



Content and communications project brief

Fill this in before your first meeting about a new page, resource, or communications request.

Purpose

This will make sure your communication is relevant, timely, clear, and planned for it to have maximum impact.

Brief

Requester details

Name			
Role		Team	
Email		Phone	

Stakeholders

Who needs to approve or be consulted?	e.g. clinical governance, consumer engagement, legal, executive
---------------------------------------	---

The request

What's the project or topic?	Briefly, what do you want to communicate?
What problem does this solve?	What's not working right now that this needs to fix?

Strategic fit

Aligns with an organisational priority?	If yes, which one?
---	--------------------

Audience

Who's this for?	Staff, patients, GPs, volunteers, general public, carers
Who is this NOT for?	Helps avoid scope creep and an overcrowded page

Health considerations

Accessibility or health literacy needs?	e.g. CALD community, low vision, low health literacy, neurodivergent readers
Sensitive topic requiring extra care?	e.g. trauma, mental health, diagnosis, death, chronic illness

Purpose and outcome

What should your audience think, feel, or do?	Is there a clear call to action?
What does success look like?	e.g. fewer phone enquiries, a measurable change

Content status

Replacing existing content?	If yes, what happens to the old version?
Who owns this after launch?	Who maintains and reviews it going forward?

Practical constraints

Partnerships	Other organisations or teams needing sign-off
Budget	Is there a communications budget for this?
Timelines	Key milestones and final deadline
Attachments	Any existing documentation or reference material

Got question or feedback?

Direct message me on Substack or email: cynthia@writewithimpact.com.au