

Case Study

Neighbourhood Watch NT



Who is Neighbourhood Watch NT?

Project

Neighbourhood Watch NT was first established in the Northern Territory in 1988, implementing a number of programs that offer resources that empower people to take responsibility for their own safety.

Most people have heard of Neighbourhood Watch, with programs running right across Australia. But how well does Neighbourhood Watch NT communicate its role and the programs it offers to the Territory community?

True North was engaged by Neighbourhood Watch NT to assess the quality and effectiveness of current communication and prepare a plan to guide communication into the future.

Our approach included a gap analysis of existing communication materials and research to determine what is being done well and what needs improvement. Discussions with key Neighbourhood Watch NT staff also informed this analysis. From the research we identified some inconsistencies and opportunities, which informed the communication plan.

Challenges

Neighbourhood Watch NT is a community led non-profit organisation that provides the Territory community with crime prevention and personal safety strategies. Neighbourhood Watch NT is supported by Northern Territory Police, but it is a small independent organisation. This means that resources are stretched, and sometimes this results in mixed and ad hoc communication including in style, tone, method and messaging.



True North seemed to understand our business and requirements straight away. They knew what we wanted even when we didn't! We were consulted the entire way through the process and they worked with us to ensure the delivered product was achievable by our organisation.

Hannah Finbow
Manager, Neighbourhood Watch NT

Outcome

The communication plan prepared by True North included a communication glossary containing the different types of communication, their meaning and when they are useful. Key messages about Neighbourhood Watch NT and its programs were formed for easy use in future and to allow for consistency in messaging.

Detailed key findings from the gap analysis informed the approach for recommendations. The plan included a range of suggested tools and tactics to assist Neighbourhood Watch NT communicate more clearly, professionally and effectively. The tools and tactics selected were chosen as they are achievable for a small organisation whilst being cost effective and have an impact. The implementation plan detailed the use of these tools and tactics, when and how to implement them in-house, in order of importance, and in the most timely and effective way.

The communication plan was presented to and endorsed by the Neighbourhood Watch NT Board in May 2018.



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