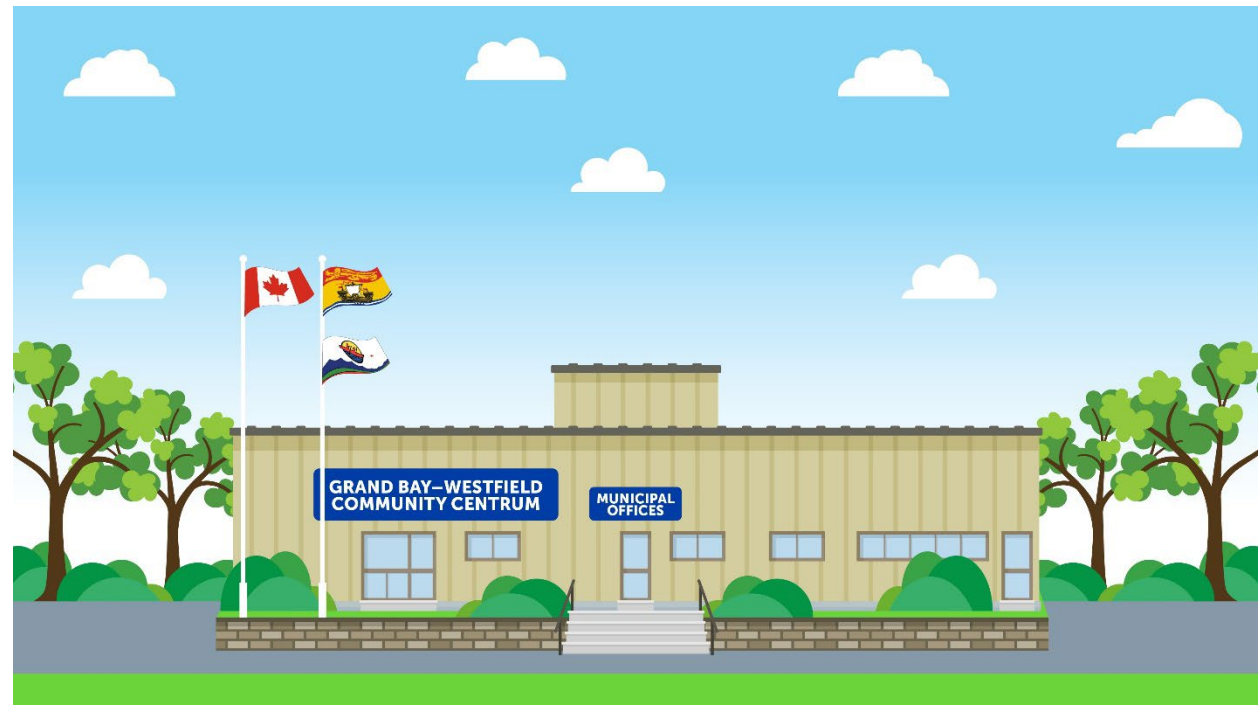
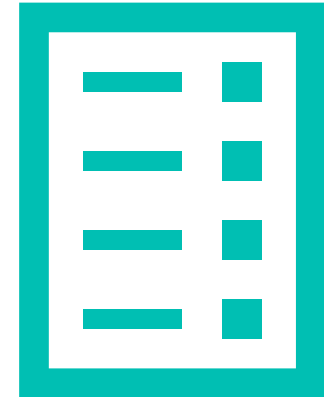


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INTRODUCTION



Recognizing the importance of transparency, the Town of Grand Bay-Westfield hired its first Communications Manager in February 2022.

This document represents the Town's first official Communications Plan. Its purpose is to establish a foundation of a more informed and engaged community, stakeholders, Council, and staff – with proactive and responsive communication that is transparent by being intentionally open and honest. This Plan aligns directly with the Town's Strategic Plan.

Effective, thoughtful communications play a crucial role in each of these priorities succeeding – whether by building a relationship with the community surrounding different initiatives, or by launching campaigns that specifically contribute to them.

Each of these priorities will be supported by transparent, open, and proactive communications.

Transparency

The purpose of this Plan is to establish a foundation of a more informed and engaged community, stakeholders, Council, and staff – with proactive and responsive communication that is transparent by being intentionally open and honest.

VISION	
A welcoming place for all to live, grow and thrive	
10-YEAR OUTCOMES	
Growing the population: 1K Increasing new assessment: \$200M	
PRIORITIES	MANDATE
Smart Growth Organizational Capacity Infrastructure and Climate Adaptation Community Vitality	Facilitating a welcoming and thriving community by: <ul style="list-style-type: none">• Encouraging new assessment growth;• Enhancing organizational capacity;• Establishing proactive infrastructure resiliency;• Furthering climate change adaptation; and• Increasing community vitality.
VALUES	
Understanding Teamwork Honesty Trust RESILIENCY Openness Courage Justice Inclusion Transparency	

COMMUNICATIONS OVERVIEW

PURPOSE

- Fostering an engaged and informed community, Council, staff, and stakeholders
- Strengthening community partnerships
- Supporting Strategic Plan deliverables
- Increasing a positive sense of community pride
- Building a relationship between residents and the municipality

FUNCTIONS

- | | |
|--|---|
| <ul style="list-style-type: none">• External communications• Website and social media• Internal communications• Council support | <ul style="list-style-type: none">• Community engagement• Media relations• Issues management• Branding and marketing |
|--|---|

AUDIENCES

- | | |
|---|--|
| <ul style="list-style-type: none">• Residents• Council• Staff• Businesses• Community groups | <ul style="list-style-type: none">• Diverse communities• Developers and potential investors• Media (web and radio) |
|---|--|



HERE TO HELP

THE TOWN IS ALWAYS HERE TO HELP

For any comments, questions or concerns related to Town matters, facilities, or services, we encourage the community to contact the Town Office directly.

The Town also encourages residents to stay informed on Town news, information and events through our official platforms which are the Town's website at www.grandbaywestfield.ca and/or Facebook, Instagram, and X (formerly known as Twitter).

Town Council and Planning Advisory Committee meetings can be viewed on the Town's YouTube channel.

Residents are also reminded to register to receive alerts in the event of emergencies, by visiting the homepage of the Town's website.

