

Strategy and Engagement

Strategy and Engagement leads collaborative communication and engagement across government; with our stakeholders; and internationally to achieve better outcomes for Queenslanders.

The division drives best practice, innovative and evidence-based communication, engagement solutions and partnerships which support the delivery of the Queensland Government's objectives for the community. This is achieved through the sharing of insights, research, and professional development, as well as targeted communication and engagement with the community, businesses, and stakeholders.

Strategy and Engagement is comprised of Events and Engagement, Protocol and International Engagement, Strategic Communication and External Relations and Services. Its activities include whole-of-government strategic media management, crisis and disaster communication, advertising coordination, delivery of local events, and provision of strategic advice on protocol matters and international engagement.

Key achievements for 2020–2021

- Delivered greater connectivity and leadership across government by guiding the planning and delivery of whole-of-government communication strategies and campaigns, including major COVID-19 advertising and stakeholder campaigns focused on public safety, the Check in Qld app and economic recovery.
- Provided strong leadership across government to plan and deliver guidance and support for crisis communication, including issues management and the Public Information Capability (PIC) under the state disaster management arrangements.
- Developed and delivered clear and comprehensive communication materials to Queenslanders and stakeholders to support consistent messaging around on-going changes to COVID-19 restrictions, including roadmaps, www.covid19.qld.gov.au website, social media content and key messages.
- Enhanced media monitoring capability particularly to support crisis response and recovery including increased hours of operation during the peak of COVID-19 response.
- Developed best-practice communication approaches and capability development through ongoing leadership of the Heads of Communication network and associated specialist sub-committees, whole-of-government speaker's series (five online events held in 2020–2021) and management of the online communication hub.
- Maintained whole-of-government strategic arrangements including master media advertising services and media monitoring to deliver strategic advice and value for money services.
- Provided ongoing leadership of the Government Advertising and Communication Committee process to ensure continued rigour around whole-of-government advertising, with 70 advertising campaigns approved to proceed to market in 2020–2021.
- Supported the department and Director-General with effective communication advice and services, including major campaigns such as Domestic and Family Violence Help Seeking and internal communication, including more than 120 Director-General e-newsletters during 2020–2021.
- Enhanced regional stakeholder engagement to deliver on the government's commitment to

- build strong regional economies and communities, including increasing the government's regional presence and supporting regional forums.
- Enhanced the government's international engagement program by leveraging existing relationships with sister states; developed new engagements and opportunities through virtual and COVID Safe engagement formats; and worked collaboratively with other agencies regarding Queensland's alliances with Nevada, the United States of America and Berlin, Germany.
- Coordinated seven Heads of Mission visit programs of Ambassadors and High Commissioners to Queensland through virtual and COVID Safe event and engagement formats to further Queensland's international reputation including visits by the Ambassador of Japan (February 2021) and the Ambassador of the Republic of Korea (March 2021).
- Supported and coordinated the Diplomatic and Consular Corps in response to COVID-19 pandemic restrictions and impacts through virtual and in-person briefings with the Department of Foreign Affairs and Trade and Department of Home Affairs.
- Strategic whole-of-government coordination of Queensland secondees to the National Foundation for Australia-China Relations (NFACR) from key agencies Trade and Investment Queensland and Tourism and Events Queensland to leverage Queensland-China engagement through NFACR projects and grant program rounds.
- Led and advised on best-practice event delivery and sponsorship strategy across government and administered the Events Sponsorship Fund and Year of Outback Tourism Events Program in a COVID-19 environment to drive economic and community benefit through the attraction, leveraging and delivery of high-value events including the announcement of 2020 and 2021 Queensland Greats, 2021 Australian of the Year recipients, Queensland Energy Forum, and International Women's Day reception.
- Led and coordinated the delivery of two Funerals for The Honourable Timothy (Tim) Mulherin (1957– 2020) and The Hon Sir Llewellyn Roy Edwards AC (1935– 2021) including family, stakeholder and media management and engagement.
- Coordinated across government the ceremonial considerations including online public condolence messages for the passing of Prince Phillip, Duke of Edinburgh.
- Enhanced the government's profile and engagement opportunities by delivering events on behalf of the Premier to communicate key policies, initiatives, and community engagement programs.

Our performance

The following service standards in DPC's 2020–2021 Service Delivery Statement were used by the department and the government to assess overall performance of the Strategy and Engagement service area.

Service area: Strategy and Engagement	2020–21 Target/Est.	2020–21 Actual
Client satisfaction with advice and support provided by Strategy and Engagement	85%	89%
Cost of strategic engagement services as a percentage of departmental cost	15%	14%

Future directions for 2021–2022

- Continue to develop and utilise contemporary communication platforms to help inform and drive improved engagement of all Queenslanders.
- Continue to provide support to the 2032 Taskforce and on-going COVID-19 response through integrated communication services including campaign planning, media management, social media, online, graphic design and events delivery support.
- Drive greater connectivity and leadership across government by guiding the planning and delivery of whole-of-government communication strategies, as well as developing and managing advertising and corporate identity policies and procedures.
- Continue to develop best-practice communication approaches and capability development through ongoing leadership of the Heads of Communication network and associated specialist sub-committees and whole-of-government speakers' series and podcast.
- Maintain whole-of-government strategic arrangements including master media advertising services and media monitoring to deliver strategic advice and value for money services.
- Provide ongoing leadership of the Government Advertising and Communication Committee process to ensure continued rigour around whole-of-government advertising.
- Provide leadership across government by providing guidance and support for crisis communication including issues management and the public information function under the state disaster management arrangements.
- Support the department and Director-General with effective communication advice and services, including major campaigns and internal communication.
- Continue enhancement of media monitoring capability in response to the COVID-19 crisis and recovery efforts.
- Enhance the government's international engagement program by leveraging existing relationships and developing new engagements and opportunities, through strategically focused trade missions and protocol events, working in partnership with other agencies.
- Lead the Queensland Government's Heads of Mission visits program to further Queensland's international reputation.
- Lead and advise best practice in event delivery and sponsorship strategy across government and administer the Events Sponsorship Fund and Year of Outback Tourism Events Program in a COVID-19 environment to drive economic and community benefit through the attraction, leveraging and delivery of high-value events.
- Enhance the government's profile and engagement opportunities by delivering events on behalf of the Premier to communicate key policies, initiatives, and community engagement programs.
- Continue to enhance regional stakeholder engagement to deliver on the government's commitment to build strong regional economies and communities, including increasing the government's regional presence and supporting regional forums.