

## Media, Marketing and Communications Progress Report Template

This template can be used to submit your six-monthly progress on your media, marketing and communications activity.

It examines what activities you had planned to deliver, whether it was actioned (or if not why), and how it performed in helping you to achieve your communication and program objectives.

For any assistance with this template please contact the Communications Lead – Prevention Partnerships at [contracts@hw.qld.gov.au](mailto:contracts@hw.qld.gov.au) or on 0409 486 260.

### 1.0 Program objectives

Detail your program’s objectives (as outlined in your Service Level Agreement).

1.
2.
3.

### 2.0 Communication objectives

Outline the objectives you wanted to achieve through your annual Media, Marketing and **Communication Strategy** and comment on your six-monthly progress toward achieving these.

Objective:	Progress:
<i>e.g. Improve Search Engine Optimisation (ranking)</i>	

### 3.0 Implementation – 6-month progress

You can copy and paste your planned activities for the six-month period here from your annual strategy. Please indicate whether it was delivered and how it performed or whether it needed to be delayed or deleted from your plan.

Activity	Target Audience	Event/campaign	Cost	Actual	Delivered/Delayed/Deleted
<b>July 2021</b>					
Media (unpaid)					
Advertising – Broadcast (TV, Radio)					
Print advertising					
Digital media (including paid social media)					
Outdoor advertising					
Social Media posts (unpaid)					
Newsletters/EDMs					
Marketing collateral					
Website					
Stakeholder/partner channels					
<b>August 2021</b>					
Media (unpaid)					
Advertising – Broadcast (TV, Radio)					
Print advertising					
Digital media advertising (including social media ads)					
Outdoor advertising					
Social Media posts (unpaid)					
Newsletters/EDMs					
Marketing collateral - – brochures, posters, factsheet					
Website					
Stakeholder/partner channels					

#### 4.0 Budget

This helps to track how your marketing and communications budget is tracking against your planned activities and spending for the year.

Channel	Amount	Cost
TV advertising		
Print		
Digital.		
Collateral		

#### 5.0 Challenges and issues

*Detail any issues that may have negatively impact on the success of your communication or your ability to deliver planned activities. E.g. COVID interruptions, staffing changes etc.*

## 6.0 Implementation – 6-month forward plan

If your activities have changed significantly since you submitted your annual Media, Marketing and Communications Strategy you can update them here. You should be able to just cut and paste this from your annual strategy and just update as required and add or delete activities as necessary. **Copy and paste table to complete your six-monthly plan.**

Activity	Target Audience	Event/campaign	Cost	Responsibility
<b>July 2021</b>				
Media (unpaid)				E.g. issues/spokespeople
Advertising – Broadcast (TV, Radio)				
Print advertising				
Digital media advertising (including social media ads)				
Outdoor advertising				
Social Media posts (unpaid)				
Newsletters/EDMs				
Marketing collateral - – brochures, posters, factsheet				
Website				
Stakeholder/partner channels				
<b>August 2021</b>				
Media (unpaid)				
Advertising – Broadcast (TV, Radio)				
Print advertising				
Digital media advertising (including social media ads)				
Outdoor advertising				
Social Media posts (unpaid)				
Newsletters/EDMs				
Marketing collateral – brochures, posters, factsheet				
Website				
Stakeholder/partner channels				

## Approval

This Progress Report was approved by:

(Partner representative) Name: Position: Date:	
Health and Wellbeing Queensland Name: Position: Date:	