



## Readiness and Resilience

<p><b>Situation analysis, background and research</b> (10 marks)</p>	<ul style="list-style-type: none"> <li>• Background for the campaign or programme: <ul style="list-style-type: none"> <li>○ Organisational context, previous work in this space</li> <li>○ Any research undertaken to inform the strategy</li> <li>○ Any other relevant context-related information</li> </ul> </li> </ul>
<p><b>Objectives</b> (5 marks)</p>	<ul style="list-style-type: none"> <li>• What were you trying to achieve with the campaign or programme? <ul style="list-style-type: none"> <li>○ What did you want people to think, feel, or do as a result?</li> <li>○ How did your goals align to the strategic objectives of your organisation?</li> </ul> </li> </ul>
<p><b>Stakeholders and target audience(s)</b> (15 marks)</p>	<ul style="list-style-type: none"> <li>• Demonstrate a depth of understanding of your stakeholders and target audience(s) for this campaign. <ul style="list-style-type: none"> <li>○ How diverse were they? Did you have any segments with special needs and/or vulnerable groups?</li> <li>○ What did you know about their behaviour, level of knowledge and awareness, and preferred methods of receiving information?</li> </ul> </li> </ul>
<p><b>Strategies</b> (10 marks)</p>	<ul style="list-style-type: none"> <li>• What strategies did you use to achieve your objectives and why?</li> <li>• What were the central creative ideas that guided the strategies?</li> </ul>
<p><b>Channels and messaging</b> (30 marks)</p>	<ul style="list-style-type: none"> <li>• Outline what channels were used and why?</li> <li>• Explain the messaging and the rationale for its development</li> <li>• In what ways, if any, did your choice of channels and messaging evolve throughout your campaign?</li> </ul>
<p><b>Evaluation and results</b> (10 marks)</p>	<ul style="list-style-type: none"> <li>• Outline the evaluation methods used.</li> <li>• What were your results against your objectives?</li> <li>• If any objectives weren't met, explain why you think that happened.</li> </ul>
<p><b>EMPA Principles</b> (20 marks)</p>	<ul style="list-style-type: none"> <li>• The work of EMPA is guided by seven key principles which are outlined below. Choose as many as are relevant to your entry and write a short paragraph for each which explains how your entry upholds that principle. A comprehensive downloadable guide to the EMPA Principles can be found at <a href="https://www.empa.org.au/our-objectives">https://www.empa.org.au/our-objectives</a></li> </ul>