

## Wear it Purple Awareness Campaign

### Internal communications plan

#### Objectives

What do you wish to achieve with this campaign?

- > Raise awareness of Wear it Purple and the importance of inclusion within our workplace and the community
- > Engage employees to build team comradery and inclusion
- > To encourage staff to become involved with activities and have fun
- > Create understanding of the business benefits of a diverse workplace
- > Create a fun and engaging environment at work that is supportive, safe, empowering and inclusive for the LGBTQIA+ rainbow young people

**Target audience:** All staff

#### Key messages

What are the key messages you want to communicate to staff?

- > Provide an understanding of what Wear it Purple is and the importance of inclusion
- > Our organisation is inclusive and values individuals
- > Our organisation is a fun and engaging place to work
- > Show support and demonstrate employees are accepted and embraced for their differences
- > ACMA values its people
- > Join the fun

Date/Timing	Key messages	Channel/s*	Responsible
Monday 15 Aug	Internal comms – Article 1 Upload the WIP backgrounds to MS Teams Posters placed on Canberra foyer screens	Corporate Update The Hub	[REDACTED]
Friday 19 Aug	Internal comms – Article 2 Official WIP posters placed around the offices (notice boards, lifts) Speech-bubble posters placed around the offices	Corporate Update The Hub IT Zoom & Teams	[REDACTED]
Monday 22 Aug	Internal comms – Article 3	Corporate Update The Hub	[REDACTED]
Friday 26 Aug	Internal comms – Article 4 - Final of WIP month – Competition winner announcement and congratulations	Corporate Update The Hub	[REDACTED]
Monday 29 Aug	Article on SES Photos of SES from the all SES meeting where they're wearing purple – perhaps a message from Nerida or Helen on why they got involved/ as a wrap up of the campaign etc (this is something Helen has requested)	The Hub	[REDACTED]
Wednesday 31 Aug	Online feedback survey sent to all staff - ? TBC		[REDACTED]

\*Channels include:

**Intranet:** Intranet page (permanent), Intranet article (news)

**Emails:** 'Corporate update' email – Internal comms

**Posters:** Official posters located via [Resources — WEAR IT PURPLE](#)

**Laptop lock-screen/screen saver for WIP and WIP backgrounds for Zoom & MS Teams:** via [Resources — WEAR IT PURPLE](#) - Corporate Service Desk (CSD)

**Foyer screen advertisement:** Posters placed on Canberra foyer screens - [REDACTED]