

## Stakeholders

(not intended to be all inclusive)

### INTERNAL:

- Council
- Staff with Direct Reports
  - Senior Management Team
  - Supervisors/Management
- Office Staff
- Off-site Staff
- Part-time Staff
- Seasonal Staff
- Volunteers

### MEDIA:

- Local
  - Shoreline Beacon (newspaper)
  - Saugeen Times (online news)
  - Saugeen Shores Hub (online news)
  - Bayshore Broadcasting
    - 98 the Beach (radio)
  - My FM (radio)
  - CKNX Blackburn (radio)
  - Bruce Telecom (local television)
  - Eastlink TV (local television)

### EXTERNAL:

- Residents
- Seasonal Residents
- Visitors
- Businesses
- Service Clubs
- Chamber of Commerce
- BIAs
- Associations
  - Port Elgin Beachers
  - Southampton Residents
- Bruce County
- Province of Ontario
- Government of Canada
- Saugeen First Nation
- Organizations (school boards, non-profits etc.)

## GOAL

To establish Saugeen Shores as a two-way communications organization, both internally and externally, by effectively engaging our stakeholders to ensure a broader awareness and understanding of Town programs, initiatives, services and to tell our story.

## Objectives

### Internal (2017 - 2020)

- 1) To better inform Council on key initiatives and project updates.
- 2) To increase staff awareness and understanding of the Town's strategic direction and priorities.
- 3) To connect with and engage employees using internal channels, including two-way communication tools.
- 4) To increase the level of employee satisfaction with communications from the corporate level.

### External (2017 - 2020)

- 1) To increase awareness of Town projects, services and initiatives to stakeholders.
- 2) To increase opportunity for two way communication between the Town and external stakeholders.
- 3) To increase the Town of Saugeen Shores' key messaging through local media articles/broadcasts.

## Process and Approach

In addition to measurable internal and external tactics, the Town of Saugeen Shores is committed to enhancing internal processes based on industry best practices. By taking proactive measures for training, process improvement and a strategic approach, the Town of Saugeen Shores will establish a culture of open, two-way communication.

Internal process improvements will include streamlining the delivery of communications to internal and external stakeholders. A proactive communication process will enhance the Town's relationship with the media and will ensure key messages are delivered effectively by trained and informed staff.

By taking a clear, concise, timely and accessible approach to communications, the Town of Saugeen Shores will inform all stakeholders of Town programs, initiatives and services and achieve the communications mandate set out by Council.

## Our Commitment

### 1) Direct Communication

Direct communication with internal and external stakeholders will ensure accuracy and clarity, while opening channels for two way communication.

### 2) Timely Messaging

Timely messaging will ensure the right news is released at the right time, to the right audience.

### 3) Accessible Messaging

Accessible messaging will ensure all stakeholders have an opportunity to be informed, through multiple platforms and communication channels.

### 4) Clear and Concise Messaging

Clear and concise messaging will ensure internal and external stakeholders are hearing key messages without question.

### 5) Using the Right Tools and Tactics

The right tools and tactics will ensure the Municipality is delivering the right message in the right way, while opening the door for two-way communication with internal and external stakeholders.

## Conclusion

The Corporate Communications Strategy will enhance communication across the organization with internal and external stakeholders. New processes and new tactics will provide opportunity for proactive communication and will increase effective delivery.

This strategy will raise the bar for communication and will act as a roadmap to better develop and deliver messaging from the Town of Saugeen Shores.

The investment in corporate communication will increase operational effectiveness (Priority 2 of Corporate Strategic Plan: Improve Operational Effectiveness) while fostering a culture of engagement and open two-way communication with internal and external stakeholders.

## Contact



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