**HWC COMMUNICATIONS STRATEGY 2015-2017**

**INTERNAL**

* Email (to start)
* Verbal - face to face

- Mobile telephone

- Mobile texts

* + - * QMS - SAP (3 Yr Strategic Action Plan) – printed & on display

- MAP (Annual Coordinator Action Plan) printed

-Team Project Programs - in Team Folders

- Forms

- Feedback

* + - * Publications

- HWC Brochure

- Project Programs

- Project Reports

- Project Registers

- Annual Reports

* + - * Forums - Discussion material

- Presentation massages

- Feedback

- Reports

-Petitions

* + - * Meetings - Executive Minutes

- Team Reports

- Media Unit digital photo records of activities

* + - * Social Media – digital messages

- face book (to start)

* + - * Forms - Policies

- Audits

- Feedback from activities & programs (HWC/ Community)

* + - * In-Service –In Hako Training Courses

- 1-1 mentoring (AVI Volunteer0

-Team group mentoring (AVI Volunteer)

- Workshops (Partnerships)

* + - * Social Interaction – Lotu programs

- Hako Cultural practices, ceremonies, events

- In - Service / travel interaction

**EXTERNAL**

* Website - HWC Blog site

- NGO & UN sites / applications & networking

- Training (Overseas connection for Librarianship course)

* Email - Correspondence

- Resources, digital media, presentations

- Funding Submissions

* Verbal - Face-to-face

- Telephone & Mobile

- Skype & Whats APP

- Radio interviews

- Speeches

* Meetings - Membership Meetings

- Representation to Board Meetings, GO, NGO

- Consultation

- Partners (BWF, BWPF, Youth, Young Women etc.)

- Projects & Project Teams with Partners, funders etc.

* Publications – Digital Messages

- Media Kits (HWC Media Team)

- Articles

- Papers (Position papers to institutions from research)

- Research e.g. Surveys

- Newsletters

- Posters (especially NGO & UN Advocacy materials)

- Brochures

- Annual reports

* Marketing – on line updates & events on blog site

- Brochures

- Partner Advocacy materials

* Advertising – printed reports, brochures, posters

- Events (banners, brochures, posters, kits, DVDs)

* Presentations – Forums & Activism events with Women’s’ networks

- to ABG, PNG GO, NGO enquiries

- International representation to overseas conferences

- To ABG and government agencies

- To visiting International Diplomats & delegations

- To BWF and Partners

-to Bougainville, Buka District & Hako Community

* Information Sites- Environmental Days

- HR Film Festivals

-Women’s fellowships

- International Women’s Day

- PNG National Women’s Day

- International World Day of Prayer

* Training Courses – Presentations to external courses (ABG Div. Com Dev Disability Workshop)

- Publications & Media kits with training (CPAD)

- Accredited Training Courses (Cert 2 Librarianship with Joblink+in Queensland Australia)

- Non-Accredited Courses – with Participation or Skills Certificates awarded to participants

* Media - Media releases – written

- Audio – Radio Bougainville, New Dawn FM

- DVD resources on TV & Radio

-Interviews – audio, written, digital media

- Editorials & opinions – to journalists etc

- Social Media - blog site

**Communications Strategy to address the HWC SAP Strategies as the**

**CORE BUSINESS of HWC**

**STRATEGIES:**

**STRATEGY 1**

HWC to facilitate HAKO Women’s Meetings, Forums, Participation in training and representation at all levels.

***OUTCOME:*** Unified consultation and decision-making by Hako women to empower women as partners and active agents of change in Hako.

**STRATEGY 2**

HWC engage in EDUCATION & ADVOCACY PROGRAMS targeting women’s organizations, education, health and community with use of DIGITAL MEDIA & resources by TRAINED TEAMS for Environment (EEA), Women’s integrated social issues (WIEA), Community Development and Infrastructure (CDI)

**STRATEGY 3**

HWC to establish a Women’s OFFICE for administration, programming and creation of digital resources.

***OUTCOMES for 2 & 3:*** Empower women & community in peace building & security for women, children & families; & to enjoy sustained development in schools, villages, churches and all aspects of environment in Hako Constituency.

**STRATEGY 4**

Endorse and support women candidates in all elections & decision-making processes in Government and Non Government representation.

***OUTCOME****:* Women’s empowerment, gender equality and the enjoyment of social benefits with contribution of women to decision making for our children and their children.

**STRATEGY 5**

Establish a HAKO WOMEN’S RESOURCE CENTRE with library & resources open to all affiliated Education, Health, Community and Church groups to participate and/or access HWC resources & programs in HAKO.

***OUTCOME:*** Provision of much needed resources to the 6 Village Assemblies, 50+ Kindergartens, 11 Elementary, 9 Community Schools and Haku Day High School, plus all Sunday Schools, Women’s Fellowships and Church Groups in Hako.

**STRATEGY 6**

Provide a MERI SEIF HAUS in Hako for the rescue of victims – and/or the protection of women and children at risk from family and sexual violence The HWC will provide support and referrals to the Family Support Centre FSC and it’s services.

***OUTCOME:*** Increased protection, intervention and support for those at risk from FASV in HAKO. HWC (WIEA) teams will provide support and referrals to the Family Support Centre and its services.

STRATEGY 7

HWC to erect a Food Security building for the RICE MILL, and FOOD SECURITY programs of the Environmental (EEA) team program.

***OUTCOME:*** Provide Rice Milling & Sales service to Hako Community, to operate food security, Women in Business & economic initiatives.

**STRATEGY 8**

HWC to build a TRAINING CENTRE on HWC land granted at Tanamalo. The ABG grant of K30, 000 was used to pay for the land, the SURVEY, the Training Centre DESIGN PLANS and initial project identification needs with the Hako Community. The PID/PFD documents require CDI Team revising & new costing. HWC aims to source funding and build the centre before 2017. It will provide formal adult education and workshop facilities with Internet access and technical support. Facilities will cater to public meeting spaces, forums and multifunction events.

***OUTCOME:*** Partnerships with Institutions (Govt./LLG/Educ./Health/FODE & Uni. Centre etc.) to provide quality Training facilities for courses & qualifications to women, youth and community.