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Queensland Health
Shared Service Partner



Queensland Health Shared Service Partner Human Resource Consultancy & Engagement Services

Communications Plan



Queensland Government
Queensland Health

First time right

Objective/Purpose:

QHSSP HR Consultancy & Engagement service aims to engage our clients and ensure all QHSSP staff members are aware of the services we provide. Empowering our staff by creating open communication and information channels remains a key priority for the HR team.

Audience:

Primary	Executive Director QHSSP
	All QHSSP Staff
	QHSSP Executive Management Team
Secondary	Unions
Tertiary	Corporate HR Branch

Key Messages:

- The HR Service supports all QHSSP Services in achieving business outcomes
- QHSSP HRS is a new service that aims to inform and empower our staff
- QHSSP HRS is not limited by physical location: we will go out of our way to deliver outcomes
- We can be contacted via phone or email 24/7
- SSP Staff are highly valued members of Queensland Health whose work provides an essential contribution to the effective provision of health care to Queenslanders.
- Promoting positive initiatives
- Communication is a priority
- Communication is everyone's responsibility
- We value consultation and feedback

Communication Channels:

1. Website

The website has been designed to enhance our ability to provide clear and comprehensive information to all staff. It provides a continual reference point, enabling all staff to access information at any point in time. The site incorporates an exciting, professional and easy to use design which should suit both those employees who are comfortable with internet technology and those who are less accustomed to using such sources of information.

2. 1300 number (1300 366 368)

Staff members will be able to call QHSSP HR Services 24 hours a day, 7 days a week. If a member of our team is not available to take the call outside of ordinary working hours, a message may be left on the answering machine and a response will be provided to this message within 48 *working* hours.

3. Roadshow

The 'Roadshow' will tie in with the release of new HR initiatives and will provide staff with an opportunity to speak with our team on a personal level, face-to-face. Going out of our way to meet staff at the coal face, aims to actively demonstrate the importance placed on ensuring our staff feel valued. It's a chance to discuss new initiatives, answer any questions and encourage both managers and staff to regularly check the website for updates and to read any SSP special broadcasts.

4. Brochures, Posters, CD's

QHSSP HRS takes into account the needs of our staff right across Queensland. For those with no access to QHEPS/GroupWise posters, brochures and information CD's will be an invaluable resource, allowing staff to access information, powerpoint presentations and training. Posters are a great tool for reinforcing the available services. Both posters and brochures can also be used as a means of promoting the SSP to potential staff. These resources will be distributed to each hub for further dissemination as necessary.

5. Newsletters

Newsletters will be distributed bi-monthly and serve to provide HR updates, highlight any new developments as well as report on relevant data and any important upcoming events. The newsletters will be emailed to QHSSP staff as well as being posted on the website.

Fit with QHSSP Strategic Plan:

This communications plan also aims to achieve outcomes as specified in the QHSSP Strategic Plan. Such outcomes include:

- increase in productivity
- decrease in absenteeism
- 'first time right'

Timeframes (milestones & key dates):

What?	When?
Website Launch	May
1300 Number Launch	May
"Roadshow" 1	June
EAS launch in target zones	June
HR Newsletter Launch	July
"Roadshow 2"	July/August

Issues/Barriers:

- Old ways of thinking about HR & Senior Management
- Negative workplace culture
- Strong focus on the negatives
- Perception of not being valued

Evaluation Mechanisms:

- a) Document download tracking, webpage bookmarks and printing tracking
- b) Client feedback and suggestions page on website
- c) Customer & Client Scorecard data