



## Response

<p><b>Situation analysis, background and research</b> (5 marks)</p>	<ul style="list-style-type: none"> <li>Describe the situation you were responding to, your organisation’s context including previous work in this space, and any other relevant context-related information.</li> </ul>
<p><b>Objectives</b> (5 marks)</p>	<ul style="list-style-type: none"> <li>What were you trying to achieve? <ul style="list-style-type: none"> <li>What did you want people to think, feel, or do as a result?</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 over the period of your response communication?</li> </ul>
<p><b>Integration</b> (5 marks)</p>	<ul style="list-style-type: none"> <li>Explain what actions, if any, you took to improve internal stakeholder relationships, workflow and communication between the communications function and the incident management team.</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>