

Communications and Engagement team

Service statement



OUR GOAL

- We strategically position Brisbane North PHN as a trusted partner and source of truth in the health and community care system.
- We help you to expertly craft and deliver communications that are targeted and impactful.
- We provide advice, support and frameworks to ensure a consistent approach across the PHN for communications, engagement and partnering activities.

WE ACT AS A LINK

- Between PHN program teams and stakeholders. We help you get your message to the right audience.
- And between the PHN and politicians and media, delivering knowledge and insights about the region.



TO REACH

- service providers and health professionals e.g. GPs, commissioned service providers, aged care providers
- politicians
- government departments
- media
- consumers.



WE WORK WITH

- program teams
- working groups
- executive team
- board members
- partners e.g. Metro North Health, Qld PHNs
- government and funding bodies
- Department of Health
- federal and state offices and MPs
- media.



OUR PROMISE TO YOU

- **We're consistent:** We ensure a cohesive approach to engagement and partnering.
- **We're strategic and creative thinkers:** You bring us the challenge or objective, and we'll identify the most effective messages and when/how to deliver it.
- **We're messaging experts:** We distil your subject matter expertise into clear, concise and relevant content.
- **We're outcomes focused:** We help you define a call to action.
- **We're audience-focused:** We prioritise what your target audience needs to know and do, so there's no information overload.
- **We look at the bigger picture:** We have oversight of all Brisbane North PHN communication channels and where (and when) your message best fits.
- **We're data-driven:** We use insights to track engagement and impact and adjust our approach if required.



TO CREATE

- publications
- news articles
- PHN Talk blog posts
- website content
- events
- eDMs (Electronic Direct Mail)
- health alerts
- digital and social content
- fact sheets and resources
- community health campaigns
- media releases.



WHY DOES IT MATTER?



- A consistent brand voice, look and feel **builds trust**.
- Strategic brand positioning **enhances our reputation**.
- Service providers receive relevant and targeted information so they can deliver the **best possible care**.
- By building awareness of local services, we achieve **better health outcomes for the community**.

HOW WE CAN WORK TOGETHER?



We're collaborative partners, invested in the success of all PHN program teams. Here's how you can help us ensure we deliver the best outcome for your initiative.

We ask that you:

- use your **Communications Liaison** as your first port of call
- **engage us early** – the more time we have to plan and strategise, the better the result
- **respect our time frames** and processes
- use the **Communications and Engagement inbox**, communications@brisbanenorthphn.org.au as needed.

WHAT YOU CAN EXPECT



- We're **clear** about what we're doing and will keep you up-to-date.
- We're **open and honest** about the best approach.
- We're **accessible and responsive** and offer a consistent service, even if your Communications Liaison is away.
- We're **collaborative** – with each other and with project teams.

HOW WE MEASURE SUCCESS



- **Publications, social and website:** We measure behaviour (such as time spent on page), engagement, shareability, reach, comments and actions (such as click through rates).
- **Events:** We look at attendance rates and feedback forms.
- **Community awareness campaigns:** We track metrics for digital ads.
- **Media and political engagement:** We look at media mentions, articles, events and meetings.
- **Partnerships:** We help you check in on the health of partnership groups, whatever their type.
- And, for all projects, we listen to **anecdotal feedback** from audiences, stakeholders and partners.

OUR AREAS OF EXPERTISE



- publication management
- copywriting
- content strategy
- graphic design
- website maintenance
- event management
- political liaison
- media management
- engagement
- partnering
- crisis communications
- managing external suppliers as required (video, photography, animation, print)
- campaign development.

OUR TIME FRAMES



To ensure the best result, please allow:

- **eDM request:** at least 2 weeks' notice
- **publications submission:** 3 days prior to publishing date
- **resource development:** (event invitation, info flyer, poster) 2-6 weeks
- **CPD education workshops:** 6-8 weeks
- **full-day face-to-face workshops:** 2-4 months
- **multi-day face-to-face events:** 4-6 months
- **virtual events:** 3-6 weeks

Refer to our [Production Guidelines](#)



MEET THE TEAM



Ashlee Adams-Smith
Community Engagement
Coordinator

AREA OF EXPERTISE

Fostering effective and meaningful stakeholder relationships through engagement and partnering (E+P)

KEY RESPONSIBILITIES

Building capacity across the PHN to deliver fit for purpose E+P activities through the Engagement and Partnering Toolkit, Community of Practice and providing tailored support and guidance at the individual and team levels.

Coordinating the PHN's Community Advisory Committee and Clinical Councils.

PARTICULARLY LOVES

Working with teams to deliver meaningful E+P activities across our region and collectively learning how we do things better through our wonderful E+P Community of Practice.

MOST IMPORTANT SKILL

Being adaptable to ensure each and every engagement and partnering activity is intentional, fit-for-purpose and achieves outcomes.

HOW TO CONTACT

Phone
07 3630 7329

Email
Ashlee.Adams-Smith@
brisbanenorthphn.org.au

Working days
Monday-Friday



Danielle Francisco
Manager | Communications
and Engagement

AREA OF EXPERTISE

Strategy, planning and crisis communications.

KEY RESPONSIBILITIES

Providing a clear vision and strategic advice to team members, ensuring they have the support to thrive and achieve their goals.

PARTICULARLY LOVES

Telling the good news stories of the services the PHN commissions and how they positively impact people in our community. Using design to tell the audience a visual story.

MOST IMPORTANT SKILL

Providing context – whether it's internal or external – to connect the dots and make sure projects are on brand, on message and consistent with broader priorities.

HOW TO CONTACT

Phone
07 3630 7344

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danielle.francisco@
brisbanenorthphn.org.au

Working days
Monday-Thursday
and every 2nd Friday



Justin Stone
Specialist Officer | Public
Relations and Communications

AREA OF EXPERTISE

Driving strategic communications and stakeholder engagement by fostering genuine relationships that strengthen reputation, celebrate achievements, and align with the organisation's vision and goals.

COMMUNICATIONS LIAISON FOR

Health Alliance, Integrated Care

KEY RESPONSIBILITIES

Brisbane North PHN's primary contact for media and political liaison activities, working to engage political representatives from both state and federal levels of government to support program delivery and promotion.

PARTICULARLY LOVES

Promoting and celebrating positive outcomes and success stories to build stakeholder trust and highlight the vital role PHNs play in health and community care.

MOST IMPORTANT SKILL

Being adaptable and approachable – essential for trust and effective communication.

HOW TO CONTACT

Phone
0456 940 110

Email
justin.stone@
brisbanenorthphn.org.au

Working days
Monday-Friday



MEET THE TEAM



Kieran Mackenzie
Graphic Designer

AREA OF EXPERTISE

Graphic design and visual communication. Kieran uses design to translate complex information into clear and digestible content.

PROVIDES SUPPORT TO

All teams across the PHN.

KEY RESPONSIBILITIES

Developing graphic design and visual materials in both printed and digital formats. Kieran works with multiple brands to ensure a consistent look and feel, including Brisbane North PHN, Metro North joint branding and Team Care Coordination.

PARTICULARLY LOVES

Engaging people through visual identity, creativity and branding as well as 'giving life' to important information.

MOST IMPORTANT SKILL

Attention to detail and a keen eye for design and form.

HOW TO CONTACT

Phone
07 3630 7311

Email
kieran.mackenzie
@brisbanenorthphn.org.au

Working days
Monday, Wednesday and Thursday



Marg Clarke
Specialist Officer |
Events and Communications

AREA OF EXPERTISE

Project and event management.

COMMUNICATIONS LIAISON FOR

Mental Health and Connected Communities and Commissioning, Analytics and Reporting teams.

KEY RESPONSIBILITIES

Managing key PHN events including the Metro North Health Forum. Marg also maintains the PHN website, ensuring content is accurate and up to date.

PARTICULARLY LOVES

Engaging with staff across the PHN to support the success of their events.

MOST IMPORTANT SKILL

Organisation and planning! Being able to see the "big picture".

HOW TO CONTACT

Phone
07 3630 7309

Email
marg.clarke@
brisbanenorthphn.org.au

Working days
Monday-Thursday and every 2nd
Friday



MEET THE TEAM



Nichola Warburton
Content Strategy and
Communications Lead

AREA OF EXPERTISE

Strategic communications and social media. Telling stories that appeal to human interest and meet organisational goals.

COMMUNICATIONS LIAISON FOR

Primary Care

KEY RESPONSIBILITIES

Content management of PHN publications and platforms including newsletters, PHN Talk Blog, Year in Review and social media.

PARTICULARLY LOVES

Talking to people and finding the human element, showing the right amount of personality and producing impactful work.

MOST IMPORTANT SKILL

Journalistic skills paired with good EQ.

HOW TO CONTACT

Phone
07 3630 7361

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Nichola.Warburton@
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Working days
Monday- Friday



Samantha Bush
Project Officer |
Communications and Engagement

AREA OF EXPERTISE

Continuous quality improvement and project management support.

KEY RESPONSIBILITIES

To identify and implement communications and engagement process improvements to support the effective promotion of PHN programs and services.

PARTICULARLY LOVES

Seeing a communication plan come to life to inform and support our stakeholders, the community and our organisation.

MOST IMPORTANT SKILL

Applying a strategic and consumer driven lens to communication, having an eye for detail and a passion for continuous improvement.

HOW TO CONTACT

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07 3630 7374

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Working days
Monday, Wednesday
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