q3 July-September
Develop and produce the Challenge 3	Challenge is designed, printed and disseminated to members	Debbie Nicholas	Q3 July-September
Review the Challenge 3	Challenge is reviewed by Marketing and Communications Project Group	M & C PG	Q4 October-December

Objective 4: To develop and produce a school version of the Contextualising the educational project of Reggio Emilia.			
Action	Outcome	Lead responsibility	Timeframe
Advertise for a specialist to develop the materials	Position is advertised with clear requirements	Rachel Bailey	Q1 January-March
Commission the specialist to develop the materials	Specialist is commissioned	Rachel Bailey	Q1 January-March
Review the materials produced and amend as required	Materials are reviewed and amended	M & C PG	Q1 January-March
Final proof materials and pass to graphic designer	Materials are passed to Graphic Designer for layout	M & C PG	Q2 April-June
Produce/print materials	Materials are printed	Rachel Bailey	Q2 April-June
Market materials	Materials are advertised and available for purchase	Claire Mance	Q2 April-June
Monitor response to materials from schools	Responses are monitored and reported on	M & C PG	Q3 July-September

Objective 5: To communicate with members and non-members about the work of the organisation and advocate for children's rights.			
Action	Outcome	Lead responsibility	Timeframe
Identify what REAIE wants to communicate and why	Intent of communication strategy is clear	Ruth Weinstein	Q1 January-March
Develop a communication plan	Plan of communication is developed	Ruth Weinstein	Q1 January-March
Begin implementation of the communication plan	Plan of communication is implemented	Office team	Q1 January-March
Monitor and review the dissemination of the communication plan	Plan is monitored and reviewed	M & C PG	Quarterly in arrears
Report progress to REAIE Committee	Progress is reported to Committee	M & C PG	Quarterly in arrears

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Objective 6: Transition all REAIE publications to online versions.			
Action	Outcome	Lead responsibility	Timeframe
Identify existing REAIE publications and catalogue	Existing publications and catalogues are identified	Caryn Marks	Q1 January-March
Develop a plan to ensure all materials are updated, digitalised and accessible.	A plan is developed that will enable scheduled updates and review	Caryn Marks	Q1 January-March
Implement plan	Plan is implemented	Caryn Marks/Claire Mance	Q2 April-June
Monitor and review progress against plan	A report is generated that assesses progress against the plan	M & C PG	Quarterly in arrears
Report findings to REAIE Committee	Findings are reported to the REAIE Committee	M & C PG	Quarterly in arrears

Objective 7: Develop marketing, promotional and support materials for events to include the Research Symposium and Biennial Conference			
Action	Outcome	Lead responsibility	Timeframe
Identify which events will require marketing and promotional materials	A list is developed of events requiring marketing and promotional materials	M & C PG	Quarterly in advance
Develop a plan to develop and produce the materials	A plan is developed with a timeline for each event	Claire Mance	Quarterly in advance
Develop materials according to development plan	Materials are developed and events promoted as indicated in the plan	Claire Mance	Quarterly in advance
Review progress against development plan	Progress is reviewed and report generated	M & C PG	Quarterly in advance
Report progress to REAIE Committee	Progress is reported to Committee	M & C PG	Quarterly in arrears

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Objective 8: Develop resources to sell that support webinar and workshop programs.			
Action	Outcome	Lead responsibility	Timeframe
Identify past webinars and workshops that require support resources and what these are for each webinar or workshop	A list is developed of past and future webinars and workshops, with suggested resources for each	Kerrie O'Neill/Debbie Nicholas	Q1 January-March
Develop a plan to develop and produce the resources, identifying who will undertake the work. Share plan with Professional Learning Group	Plan is developed and shared with the Professional Learning Group	M & C PG	Q1 January-March
Develop materials according to the development plan	Materials are developed	M & C PG	Q2 April-June
Materials reviewed	Materials are reviewed and ready to be set in the template	M & C PG	Q2 April-June
Resources designed, reviewed, and printed	Resources are printed and ready for use	M & C PG	Q2 April-June
Report progress to REAIE Committee	Progress is reported to the REAIE Committee	M & C PG	Quarterly

Objective 9: To oversee the ongoing development and review of the Online Piazza.			
Action	Outcome	Lead responsibility	Timeframe
Undertake a review of the current content	Content is reviewed and improvements identified	Sarah Denholm/Cara Mearns	Q1 January-March
Identify future content and who will be responsible for generating this (liaise with PL PG)	Content identified and responsibilities allocated/work commissioned	Sarah Denholm/Cara Mearns	Quarterly in advance
Develop a forward plan for renewed content (Blog/podcasts/articles)	Plan is developed with content and timeframes	Sarah Denholm/Cara Mearns	Q1 January-March
Identify a process for development of content and implementation (liaise with PL PG)	Continuous cycle of development of new materials is in place and operational	Sarah Denholm/Cara Mearns	Q1 January-March
Monitor continuous development and ongoing plan for Online Piazza	Development and planning is monitored to ensure that the Online Piazza remains current and a resource that is valued by members	M & C PG	Quarterly in arrears