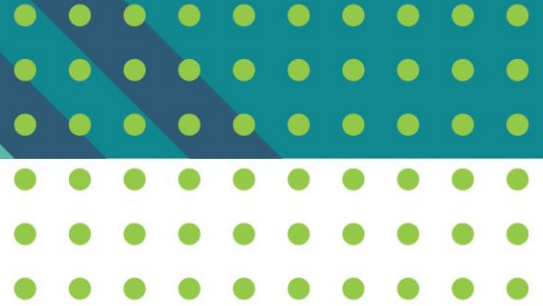


People at Work Communication planning



It is important to promote People at Work (PAW) in your workplace as the greater the number of survey responses you receive, the more representative the data will be of your workforce.

Developing a communication plan can help you to build awareness and encourage uptake of the PAW survey in your workplace.

Your communication plan should identify:

- your audience/s
- what you need to communication to them (your 'key messages')
- how you will communicate your PAW activities to them at each stage of the survey process (for example, pre-survey, launch, during, close and post-survey).

Audiences

Your audiences are individuals or groups in your workplace that you need to reach to build awareness and encourage participation, and support of your PAW survey.

Each workplace is different; however, audiences could include a workplace's senior leaders and managers, and workers. These two audiences form the focus of this document.

Key messages

Senior leaders and managers

Your workplace's senior leaders and managers should have a good understanding of the PAW process and why it is being implemented in your workplace. They will play a key part in promoting the survey and answering any questions from workers.

Key messages to your senior leaders and managers should focus on communicating:

- the drivers for implementing PAW in your workplace – why now?
- the PAW process including how
 - the survey will be implemented
 - worker anonymity will be protected
 - the survey results will be used to address any identified areas of concern
 - what improvements will be made in the workplace following the survey.
- their role in the process and what the benefits will be to the workplace (for example, a clearer understanding of psychosocial hazards and factors, compliance with work health and safety duties, commitment to psychological health and safety)
- the benefits of consulting with workers and the importance of promoting the survey to them.

Workers

Workers are more likely to complete a survey when they have a clear understanding of both the benefits ('what's in it for them?') and the process being used.

The benefits will likely be unique to your workplace but could include:

- the opportunity to provide feedback about psychological health and safety in the workplace
- positive changes or actions to improve psychological health that may be prompted by the survey results
- acknowledgement of positive results from the survey and 'what we do well'
- organisational commitment to the health, safety and wellbeing of workers.

Communications to your workers should focus on these points as well as address specific information about the PAW survey process, including:

- start and end dates for the survey period
- how to access the survey
- how long the survey will take
- guarantee of anonymity
- who to speak to if they have questions
- how and when the survey results will be announced
- what the workplace will do with the results – how it will inform action planning.

These key messages should be adapted as appropriate for each of your communication activities.

Communication activities

It is important to regularly communicate with your audiences over the lifetime of your PAW process, from commencement of your pre-survey activities to your post-survey close actions. When and how you communicate with each audience may differ depending on their involvement with the process, what you need them to know and do, and what communication channels your workplace has available.

In order to gain commitment from senior leadership and ensure strong worker uptake, communication with them and any other key stakeholders should commence as early as possible before the survey period commences.

Your workers should receive information about the survey and why it is being undertaken at least one week prior to the survey opening to maximise their involvement in the process. Your pre-survey communication should build interest and anticipation, and provide clarity about the survey purpose and process.

It is important to plan your communications in advance, allowing enough time for drafting and approval of your activities as required.

Suggested email communications for each phase of your PAW process are included in the 'Sample emails templates' section at the end of this document. These templates can be modified to suit your workplace.

Pre-survey

Communication activities during the pre-survey stage could include:

- meeting with senior leaders and managers to discuss your PAW objectives, process and their role in promoting the survey to their teams and answering any questions they raise

- emails from your CEO, senior leaders or managers to explain the process, show their support for PAW in your workplace and announce the opening of the survey
- asking managers to discuss the PAW survey at team meetings
- including information about PAW in your staff newsletter
- posting information about the survey, including a 'frequently asked questions' section on your intranet (if you have one).

You can find relevant FAQs for workers at www.peopleatwork.gov.au/faq.

Survey launch

Communication activities to launch the survey could include:

- sending out an email to workers
- an event (for example, a breakfast or morning tea)
- updating your intranet with the survey link
- placing posters on notice boards or in break rooms.

PAW promotional materials can be found at www.peopleatwork.gov.au/resources.

During the survey period

Communication activities during the survey period could include:

- providing updates to senior leaders and managers regarding survey response rates (as appropriate)
- promoting the survey at team meetings and through your workplace's newsletter and intranet
- sending a reminder email at the end of the first week of the survey.

You may also choose to send out a similar reminder email a day or two before the survey closes depending on your response rates.

Survey close

Communication activities during the survey close period could include:

- emailing workers thanking them for their support and outlining next steps
- updating or removing posters, and information about the survey on the intranet
- managers providing an update in team meetings.

Post-survey

Effective post-survey communication of your PAW results and consultation with workers is critical for the credibility of any survey process and the successful implementation of recommendations/action items.

Developing post-survey communication activities will ensure:

- All workers are informed of the survey findings, specifically focusing on the findings for their workgroup (if applicable). Your workers will be more likely to participate in any future surveys if they are informed of the survey findings.
- All workers have an opportunity to provide input regarding the survey findings in a safe and supportive environment.
- Communication and discussion of findings is managed in an appropriate way and consideration is given to any sensitivities that may be associated with the findings.

- All workers have an opportunity to participate in subsequent focus groups and action planning where applicable. Further guidance on running an effective focus group can be found at www.peopleatwork.gov.au/resources.

It is recommended information such as the below is communicated across the workplace (as appropriate) following the survey:

- reminders regarding the PAW purpose, goals and implementation process
- respondents and response rates
- main findings for psychosocial hazards and factors, workplace bullying and organisational outcomes
- summary and next steps (for example, planning for focus groups and/or action planning).

Resources

PAW resources are available from www.peopleatwork.gov.au/resources to assist with post-survey communications including:

- promotional materials
- People at Work survey: Focus group guide
- People at Work survey: Action planning guide

Sample email templates

Initial promotion email broadcast - circulate at least one week prior to survey period

Title: Health, safety and wellbeing in the workplace - have your say!

Dear colleagues,

All workers at [insert name of workplace] are invited to take part in an important survey that explores psychological health in the workplace.

We will be implementing the People at Work survey so we can understand the psychosocial hazards and factors that influence worker health and safety. This is your opportunity to help us understand how these hazards impact the psychological health of your workers.

On completion of the survey, [insert person/team managing the survey process] will provide a report on the issues that may impact on our psychological health at work. The results from the People at Work survey will be used to start conversations to gain an organisation-wide understanding of these issues. This understanding will help us review and adapt how we operate and identify strategies we can implement to ensure we maintain a workplace free from psychological harm.

The survey will be launched on the [insert date] and will be open for [insert number] weeks. So please keep an eye out for the invitation. Everyone is encouraged to complete the survey - please be assured that your responses will be anonymous and [insert name of workplace] will not be able to identify individual responses.

For more information about People at Work, please contact [insert contact person in organisation].

We are committed to using survey results to inform continuous improvement to workplace health and safety. Your full support of this process is most appreciated.

Regards,

[insert name]

Survey open email broadcast - circulate first day of survey period

Title: Health, safety and wellbeing in the workplace - survey now open!

Dear colleagues,

The People at Work survey is now open! You can access the survey by clicking on this link:

[Insert survey link]

I encourage you to take the time to complete the survey. It takes approximately 10 to 15 minutes and can be completed during work time. The survey period will be open for [inset number of weeks].

This is your opportunity to contribute to a better understanding of the psychosocial hazards and factors that influence the psychological health of our workers.

This is an anonymous survey. You will not be required to provide your name and a limited number of demographic questions are included.

On completion of the survey, [insert person/team managing the survey process] will provide a report on the issues that may impact on our psychological health at work. The results from the survey will be used to start conversations to gain an organisation-wide understanding of these issues. This understanding will help us review and adapt how we operate and identify strategies we can implement to ensure we maintain a healthy and safe workplace.

For more information about the survey, please contact [insert contact person in organisation].

We are committed to using the results of this survey to inform continuous improvement to workplace health and safety. Your full support of this process is most appreciated.

Regards,

[insert name]

Survey reminder email broadcast- circulate end of week one of survey period

Title: Health, safety and wellbeing in the workplace – final days to have your say!

Dear colleagues,

We are fast approaching the end of the People at Work survey, which closes on [insert date]. [insert current response rate] of our workplace have already responded. You still have time to have your say.

Please complete the survey by clicking on the following link.

[Insert Survey Link]

All staff are encouraged to complete the survey. It only takes about 10 to 15 minutes and can be completed during work time. So please get involved to ensure your voice is heard and your team is fairly represented.

For more information about the survey, please contact [insert contact person in organisation].

We are committed to using the results of this survey to inform our ongoing improvements to enhance the workplace experience for all our employees. Your full support of this process is most appreciated.

Regards,

[insert name]

Survey closed email broadcast - circulate last day of survey period

Title: Health, safety and wellbeing in the workplace - survey now closed!

Dear colleagues,

Thank you to everyone who responded to the recent People at Work survey. We had a good response to the survey, with [insert number of surveys received] responses received.

I would also like to take this opportunity to thank the team coordinating the People at Work survey [insert names of key individuals in the organisation].

Next Steps

We will now start preparing reports and briefings outlining the results of the survey. It is anticipated that this will be finalised in [insert timeframe realistic for survey lead].

We will be conducting a series of follow-up focus groups in the coming months. The purpose of these focus groups will be to delve deeper into survey findings to ensure we have a good understanding of any issues that emerge from the results. Please look out for further information about how to get involved and sign up for these sessions.

The outcomes of the survey and focus groups will help us understand how we can best manage the health, safety and wellbeing of our workforce. We will be establishing a plan of action on how to address any psychosocial hazards and factors that may impact on your psychological health at work and ensure these are captured in our existing work health and safety practices.

Thank you again for your hard work and contribution, and for engaging in this important initiative to ensure a positive work environment for us all.

Regards,

[insert name]