



Tasmania

Project Management Communication and Marketing Strategy

Policy Development and Management Unit
eServices Group

The Department *of Premier and Cabinet*

Version 1.0 (July 2000)

Background

The *Project Management Information and Resources Project* (PMIRP) identified as one of its major outputs for Phase 1, the production of a Communication and Marketing strategy which would specify potential ongoing marketing and communication methods to support the achievement of the stated outcomes of:

- Improved quality of information and resources relating to project management tools, techniques, processes and training needs for project participants;
- Improved accessibility of information and resources relating to project management tools, techniques processes and training needs for project participants; and
- Greater recognition of PDMU as a source of high quality information and resources relating to project management.

The achievement of these outcomes will be assisted by raising awareness of the information and resources which are available through the project Management Support Area, Policy Development and Management Unit (PDMU), and by providing methods where project participants can access and share information.

Objectives

- To support the successful delivery of the other PMIRP Outputs in Phase 2 of the Project
- To raise awareness of the project management information and resources and how these can be accessed and used
- To encourage sharing of information between project participants and participation in project management learning activities

Target Audience

The target audience initially is all government employees who participate in any role within projects. These include:

- Heads of Agency
- Agency Corporate Services
- Corporate Clients;
- Project Sponsors;
- Project Business Owners;
- Project Steering Committee members;
- Project Reference or Advisory group members
- Project Working Group members
- Project Managers;
- Project Team members;
- Quality Advisers
- Education and Training Providers

When the Project is completed PDMU, eServices Group, may decide to extend the target audience to Local and Commonwealth Government employees and Private Industry.

Key Messages

- The Project Management Support area in PDMU can provide all project participants with access to high quality information, resources and tools to assist in the successful operation of projects within the Tasmanian State service
- All project participants, no matter which role is occupied, should have information about, and access to, suitable support and information.
- The sharing of understandings and experiences of project participants is a vital element of project management support activities.
- The project outputs have been produced as a joint effort between all Government Agencies and are therefore relevant across government.

Communication and Marketing Tools

The following tools have been identified through stakeholder consultation and Project Working Group meetings as suitable for delivery in Phase 2.

Electronic

- personal e-mail to those who have attended PM Forums.
- e-mail list server for interested project participants
- Whole of Government Intranet/Internet
 - Online Forums
 - Fact sheets
 - Newsletter
 - Glossary of Project Management terminology
 - automatic notification on web site
 - Electronic information and resources including Guidelines, Templates, Knowledge Base, Education and Training information.
- Agency Intranets
- Agency Fax Streams

Verbal

- Presentation to Agency Executives
- PM Forums
- networking facilitation
- seminars/workshops
- stakeholder consultation
- Cross agency contact people/mentors

Written

- Mail out of Hard copy of *The Guidelines for Project Management*
- Advertising in the TSS and Police Gazettes
- Information for Agency Induction packages

Other Tools identified as outside the scope of activities for Phase 2 but to be brought to the attention of individual Agencies are:

- Meetings
- Events
- Launches
- Pamphlets and brochures
- Social gatherings
- Visitation Program

The attached Strategy Action Plan identifies the Methods, Target Audience, Aims, Who and When.

Target Audience	Communication and Marketing Methods	Aim	Who to Action	By When
Heads of Agency/Senior Executives/Corporate Services/Corporate Clients/Project Business Owners/Agency Business Managers	<ul style="list-style-type: none"> • Presentations to individual Agency Executives • Hard copy of next version of <i>The Project Management Guidelines</i> mailed to Heads of Agencies and IASC 	<ul style="list-style-type: none"> • To raise awareness of the existence of <i>The Guidelines for Project Management</i>, supporting documentation, and education and training opportunities 	<ul style="list-style-type: none"> • PMIRP Project Sponsor and team, Manager of PDMU. • PMIRP team 	November October
Steering Committee Members	<ul style="list-style-type: none"> • Development of a package of information for Steering Committee members including the paper <i>Steering not Rowing</i>. • Marketing of Education and Training opportunities on the go.tas web site, in Gazettes and through the Training Consortium 	<ul style="list-style-type: none"> • To promote knowledge and understanding of the Role of a Steering Committee member and of Project Management methodology • To raise awareness of the resources available including <i>The Guidelines for Project Management</i> 	<ul style="list-style-type: none"> • PMIRP Project Team • PMIRP Team and Training Consortium 	November November

<p>Project Advisory or Reference Group members/ Project Working Party members</p>	<ul style="list-style-type: none"> • List Server developed on the on go.tas web site • PM Forum specifically targetted at meeting the needs of this group 	<p>To promote knowledge and understanding of the role and raise awareness of available project management resources including <i>The Guidelines for Project Management.</i></p>	<ul style="list-style-type: none"> • PMIRP team • Project Management Support Area, PDMU 	<p>November February 2000</p>
<p>New Project Managers</p>	<ul style="list-style-type: none"> • List Server on go.tas web site • Referral to go.tas web site and the Project Management Support Area of PDMU, in Agency Induction packages • Link from Agency Web sites to go.tas • Specific PM Forum utilising experienced PMs • Personal e-mail based on PM forum attendance • Marketing of Education and Training opportunities on the go.tas web site in 	<p>To raise awareness of the availability/accessibility of project management information and resources including:</p> <ul style="list-style-type: none"> • Guidelines, • Templates, • Knowledge Base, • Education and Training opportunities, • Contact people. 	<ul style="list-style-type: none"> • PMIRP Team • PMIRP Team/IASC • PMIRP Team/IASC • PMIRP Team • PMIRP Team • PMIRP Team • Training Consortium 	<p>October November November August October November November</p>

	the gazettes and through the Training Consortium			
Experienced Project Managers	<ul style="list-style-type: none"> • Specific PM Forum • Personal e-mail based on previous PM forum attendance • Fact sheets • Newsletter • Marketing of Education and Training opportunities on the go.tas web site in the gazettes and through the Training Consortium • List Server on go.tas web site 	<ul style="list-style-type: none"> • To support continued professional learning • To raise awareness of the Project Management information and support offered by PDMU 	PMIRP team	December
Quality Advisers	<ul style="list-style-type: none"> • Marketing of the Guidelines and availability on the go.tas web site through the Training Consortium 	To raise awareness of <i>The Guidelines for Project Management</i>	PMIRP team and Training Consortium	October
Education and Training providers	<ul style="list-style-type: none"> • Marketing of the Guidelines and availability on the go.tas 	To raise awareness of the methodology described in <i>The Guidelines for Project</i>	PMIRP Team and Training Consortium	October

	web site through the Training Consortium	<i>Management</i> and supporting exemplars.		
All Project Participants	<ul style="list-style-type: none"> • Personal e-mail contact list developed from the PM Forum attendance list • e-mail list server • Glossary of Project Management terminology on the go.tas web site • Marketing of the go.tas web site in the TSS and Police Gazettes, including electronic banner on new jobs.tas.gov.au web site • use of individual Agency faxstreams/intranets/email and other preferred Agency methods. 	<ul style="list-style-type: none"> • To raise awareness of how Project Management support can be accessed. • To encourage the development of shared understandings regarding project management methodologies 	<p>PMIRP team</p> <p>PMIRP team</p>	<p>November</p> <p>October</p>