



TOWN OF
Bassendean

Strategic Communications Plan

2025-2028





“The Town will ensure that communication is inclusive, relevant, and meaningful for our community.”

HOME BY THE SWAN



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Front cover: Mural near Alf Faulkner Hall
by Kat Ferguson and Nicola Cowie.



Introduction

The Town of Bassendean, nestled along the picturesque Swan River just 10 kilometres from Perth's CBD, is home to around 17,000 residents across Ashfield, Bassendean and Eden Hill.

Our vision for the Town of Bassendean is to be a safe, healthy and inclusive community that respects and celebrates cultural heritage and diversity; a home by the Swan for everyone to enjoy.

We share responsibility for climate action and the adoption of sustainable practices to conserve and enhance our environment and natural heritage, including the Swan River ecological corridor, tree canopy, and nature reserves. We accommodate population growth responsibly with sustainable development, housing diversity, and tree-lined streets.

We value and respect our built heritage and have excellent social infrastructure. Our town centre and precincts are vibrant and welcoming, supporting a diverse range of businesses and local employment opportunities.

Community events, markets and other attractions help to draw visitors and connect the community. Council effectively engages the community, makes well-informed, responsible and transparent decisions, embraces innovation and best practice, and maintains financial sustainability.



Like many local governments across Australia, the Town faces the challenge of meeting growing community expectations with limited resources. At the same time, rapid advancements in technology are reshaping how local governments communicate and engage. These changes offer exciting opportunities for more immediate and interactive communication, but also introduce new demands on time, tools, and responsiveness.

While many of our residents are embracing new technologies and digital platforms, others continue to rely on traditional communication methods. The Town of Bassendean must work to ensure its communications are inclusive and accessible to all.

This Strategic Communications Plan outlines how the Town will do just that. It details how our communication channels work together to support key objectives, and sets out actions to improve consistency, effectiveness, and responsiveness, ensuring that communication is inclusive, relevant, and meaningful for our community.



How this fits with our Council Plan

All of the Town's communications activities support and align with our Council Plan 2023–33. The Council Plan provides clear strategic direction and forms the basis for our ongoing operations and service delivery.

It sets out five performance areas:



People

People covers all aspects of community health and wellbeing, from youth and senior services, to access and inclusion, sport and recreation, culture and the arts, community safety, responsible pet ownership, and volunteering.



Planet

Planet covers all aspects of the environment and sustainability, from the river foreshore and nature reserves to waste and energy management, water conservation, tree planting, and ranger services.



Place

Place covers the built form, from urban planning and building services, to housing, streetscapes, roads, footpaths, parks, playgrounds, community buildings, toilets, parking and transport.



Prosperity

Prosperity covers all aspects of economic development, place activation, business support services, education and life-long learning, and library services.



Performance

Performance covers all aspects of leadership and governance, from financial sustainability, risk management, human resources and fleet management, to community engagement, communications and customer service.

Specifically relevant to how the Town communicates is **Performance Outcome 10: A well-informed and engaged community**, which includes **Objective 10.1: Effectively inform and engage the community about local services and events, and Council matters.**

The Town of Bassendean is committed to delivering clear, timely, and inclusive communications that reflect the priorities of our community. We recognise that keeping our community informed is not only a responsibility but a core part of good governance, and we are accountable for continually improving how we communicate and engage.

Other relevant documents and policies:

- [Social Media Policy](#)
- [Communications Policy](#)
- [Communications Agreement](#)
- [Disability Access and Inclusion Plan \(DAIP\) 2025–2028](#)

Our audience



How we communicate

The Town of Bassendean recognises that effective communication requires a diverse approach, reflecting the varied ways our residents, business owners, workers, and visitors access information.

To make the most of existing resources (people and budget), our chosen methods focus on Town-owned channels to streamline communications and maximise reach and influence.

The Town uses a range of communication channels, including direct mail, email, and printed materials, alongside digital platforms such as the Town and Library websites, social media (Facebook, Instagram, LinkedIn, and YouTube), and local media outlets. Strategic signage and printed collateral also play a key role in delivering timely messages to the right audiences.

When preparing content, it is important to consider the relevant audience and what channels will be most effective in reaching them.

This section outlines the channels available to the Town and how we use them.

Channel	How we use it
Digital	
Website	<ul style="list-style-type: none">• Maintain up-to-date information about the Town, its services, news, and key focus areas and projects. It should be a 'one-stop shop' and the first port of call for residents.
Social media (Facebook, Instagram, LinkedIn, YouTube)	<ul style="list-style-type: none">• Update and engage with audiences on key Town announcements, achievements and updates.• Promote and celebrate Town events or activities.• Share snapshots of information with links to the website or booking locations.• Share images and videos that highlight the community and its natural areas (Instagram).• Share thought leadership posts, examples of innovation, employment opportunities, major project milestones and achievements of Town staff and Councillors (LinkedIn).• Livestream Council Meetings and host Town videos (YouTube).• Paid social media advertising should only be used to reach specific audiences or drive a specific action, e.g. encourage community consultation or event/program attendance, or to broaden community awareness on an issue.
Around the Town e-newsletters	<ul style="list-style-type: none">• Highlight important announcements, achievements, updates and stories about the Town of Bassendean and link to further information.
On-hold messages	<ul style="list-style-type: none">• Provide useful information and direction to people while waiting on hold.• Reduce demand on customer service staff by providing clear and useful direction for answers to common queries e.g. waste and recycling information on website.



Channel	How we use it
Traditional	
Around the Town (printed editions)	<ul style="list-style-type: none"> Highlight important announcements, achievements, updates and stories about the Town of Bassendean for those who cannot or prefer not to access information online.
Council meetings: <ul style="list-style-type: none"> Briefing Sessions Ordinary or Special Council Meetings Annual General Meeting of Electors 	<ul style="list-style-type: none"> Participate in discussion about key issues, respond to queries raised by the community and other key stakeholders, determine priorities and make decisions.
Signage/banners	<ul style="list-style-type: none"> Content on signage will be tailored to the initiative and exact location. Signage could also include brand messaging to support longer term initiatives and brand goals.
Printed flyers and brochures	<ul style="list-style-type: none"> Information about events, services or programs that can be handed to residents or available at our manned facilities and link to our website. While the Town acknowledges not everyone is online, we endeavour to use printed materials sparingly, in line with our environmental objectives.
Print advertising and public notices	<ul style="list-style-type: none"> Paid advertising in local newspapers or publications should be used sparingly and for specific and deliberate purposes, e.g. community consultations or large events. Statutory public notices are produced as required.

Channel	How we use it
Traditional	
Media: <ul style="list-style-type: none"> • Media releases/statements • Responses to media enquiries • Interviews and press conferences • Mayor, CEO or Councillor speeches 	<ul style="list-style-type: none"> • Information drafted to notify media and residents regarding specific events, services, programs or decisions of Council, or drafted in response to a query from a journalist. • These are useful for Council decisions, major project updates or linking Council projects and initiative to strategic vision and direction.
Publications: Annual Report, strategic documents and plans, Budget Insert	<ul style="list-style-type: none"> • The Annual Report is a statutory requirement which provides a comprehensive wrap up each year of the Council's performance, priorities, plans and projects. • The Budget Insert provides the Mayor's message and breakdown of the new financial year's budget and rates, delivered with rates notices. • Other plans and documents will outline the Town's strategic direction or vision, such as the Council Plan. • Publications will be professionally designed and available on our website and/or in hard copy.
Pop ups/activations/stalls	<ul style="list-style-type: none"> • Engage targeted individuals, groups and/or organisations on key focus areas, issues, projects and processes and other activities undertaken or planned to be undertaken by the Town.
Forms and policy documents	<ul style="list-style-type: none"> • Corporate documents follow style guidelines and are used to share and capture information and are available in hard copy or on the website.
Letters to residents	<ul style="list-style-type: none"> • Targeted communications to affected residents related to projects or programs in their area, i.e. roadworks, or related to rates or other need-to-know information.



How you told us we're doing

Following an extensive community engagement project in 2019, where community members were invited to *BassenDream our Future*, the Town was recognised as an industry leader for how it developed and communicated its vision.

Community ratings for the Town's leadership, governance and engagement have continued to be high and above industry average in the MARKYT® Benchmarking Excellence Program.

81% of community members rated Council's leadership positively

74% of community members gave a positive rating for community consultation

91% of community members were happy with customer service

While leadership, governance and communication ratings continued to be good, performance scores did fall between 2019 and 2022. The community is keen for the Council to provide effective leadership and advocacy to deliver the vision and to keep the community informed about what is happening in the local area and progress on key projects.



Improvements we plan to make

Based on community feedback and our commitment to enhancing how we communicate, we have identified four key focus areas: accessibility and inclusion, timeliness and planning, community awareness, and brand consistency.

We have developed a set of actions that will underpin our communication activities over the next three years.

These focus areas and actions are underpinned by:

- **good planning:** solid baseline structures, policies, responsibilities and content with maximised opportunities and good issues management.
- **good internal communication:** to ensure accurate, consistent messaging integrated into a broader corporate and/or operational activity schedule.
- **coordinated communication:** to avoid duplication, overlap or audience fatigue.
- **strategic communication:** to contextualise work within the Town's broader vision.
- **regular monitoring and evaluation:** to fuel continuous improvement.

Through a mix of online and traditional tools, the Town aims to ensure all residents are informed about key decisions, services, and events.

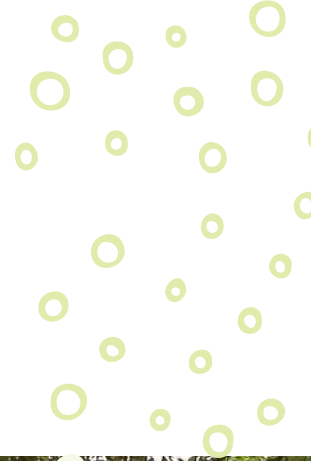
Actions include improving accessibility of digital content, expanding distribution of printed materials, developing annual content plans, enhancing media engagement, and maintaining consistent branding across all communications.

Regular evaluation and reporting will help track progress and ensure communications remain effective, inclusive, and aligned with community needs.



Our plan

Key focus area	Town communications are accessible and inclusive.	The Town delivers planned and timely communications.
Actions	<p>Ensure information on all key decisions, projects, events and issues is communicated through a mixture of online and traditional tools, in simple language.</p> <p>Ensure design materials use accessible font size, colour contrast and layout.</p> <p>Generate hard copy materials for essential information.</p> <p>Undertake ongoing website monitoring and improvements. Review and update documentation available through the website to align with accessibility standards and guidelines, including the internationally recognised Web Content Accessibility Guidelines 2.1.</p> <p>Provide documents in alternative formats, including larger print, upon request and promote this service.</p> <p>Ensure all Town-produced videos include closed captions for spoken audio.</p> <p>Investigate further locations for distribution of printed Around the Town newsletters.</p>	<p>Develop annual content planner which includes recurring annual activities and maps out projects and programs to ensure diversity of content and theme, linking back to Council Plan.</p> <p>Use communications plans for multi-channel campaigns and projects to ensure consistency of message and optimisation of available channels.</p> <p>Convert e-newsletter to a monthly format to ensure articles are timely and relevant.</p> <p>Communicate key outcomes of monthly Ordinary Council Meetings in a timely manner.</p> <p>Wherever possible, respond to legitimate questions on the Town's social media pages within two business days.</p>
Evaluation	<p>Report back quarterly via DAIP Working Group.</p> <p>Community feedback.</p>	<p>Quarterly report (internal only) on e-newsletter subscribers, link clicks and open rate; social media metrics (posts and engagement); website statistics (visitors, time on site, pages visited), traditional media articles and communications plans produced.</p> <p>Large campaigns or major projects will have their own evaluation reporting, included within the communications plan.</p>








The community is better informed and aware of Council services, role and activities.	Town communications are consistent in brand, tone and style.
<p>Build relationships with local journalists and create a database of media contacts.</p> <p>Increase number of proactive media releases distributed to local media outlets and uploaded to the Town's website.</p> <p>Use a multi-channel approach to ensure messages are delivered to a broad audience.</p> <p>Consider opportunities to better promote Council decisions following monthly Ordinary Council Meetings.</p> <p>Where appropriate, use paid social media to target specific segments of the community or for broad community awareness.</p> <p>Communications team to meet with areas across the organisation regularly to source good news stories, understand challenges and priorities and provide communications advice and support.</p> <p>Review Town's social media platforms and tailor specific content to make best use of each channel.</p>	<p>Ensure visual and written communications are consistent with the Town's Style Guide.</p> <p>Build on the Town's corporate image library and make these available via staff intranet for internal use.</p> <p>Generate brand-compliant design templates for business areas such as the Library and Rangers for ongoing use.</p> <p>Conduct brand and style audit of existing marketing assets and update where possible (pending budget).</p> <p>Continue to educate and support Town staff in the correct use of the Style Guide.</p> <p>Communications team continues to act as liaison for all external graphic design work and as final approver for any external facing marketing materials.</p> <p>Conduct audit of key Town-branded signage (entry statements, directional signage) for condition and brand compliance and produce recommended timeline of replacement, pending budget.</p>
<p>Quarterly report (internal only) on e-newsletter subscribers, link clicks and open rate; social media metrics (posts and engagement); website statistics (visitors, time on site, pages visited), traditional media articles and communications plans produced.</p> <p>Large campaigns or major projects will have their own evaluation reporting, included within the communications plan.</p>	<p>Once audit of existing marketing materials is complete, determine priorities for replacement/redesign and report back on progress of this quarterly to Executive.</p> <p>Monitor number of internally designed items that are not brand compliant.</p>



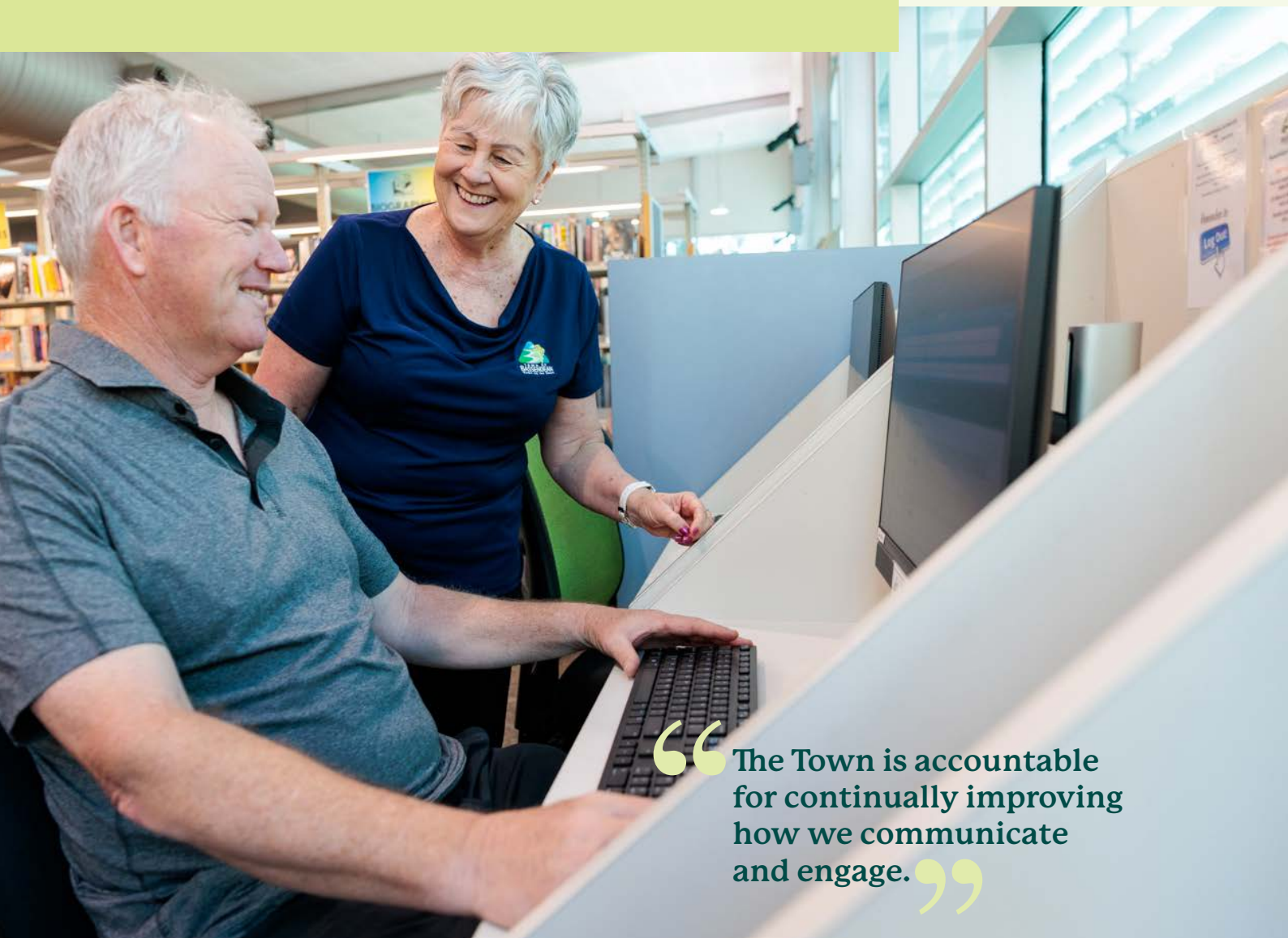
How to stay informed

Contact us

-  Visit our website www.bassendean.wa.gov.au
-  Email us at mail@bassendean.wa.gov.au
-  Call us on (08) 9377 8000
-  Write to us at PO Box 87, Bassendean WA 6934
-  Visit us at 35 Old Perth Road, Bassendean WA 6054

Connect with us

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-  [bassendeancouncil](#)
-  Town of Bassendean
-  [YouTube](#) Town of Bassendean Council



“The Town is accountable for continually improving how we communicate and engage.”

“ We will ensure information on all key decisions, projects, events and issues is communicated through a mixture of online and traditional tools, in simple language.”



