1 INTRODUCTION

Your business should ensure that the key points of relevant policies are understood by all those they apply to or affect. A policy communication plan can be used to help your business communicate the key points effectively.

This resource has been developed to support your business to do this.

2 POLICY COMMUNICATION PLAN

Use the 7-steps below to complete your communication plan:

<table>
<thead>
<tr>
<th>Policy being communicated:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan completed by:</td>
</tr>
<tr>
<td>Date of plan/last review:</td>
</tr>
<tr>
<td>Date of next review:</td>
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</tbody>
</table>

Step 1

**What information do you need to share?** What are the key commitments set out in your policy or in relevant legal or other requirements.

Step 2

**Who do you need to share the information with?** You should share the key commitments with all individuals the policy applies to or affects (scope). This may include:

- Workers and jobseekers
- Managers/supervisors
- Staff members
- Labour User clients
- Recruitment Intermediaries
- Other business partners
- Shareholders
- Any others affected by the policy e.g. trade unions, worker representative groups, civil society groups.

Where the policy has a wide scope, you may determine it appropriate to communicate your policy publicly, e.g. by posting your business website (if you have one) or other public information channels.
Step 3

**Why do you need to share the information?** i.e. What you are seeking to achieve? Do you need recipients to act?


Step 4

**Where do you need to share the information?** You should share key commitments verbally and in writing (where recipients can easily access it). Places you could share include:

- During workers’ or staff inductions or other training.
- During business or team meetings.
- Within flyers or posters displayed where recipients are likely to see it e.g. locker room, canteen, toilets.
- Within the worker handbook/manual.
- On a staff intranet if you have one.
- On your external website.

Workers must be able to retain and access on an ongoing basis information on any policies relevant to them.


Step 5

**How will you ensure the information is understood?** Key points must be clearly communicated and understood in a language the recipient understands and considering literacy ability. Ways you can check for understanding include:

- Where practical, obtaining and keeping a signed receipt indicating acceptance and understanding of the policy.
- Testing understanding of key points in written or verbal tests.
Step 6

**When do you need to share it?** I.e. before, during or after employment/engagement/the business relationship? Will you need to refresh communication?

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Step 7

**Who is responsible for doing it?** I.e. which relevant manager has overall responsibility for effective implementation of the policy and/or which relevant staff members are responsible for communicating the information in practice?

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