

## 1. Program Overview & Scope

### 1.1 Purpose

This document outlines the Marketing, Communications and Brand delivery activities required to support the rollout of Elvara as part of the broader organisational implementation program. The purpose of this document is to provide a structured framework for coordinating:

- brand rollout activities
- stakeholder communications
- website and digital delivery
- communication staging and messaging
- collateral and asset development
- internal communication and staff alignment
- launch and event coordination
- communications support activities related to audit readiness and future transition planning

This document functions as the central coordinating reference for MarComms-related activity and is intended to support alignment across internal teams, external partners, and the broader implementation program.

It is designed to:

- provide structure and sequencing to communication and brand activity
- support consistency of messaging and presentation
- coordinate tactical rollout activity and delivery timelines
- identify dependencies impacting MarComms delivery
- support stakeholder confidence and communication clarity throughout the rollout process

This document is a working delivery plan and will continue to evolve as project activities progress and additional workstreams are further developed.

### 1.2 Scope

#### In Scope

This document includes activities relating to:

- brand rollout and implementation
- communication planning and stakeholder engagement
- messaging and positioning alignment
- website and digital coordination
- event and launch communications
- communication collateral and asset tracking
- internal communication activities
- communication support for audit readiness
- participant, referrer and staff communication planning
- communication staging across rollout phases
- coordination of MarComms deliverables with external agency partners
- tactical rollout timelines and delivery coordination

## **Out of Scope**

This document does not replace or govern the broader Elvara implementation program and does not provide operational ownership for:

- financial setup and operating structures
- IT infrastructure implementation
- operational governance frameworks
- audit evidence development
- compliance documentation ownership
- restrictive practice governance
- NDIS registration processes
- legal operating structures
- workforce transition management
- system migration and operational decoupling activities

These activities are managed through the broader implementation program and relevant project leads and are referenced within this document only where dependencies or communication impacts exist.

## **1.3 Program Alignment**

The rollout of Elvara is being delivered through a broader multi-stream implementation program involving operational, compliance, governance, legal, IT, finance and service delivery workstreams.

This document specifically focuses on Marketing, Communications, Brand and Stakeholder Engagement activities while acknowledging dependencies on broader project streams managed by designated project leads and subject matter experts.

Activities outside the direct ownership of Marketing and Communications are referenced within this document where they:

- influence communication sequencing
- impact stakeholder messaging
- affect brand or collateral requirements
- create dependencies for launch readiness
- require communication support or alignment

Responsibility for operational delivery, governance, legal approval and implementation of non-MarComms activities remains with the relevant project leads and governance structures.

This document should therefore be read in conjunction with:

- the broader Elvara implementation framework
- operational rollout plans
- compliance and audit workstreams
- IT and systems implementation activities
- governance and legal guidance

## **1.4 Program Context**

Elvara is being introduced as a specialist Positive Behaviour Support (PBS) service within the broader Vertaview Group structure.

The rollout approach has been intentionally designed as a staged implementation model to AGENCYw:

- brand establishment and market introduction
- operational readiness and internal alignment
- controlled stakeholder communication
- audit preparation and compliance alignment
- future transition planning toward independent operation

During the initial rollout stages, Elvara will operate under Multicap's existing provider structure while broader operational and regulatory activities progress through the overarching implementation program.

The rollout strategy therefore balances two parallel priorities:

- establishing a credible and professional specialist brand presence
- ensuring communications remain aligned with operational, legal and compliance requirements throughout the transition period

## **1.5 Brand and Communications Objectives**

The objectives of this plan are to:

- establish Elvara as a credible specialist PBS brand
- support a professional and consistent market introduction
- maintain stakeholder confidence and clarity throughout rollout stages
- provide structured communication sequencing across audiences
- ensure consistent messaging and presentation across all communication channels
- coordinate communication and brand readiness for launch activities
- support audit readiness through aligned communication and documentation practices
- support future transition activities through staged communication planning
- coordinate delivery across Marketing, Communications, external agency partners and broader project stakeholders

## **1.6 Brand and Digital Delivery Partners**

External agency support has been engaged to support the development and execution of key brand and digital deliverables associated with the Elvara rollout.

This includes:

- brand guideline development
- tone of voice framework development
- website design and development
- copywriting and messaging refinement
- visual identity application
- digital creative support

The Marketing and Communications function is responsible for:

- coordinating delivery and timelines
- managing internal approvals and feedback
- ensuring alignment with stakeholder and rollout requirements
- integrating agency outputs into the broader communications rollout
- coordinating implementation across communication channels and assets

## 1.7 Roles and Responsibilities

| Area                                      | Lead Owner                 | MarComms Role               |
|-------------------------------------------|----------------------------|-----------------------------|
| Brand rollout                             | Marketing & Communications | Lead                        |
| Website development                       | External Agency (AGENCY)   | Coordinate                  |
| Brand guidelines                          | External Agency (AGENCY)   | Coordinate and implement    |
| Tone of voice                             | External Agency (AGENCY)   | Coordinate and implement    |
| Copywriting                               | External Agency (AGENCY)   | Coordinate and review       |
| Stakeholder communications                | Marketing & Communications | Lead                        |
| Internal communications                   | Marketing & Communications | Lead                        |
| Event communications and collateral       | Marketing & Communications | Lead                        |
| Audit readiness communications support    | Quality & Compliance       | Support                     |
| IT systems implementation                 | Project Lead / IT          | Dependency reference only   |
| Finance implementation                    | Project Lead / Finance     | Dependency reference only   |
| Audit documentation development           | Quality & Compliance       | Reference only              |
| Legal wording and provider representation | Legal / Governance         | Await final approval        |
| Operational transition activities         | Project Leads              | Reference only              |
| Workforce transition activities           | HR / Project Leads         | Support communications only |

## 1.8 Key Dependencies

The successful delivery of MarComms activities is dependent on coordination across multiple internal and external stakeholders.

Key dependencies include:

- approval of legal wording and provider representation
- website development timelines
- delivery of brand guideline components
- operational readiness milestones
- audit and compliance alignment requirements
- stakeholder approval timeframes
- production and supplier lead times
- availability of approved content and imagery
- project sequencing determined by broader implementation activities

Where dependencies fall outside direct MarComms ownership, they are referenced within this document for planning and coordination purposes only.

## 2. Elvara Brand Introduction and Transition Strategy Framework

### 2.1 Purpose

This document outlines the communication and brand framework for introducing Elvara as a specialised Positive Behaviour Support (PBS) service within the Vertaview Group, and its transition to an independent NDIS-registered entity. It serves as the central coordinating framework for the Elvara program and will be progressively expanded as contributing workstreams are developed.

The document functions as both:

- A strategic roadmap, defining intent, direction, and positioning
- A tactical delivery plan, coordinating activity across workstreams, stakeholders, and timelines

It ensures that all program activity is:

- aligned with regulatory requirements
- structured to support audit readiness
- consistent across communications and operations
- coordinated across internal and external teams

### 2.2 Strategic Intent and Narrative

The introduction of Elvara is a deliberate strategic initiative designed to strengthen Vertaview's PBS offering through specialisation, consistency of practice, and improved participant outcomes.

**The initiative will be delivered through three defined Communications Stages, with a clear evolution in positioning and messaging:**

#### *Communication Stage 1 – Brand Introduction (Pre-Audit)*

Elvara will be introduced as a specialised PBS service delivered on behalf of Multicap, with no change to legal structure or service delivery.

#### **Positioning narrative:**

Elvara is a specialised Positive Behaviour Support service delivered **on behalf of** Multicap, providing a more focused and consistent approach to supporting people with complex needs.

#### **Key message:**

- No change to provider
- No change to services or staff
- Increased focus and expertise

#### *Communication Stage 2 – Audit and Validation*

~~Elvara will be validated through audit as a clearly defined, compliant service stream within Multicap. Detailed audit documentation and artefacts will be developed and maintained by the Quality and Compliance team, with this plan providing the structural framework for alignment~~

Elvara will undergo audit as an independent entity, establishing its compliance, governance and capability as a standalone NDIS provider. Detailed audit documentation and artefacts will be developed and maintained by the Quality and Compliance team, supported by this plan as the framework for alignment and consistency.

#### **Positioning narrative:**

Elvara is a recognised specialist PBS service within the Vertaview Group, operating with consistent practice, strong governance, and demonstrated outcomes.

**Key message:**

- Validated service model
- Proven consistency
- Strengthened capability

*Communication Stage 3 – Entity Transition*

Elvara will transition to an independent entity, with structured participant migration.

**Positioning narrative:**

Elvara is an independent specialist provider of Positive Behaviour Support, built on the foundations and experience of Multicap.

**Key message:**

- Independent provider status
- Continuity of care remains
- Participant choice and consent

## 2.3 Stakeholder Framework

Stakeholders are segmented based on level of impact and communication requirement:

| Stakeholder Group                 | Impact Level | Key Need    | Communication Focus          |
|-----------------------------------|--------------|-------------|------------------------------|
| Participants                      | High         | Stability   | Continuity, reassurance      |
| Families/Carers                   | High         | Confidence  | Trust, clarity               |
| Referrers                         | Medium       | Credibility | Specialist positioning       |
| Multicap Staff (General)          | Low          | Awareness   | Understanding and alignment  |
| Multicap Staff (Adjacent Teams)   | Medium       | Reassurance | Growth, not loss of business |
| PBS Staff transitioning to Elvara | High         | Clarity     | Identity, expectations       |
| New Elvara Staff                  | High         | Alignment   | Standards and onboarding     |
| Leadership                        | High         | Oversight   | Governance and consistency   |
| Regulators/Auditors               | High         | Compliance  | Accuracy and clarity         |

## 2.4 Program Workstreams

Delivery of the program is structured across the following integrated workstreams:

| Workstream                      | Description                               | Owner              |
|---------------------------------|-------------------------------------------|--------------------|
| Brand & Communications          | Messaging, internal/external rollout      | Marketing          |
| Website Development             | Build and deployment of Elvara site       | Marketing + AGENCY |
| Event Delivery (ABA Conference) | First public activation                   | Events Team        |
| Audit Readiness                 | Alignment of documentation and compliance | Quality/Compliance |
| Templates & Documentation       | Report structure and consistency          | Marketing          |
| SharePoint Hub                  | Centralised document access and control   | IT / Operations    |
| Internal Training               | Staff alignment and onboarding            | HR + Marketing     |

## 2.5 Program Contributions and Workstream Expansion

The delivery of the Elvara program is a multi-functional effort, with additional workstreams to be developed and delivered by specialist teams as the program progresses.

### Contribution Model

The following teams will contribute to the program, with their outputs integrated into this overarching plan:

| Team                      | Contribution Area      | Scope of Work                                                  |
|---------------------------|------------------------|----------------------------------------------------------------|
| Quality & Compliance      | Audit readiness        | Policies, procedures, governance documentation, audit evidence |
| Marketing & Brand         | Core brand & messaging | Brand guidelines, website, templates, campaign direction       |
| Communications            | Stakeholder engagement | Internal & external comms, messaging rollout                   |
| Marketing (BAU)           | Ongoing collateral     | Flyers, brochures, campaign assets                             |
| Digital / Agency (AGENCY) | Website delivery       | Website design, development, and content execution             |
| Events Team               | ABA Conference         | Event delivery, physical assets                                |
| HR / L&D                  | Staff enablement       | Training, onboarding, transitions                              |
| Operations / IT           | Systems & SharePoint   | Document storage, access, governance systems                   |

### Integration Requirements

All contributing workstreams must:

- Align with the approved brand architecture and messaging
- Reflect the correct legal and provider structure (Multicap as provider)
- Maintain consistency across all participant-facing materials
- Be reviewed where required through governance and approval processes

## Document Integration Approach

This plan will evolve as a central coordinating document, with:

- Additional sections appended by contributing teams
- Workstream-specific detail developed within aligned sections
- Updates reflecting audit requirements, campaign activity, and operational needs

## 2.6 Program Integration (Critical Alignment)

All workstreams must operate in a coordinated and interdependent manner.

Key integration points include:

- Website content must align with:
  - audit requirements
  - approved messaging
- Event messaging must align with:
  - website
  - staff communication
- Templates must align with:
  - audit expectations
  - brand positioning
- SharePoint Hub must support:
  - document control
  - template access
  - system consistency

## 2.7 Assumptions

The following assumptions underpin the development and delivery of the Elvara Strategy and should be considered in the interpretation and execution of this plan.

### *Brand and Legal Positioning*

- For the purposes of building this plan, it is assumed that Elvara can be introduced as a service brand operating under Multicap, using the name “Elvara” in conjunction with a descriptor such as “on behalf of Multicap”.
- Formal legal confirmation is pending regarding the use of this naming structure and representation in the market.
- Should legal advice determine that this positioning is not permissible, a revised approach will be required. This may include continuing to operate solely under the Multicap brand until independent registration is approved.
- All communications and materials remain subject to legal review to ensure compliance with regulatory and contractual obligations.

### *Operating Model and Registration*

- It is assumed that Elvara will initially operate under Multicap’s existing NDIS registration during early Communications Stages of the program.
- Progression to an independent entity is contingent on successful completion of audit requirements and approval of NDIS registration.
- The timing of transition to independent operation is dependent on regulatory processes and approvals outside of program control.

### *Audit and Readiness Requirements*

- It is assumed that audit readiness will require significant internal alignment across:
  - documentation
  - policies and procedures
  - staff training
  - service delivery practices
- Internal communications will play a critical role in supporting this alignment and ensuring consistent application across teams.
- Evidence of consistency, training, and communication will be required to support audit outcomes.

### *Communication and Stakeholder Engagement*

- It is assumed that communication activity must be staged and controlled in alignment with legal, operational, and audit requirements.
- External communication will be limited and carefully managed during early Communications Stages to ensure compliance with provider identity and regulatory expectations.
- Internal communication will be prioritised throughout early stages to support staff understanding, behavioural alignment, and delivery consistency.

### *Participant and Contractual Transition*

- It is assumed that, upon approval of independent registration, all participants will be required to enter into new service agreements with Elvara as a separate entity.
- This process will require:
  - participant and family communication
  - engagement with support coordinators
  - consent and agreement management
  - coordination across operational systems
- The transition process will involve significant logistical planning and communication effort to ensure continuity of care and compliance.

The transition to an independent entity will require the re-execution of service agreements with all participants. This represents a significant operational and communication effort, requiring:

- coordinated internal processes
- targeted participant communication
- consent and agreement management
- alignment with support coordinators and families
- careful sequencing to avoid service disruption

### *Program Dependencies*

- Delivery of the program is dependent on coordination across multiple workstreams, including Marketing, Quality and Compliance, Operations, IT, HR, and external partners.
- Timelines, particularly for website delivery, audit readiness, and registration, are dependent on external inputs including legal review, agency delivery, and regulatory processes.
- The program timeline and asset register will continue to evolve as activities are refined and additional requirements are identified.

## 2.8 Non-Negotiables

The following principles must be maintained throughout:

- Multicap remains the legal provider (Communications Stage 1 & 2)
- Elvara must not be represented as an independent entity prior to approval
- Participant continuity must not be disrupted
- All messaging must align with approved positioning

## 2.9 Risk and Mitigation Summary

| Risk                    | Mitigation                        |
|-------------------------|-----------------------------------|
| Staff inconsistency     | Training and structured messaging |
| Participant confusion   | Clear reassurance communications  |
| Audit misalignment      | Template and document control     |
| Timeline slippage       | Critical path management          |
| Brand misrepresentation | Governance and approvals          |

### 3. Program Communications Stages

#### 3.1 Communications Stage 1: Brand Introduction and Communications Delivery

##### 3.1.1 Purpose

Communications Stage 1 represents the introduction of Elvara as a specialised Positive Behaviour Support (PBS) service delivered on behalf Multicap, with no change to legal structure or service delivery arrangements.

The purpose of this stage is to:

- Establish Elvara as a credible and clearly defined specialist service
- Ensure internal alignment before external exposure
- Maintain participant trust, stability, and continuity of care
- Deliver consistent and compliant messaging across all touchpoints
- Prepare all assets, systems, and behaviours for NDIS audit readiness

##### 3.1.2 Communications Stage 1 Narrative (What We Say)

All communication during Communications Stage 1 must reinforce a consistent narrative:

Elvara is a specialised Positive Behaviour Support service delivered on behalf Multicap, providing a more focused and consistent approach to supporting people with complex needs.

This narrative ensures:

- No ambiguity regarding provider identity (Multicap)
- Clear articulation of specialisation and purpose
- Strong emphasis on continuity and stability

##### 3.1.3 Key Communication Principles

All Stage 1 communications are guided by the following principles:

- Clear and accurate representation of Elvara as a service of Multicap
- Consistency across all communication channels and materials
- A participant-first approach, prioritising reassurance and clarity
- Positioning Elvara as an evolution of Multicap capability
- Emphasis on credibility, expertise, and outcomes, rather than promotional language

#### 1.4 Stakeholder Communication Approach

A segmented approach is required to ensure communication is relevant, clear, and effective.

##### Internal Stakeholders

| Group                           | Communication Focus       | Objective                                    |
|---------------------------------|---------------------------|----------------------------------------------|
| Multicap Staff (General)        | Awareness and clarity     | Understand what Elvara is                    |
| Multicap Staff (Adjacent Teams) | Reassurance               | Reinforce growth, not loss of business       |
| PBS Staff Transitioning         | Identity and expectations | Ensure consistency in delivery and messaging |
| New Elvara Staff                | Onboarding and standards  | Establish expectations early                 |
| Leadership                      | Direction and governance  | Maintain alignment and consistency           |

## External Stakeholders

| Group               | Communication Focus        | Objective                              |
|---------------------|----------------------------|----------------------------------------|
| Participants        | Continuity and reassurance | Maintain trust and confidence          |
| Families and Carers | Stability and clarity      | Reinforce no disruption                |
| Referrers           | Credibility and expertise  | Position Elvara as specialist provider |

### 3.1.5 Communication Delivery Approach

Communication during Stage 1 will be delivered through a controlled and structured approach, ensuring internal readiness is achieved prior to external exposure.

- Internal communication is prioritised to align staff understanding and behaviour
- External communication is targeted and deliberate, not campaign-led
- Messaging is reinforced through:
  - direct staff interaction
  - formal documentation
  - website content
  - event engagement

The approach recognises that:

### 3.1.6 Communications Stage 1 Collateral and Asset Requirements

The successful delivery of Stage 1 is dependent on the development and coordination of a range of communication and operational assets.

All production timing and dependencies are detailed in the Program Timeline (Section 1).

#### 3.1.6.1 Core Brand and Communication Assets

| Collateral                    | Purpose                          | Owner                    |
|-------------------------------|----------------------------------|--------------------------|
| Brand Guidelines              | Visual and identity governance   | Marketing                |
| Messaging Framework           | Defines positioning and language | Marketing                |
| Tone of Voice (retrospective) | Formalise communication style    | Marketing / Comms/AGENCY |
| Email Signatures              | Consistent staff communication   | Marketing / IT           |
| FAQ Documents                 | Support consistent responses     | Marketing                |

#### 3.1.6.2 Internal Communication and Training Assets

| Collateral                    | Purpose                           | Owner           |
|-------------------------------|-----------------------------------|-----------------|
| Internal Announcement Pack    | Introduce Elvara to staff         | Marketing       |
| Leadership Briefing Materials | Ensure leadership alignment       | Marketing       |
| Staff Training Materials      | Enable consistent messaging       | HR / Marketing  |
| SharePoint Hub                | Central access to files and tools | IT / Operations |
| Template Library              | Standardised document usage       | Marketing       |

### 3.1.6.3 Website Assets

| Collateral                      | Purpose                             | Owner             |
|---------------------------------|-------------------------------------|-------------------|
| Website Content                 | Service explanation and positioning | Marketing         |
| Legal Documents (T&Cs, Privacy) | Compliance requirement              | Legal / Marketing |
| Imagery and Visual Assets       | Support design and credibility      | Marketing         |
| Contact Forms                   | Inquiry pathway                     | Marketing / IT    |

### 3.1.6.4 ABA Conference Assets

| Collateral                                 | Purpose                     | Owner       |
|--------------------------------------------|-----------------------------|-------------|
| Pull-up Banners                            | Brand visibility            | Events Team |
| Media Wall                                 | Professional presentation   | Events Team |
| Tablecloth                                 | Stand branding              | Events Team |
| Flyers / Printed Material                  | Service overview            | Marketing   |
| Notebooks                                  | Engagement asset            | Marketing   |
| Pens                                       | Branded collateral          | Marketing   |
| Lanyards                                   | Staff identification        | Marketing   |
| Name Badges                                | Identification and branding | Marketing   |
| Staff Uniforms (Business Shirt / RAP Polo) | Professional presence       | Marketing   |

### 3.1.6.5 Audit and Documentation Assets

| Collateral                  | Purpose                            | Owner                 |
|-----------------------------|------------------------------------|-----------------------|
| Report Templates            | Consistency in PBS outputs         | Marketing             |
| Document Templates          | Standardised formatting            | Marketing             |
| Policies and Procedures     | Compliance documentation           | Quality / Compliance  |
| Audit Evidence Records      | Demonstrate alignment and delivery | Quality / Compliance  |
| SharePoint Document Control | Version management                 | Marcomms / Operations |

### 3.1.6.6 BAU Marketing and Communications Assets

| Collateral           | Purpose                  | Owner     |
|----------------------|--------------------------|-----------|
| Flyers and Brochures | Service awareness        | Marketing |
| Campaign Assets      | Broader engagement       | Marketing |
| Social Media Content | Awareness and visibility | Comms     |
| Referrer Materials   | Relationship building    | Marketing |

## Collateral Alignment Principle

All assets must:

- Align with approved positioning and messaging
- Clearly identify Multicap as the provider
- Maintain consistency across all touchpoints
- Support both participant understanding and audit requirements

### 3.1.7 Communications Stage 1 Communication Timeline

The following timeline outlines communication-specific activities and should be read in conjunction with the Program Timeline (Section 1).

| Timeframe       | Activity                         | Audience  | Channel           |
|-----------------|----------------------------------|-----------|-------------------|
| Early June 2026 | Internal announcement            | All staff | Email + briefing  |
| Early June 2026 | Leadership alignment             | Managers  | Sessions          |
| Mid June 2026   | Staff training rollout           | PBS teams | Workshops         |
| Mid June 2026   | Messaging guide distribution     | Staff     | SharePoint        |
| Mid June 2026   | FAQ release                      | Staff     | Internal          |
| Late June 2026  | Alignment check                  | Teams     | Manager review    |
| Early July 2026 | Website go live                  | External  | Website           |
| Early July 2026 | Controlled external introduction | Referrers | Direct engagement |
| Mid July 2026   | Event preparation                | Staff     | Briefings         |
| 24 July 2026    | ABA Conference                   | External  | In-person         |

### 3.1.8 Website (Role in Communications Stage 1)

The website serves as the primary external source of truth during Communications Stage 1.

It must:

- Clearly state Elvara as a service of Multicap
- Provide a clear explanation of services
- Support credibility and understanding

The website is not a marketing tool in this Stage, but a clarity and reference tool.

All development timelines and dependencies are outlined in the Program Timeline.

### 3.1.9 ABA Conference (Role in Communications Stage 1)

**The ABA Conference (24 July 2026) represents the first external exposure of Elvara.**

It is positioned as:

***A credibility demonstration, not a promotional launch***

At this event:

- Messaging must reflect specialisation and professionalism
- Staff must confidently articulate:
  - what Elvara is
  - how it relates to Multicap
- Presentation must align with high professional standards

Detailed preparation activities are captured in the Program Timeline.

### **3.1.10 Alignment with Audit Requirements**

All communication must support audit readiness through:

- consistent messaging across all materials
- clear representation of provider structure
- alignment between communication, documentation, and delivery

Communications contribute to audit evidence through:

- training completion
- messaging consistency
- documented materials and templates

## 3.2. Communications Stage 2: Audit, Validation and Service Consolidation

### 3.2.1 Purpose

Communications Stage 2 focuses on validating and stabilising Elvara as a compliant, clearly defined specialist service within the Vertaview Group.

Building on the foundations established in Stage 1, this Stage ensures that Elvara operates with:

- consistent service delivery
- aligned documentation and systems
- clear stakeholder understanding
- full readiness for NDIS audit

*This section provides a high-level outline of Communications Stage 2 and will be further developed following completion of Communications Stage 1 rollout and initial audit readiness activities.*

### 3.2.2 Communications Stage 2 Narrative (What We Will Say)

During Communications Stage 2, the Elvara narrative evolves to reflect increased maturity, consistency, and validation.

Elvara is a recognised specialist Positive Behaviour Support service within the Vertaview Group, delivering consistent, evidence-based support with strong governance and demonstrated outcomes.

The focus shifts from introduction to:

- reinforcing credibility
- demonstrating consistency
- establishing confidence in the service model

### 3.2.3 Strategic Focus

Communications Stage 2 is centred on consolidation and validation, rather than continued rollout.

The strategic focus is to ensure:

- Audit readiness and compliance alignment
- Consistency in practice and documentation
- Clarity in provider identity (Multicap remains the provider)
- Staff alignment in behaviour, language, and delivery
- Stable and consistent stakeholder experience

### 3.2.4 Audit and Compliance Alignment

Audit readiness is the primary driver of Communications Stage 2 activity.

The focus is to ensure that all aspects of Elvara are:

- clearly structured
- consistently delivered
- fully aligned with NDIS requirements

Key areas of alignment include:

- policies and procedures
- service delivery frameworks
- documentation and templates
- communication and terminology
- evidence of staff understanding and consistency

Detailed audit artefacts and documentation will be developed and maintained by the Quality and Compliance team, supported by aligned marketing, communication, and operational outputs.

### 3.2.5 IT Requirements

The following outlines the IT systems, infrastructure, access, and operational requirements necessary to support the delivery of the Elvara program. These requirements enable brand introduction, audit readiness, operational consistency, and transition to independent operation.

#### 3.2.5.1 Identity, Email and Access

- Establish Elvara email accounts for all transferring staff
- Configure email signatures aligned to Elvara branding and approved messaging
- Implement email forwarding and redirects from Multicap to Elvara addresses where required
- Set up shared mailboxes (e.g. enquiries, referrals)
- Provision user access across all systems based on role
- Ensure consistent identity across platforms (avoid duplication or conflicting accounts)
- Align with Single Sign-On requirements where applicable

#### 3.2.5.2 Asset Reassignment

- Transfer IT-related assets from Multicap to Elvara where required, including:
  - laptops
  - mobile devices
  - monitors and peripherals
- Update asset register to reflect:
  - ownership
  - AGENCYcation to staff
- Reconfigure devices for Elvara use (logins, permissions, branding where applicable)
- Review and reassign software licenses
- Maintain clear documentation where assets remain under Multicap during early stages

#### 3.2.5.3 Network and Printer Access

- Provide network access for Elvara staff:
  - within Multicap environments (where shared)
  - remote access (VPN) if required
- Configure printer access for Elvara staff:
  - access to shared printers, or
  - establishment of separate access where required
- Ensure secure authentication for network and printing services
- Align access with staff roles and locations

#### *3.2.5.4 Website and Domain*

- Establish secure website hosting (HTTPS enabled) **COMPLETE**
- Configure DNS settings and domain management
- Align email domains with website domain
- Set up contact forms and ensure secure routing of enquiries
- Provide administrative access for content management (Marketing and IT)
- Establish backup, monitoring, and uptime controls

#### *3.2.5.5 SharePoint and Document Management*

- Maintain the SharePoint Hub as the central document management system
- Configure access permissions by role

#### *2.5.6 Platform Access*

- Provide access to all required operational systems, including:
  - Multiwork
  - MultiLearn
  - SharePoint
  - Vertaview Amplify
  - Jira
  - Policy portals
  - reporting systems
- Assign permissions based on role and responsibility
- Ensure consistency of user identity across platforms
- Avoid duplication of profiles or conflicting access levels

#### *3.2.5.10 Communications Systems*

##### **Internal**

- Email distribution lists
- SharePoint announcements
- Staff communication channels

##### **External**

- Controlled email communication capability
- Website enquiry management
- Social media access control (e.g. LinkedIn)

##### **Governance**

- Define approval and publishing permissions
- Restrict external communications to authorised users

#### *3.2.5.11 Data and Privacy Management*

- Ensure secure storage of participant and organisational data
- Implement role-based access to sensitive information
- Comply with privacy and data protection requirements
- Provide secure file sharing capability

#### *3.2.5.12 Future Consideration*

- Define data separation and migration approach for independent operation

### *3.2.5.13 Reporting Systems*

- Provide access to reporting tools required for service delivery
- Enable data extraction for:
  - audit
  - performance monitoring
  - leadership reporting
- Ensure consistency of reporting across teams

### *3.2.5.14. Transition and Separation Readiness*

- Define approach for separation of systems during transition Communications Stage, including:
  - email
  - domain
  - SharePoint
  - data systems
- Identify which systems remain under Multicap and which transition to Elvara
- Prepare for future independent operation

## **3.2.6 Stakeholder Communication Approach**

Communication during Stage 2 becomes more controlled, consistent, and reinforcement-focused.

The priority is not to introduce new messaging, but to ensure that existing messaging is:

- applied consistently
- understood across all stakeholders
- reflected in all interactions and documentation

### **Internal Focus**

- Reinforcement of:
  - correct language and positioning
  - consistent documentation usage
  - alignment with audit expectations
- Ongoing:
  - staff training and refreshers
  - leadership alignment

### **External Focus**

- Maintain confidence through:
  - clarity
  - consistency
  - reliability
- Avoid:
  - changes in positioning
  - unnecessary new messaging

### 3.2.7 Systems and Documentation Alignment

Communications Stage 2 ensures all systems and documentation are fully aligned with the Elvara model.

This includes:

- consistent use of templates
- aligned document structures
- clear identification of provider
- control of document access and versioning

### 3.2.8 Monitoring and Consistency Controls

Stage 2 introduces mechanisms to ensure ongoing consistency and alignment.

These will include:

- internal reviews of documentation and outputs
- checks on messaging consistency
- feedback loops across teams
- verification of staff understanding

### 3.2.9 Timeline Reference

All Stage 2 activities are captured within the Program Timeline (Section 1).

Key milestone:

- NDIS Audit – November 2026

### 3.2.10 Preparation for Communications Stage 3

While Stage 2 is focused on audit and validation, it also begins preparing for the transition to an independent entity.

Early preparation will include:

- initial consideration of new service agreements
- identifying system and data requirements
- early planning for participant transition

### 3.2.11 Outcome of Communications Stage 2

At completion of Stage 2:

- Elvara is operating as a fully aligned and compliant service stream
- Service delivery, documentation, and communication are consistent and controlled
- Staff demonstrate clear understanding of the model
- The organisation is positioned to:
  - successfully complete audit
  - progress toward independent entity transition

### 3.3. Communications Stage 3: Entity Transition and Independent Operation

#### 3.3.1 Purpose

Stage 3 represents the transition of Elvara from a specialised service within Multicap to an independent, registered NDIS provider under the Vertaview Group.

This Stage focuses on:

- Establishing Elvara as a separate legal and operating entity
- Transitioning participants in a structured, transparent, and compliant manner
- Maintaining continuity of care and stakeholder trust
- Repositioning Elvara as a standalone specialist provider

*This section provides a high-level outline of Communications Stage 3 and will be further developed following audit outcomes and confirmation of registration requirements.*

#### 3.3.2 Communications Stage 3 Narrative (What We Will Say)

The narrative in Stage 3 evolves to reflect independence, maturity, and established capability.

Elvara is an independent specialist provider of Positive Behaviour Support, built on the experience and foundations of Multicap.

##### Narrative Objectives

- Clearly establish independent provider status
- Retain connection to Multicap legacy and experience
- Reinforce continuity of care and relationships
- Support participant confidence in the transition

#### 3.3.3 Strategic Focus

Communications Stage 3 is focused on transition and repositioning, with key priorities including:

- Legal and operational establishment of Elvara as an independent entity
- Participant transition and new service agreements
- Clear communication and consent processes
- Brand repositioning from service → standalone provider
- Maintaining trust across all stakeholders

#### 3.3.4 Participant Transition Approach

Participant transition is the most critical component of Stage 3 and must be managed carefully.

##### Key Principles

- Participants must have **informed choice and control**
- Transition must be:
  - transparent
  - structured
  - voluntary
- There must be **no disruption to supports**

### Core Activities (to be developed)

- New service agreements issued
- Communication explaining:
  - what is changing
  - what remains the same
- Data and documentation transfer (with consent)
- Coordination with:
  - families
  - support coordinators

### 3.3.5 Stakeholder Communication Approach

Communication in Stage 3 becomes more **directive and transition-focused**, while maintaining a strong emphasis on reassurance.

#### Internal Focus

- Align teams to:
  - new entity structure
  - new processes and systems
- Reinforce:
  - service continuity expectations
  - consistent messaging

#### External Focus

- Clearly explain:
  - transition to new entity
  - what it means for participants
- Reinforce:
  - continuity of staff
  - continuity of service delivery
- Provide:
  - clear actions for participants where required

### 3.3.6 Brand and Positioning Transition

Stage 3 introduces the shift from:

“Elvara as a service provider of Multicap” to “Elvara as an independent provider”

#### Key Considerations

- Maintain credibility and trust during transition
- Avoid perception of:
  - disruption
  - instability
- Retain:
  - connection to Multicap legacy

#### Positioning Shift

- From: supported specialist service
- To: independent, specialist provider

### 3.3.7 Systems and Operational Transition

Operational readiness is essential to support independence.

#### Key Areas (to be developed)

- New systems and processes
- Separation of:
  - billing and invoicing
  - reporting structures
- Data migration (compliant and secure)
- Operational governance structures

### 3.3.8 Timeline Reference

Stage 3 activities will commence following:

- Successful audit outcome
- Confirmation of registration requirements

### 3.9 Outcome of Communications Stage 3

At completion of Stage 3:

- Elvara operates as an independent NDIS provider
- Participants have transitioned through a clear and supported process
- Service delivery remains stable and consistent
- The brand is established as a credible, standalone specialist provider

## 4. Program Delivery Plan

### 4.1 Integrated Delivery Plan: Timeline and Collateral

This section provides an integrated view of all program activity, combining a detailed timeline and asset register. It serves as the primary coordination and execution tool, ensuring alignment across all workstreams and supporting delivery, tracking, and accountability. The content will continue to evolve as the program progresses.

#### 4.1.1 Master Timeline (Tactical Activity)

| Timeframe | Workstream  | Activity                                 | Owner              | Approved | Status  | Deadline |
|-----------|-------------|------------------------------------------|--------------------|----------|---------|----------|
| Removed   | Comms       | Draft core messaging framework           | Marketing/AGENCY   | Removed  | Removed | Removed  |
| Removed   | Comms       | Draft internal announcement email        | Marketing – CO/RA  | Removed  | Removed | Removed  |
| Removed   | Comms       | Draft participant communication          | Marketing – CO/RA  | Removed  | Removed | Removed  |
| Removed   | Comms       | Draft referrer communication             | Marketing – CO/RA  | Removed  | Removed | Removed  |
| Removed   | Website     | Draft Home page copy                     | Marketing/AGENCY   | Removed  | Removed | Removed  |
| Removed   | Website     | Draft About page copy                    | Marketing/AGENCY   | Removed  | Removed | Removed  |
| Removed   | Website     | Draft Services page copy                 | Marketing/AGENCY   | Removed  | Removed | Removed  |
| Removed   | Website     | Draft Approach page copy                 | Marketing/AGENCY   | Removed  | Removed | Removed  |
| Removed   | Website     | Legal review of website content          | Quality / Legal    | Removed  | Removed | Removed  |
| Removed   | Merchandise | Pull-up banners                          | Marketing / Events | Removed  | Removed | Removed  |
| Removed   | Merchandise | Media wall                               | Marketing / Events | Removed  | Removed | Removed  |
| Removed   | Merchandise | Tablecloth                               | Marketing / Events | Removed  | Removed | Removed  |
| Removed   | Merchandise | Notebooks                                | Marketing - MC/CC  | Removed  | Removed | Removed  |
| Removed   | Merchandise | Pens                                     | Marketing - MC/CC  | Removed  | Removed | Removed  |
| Removed   | Merchandise | Lanyards                                 | Marketing - MC/CC  | Removed  | Removed | Removed  |
| Removed   | Merchandise | Name badges                              | Marketing - MC/CC  | Removed  | Removed | Removed  |
| Removed   | Uniforms    | Sizing forms returned                    | Elvara – SH/CO     | Removed  | Removed | Removed  |
| Removed   | Uniforms    | Uniform order submitted                  | Marketing – MC/OC  | Removed  | Removed | Removed  |
| Removed   | Website     | Legal docs (T&Cs, Privacy) to AGENCY     | Marketing / Legal  | Removed  | Removed | Removed  |
| Removed   | Website     | Imagery provided to AGENCY               | Marketing - CO     | Removed  | Removed | Removed  |
| Removed   | Website     | Sitemap approval                         | Marketing / AGENCY | Removed  | Removed | Removed  |
| Removed   | Website     | Upload content to CMS                    | AGENCY             | Removed  | Removed | Removed  |
| Removed   | Website     | Website build commences                  | AGENCY             | Removed  | Removed | Removed  |
| Removed   | Systems     | Define SharePoint structure              | Marketing / Ops    | Removed  | Removed | Removed  |
| Removed   |             | Style Guide Complete                     | Marketing – MC     | Removed  | Removed | Removed  |
| Removed   | Comms       | Draft core messaging framework           | Marketing/AGENCY   | Removed  | Removed | Removed  |
| Removed   | Website     | Final QA completed                       | AGENCY / Marketing | Removed  | Removed | Removed  |
| Removed   | Website     | Website GO LIVE                          | Marketing          | Removed  | Removed | Removed  |
| Removed   | Comms       | Referrer communication issued            | Marketing          | Removed  | Removed | Removed  |
| Removed   | Comms       | LinkedIn introduction (controlled)       | Comms              | Removed  | Removed | Removed  |
| Removed   | Comms       | Participant messaging (if required)      | Operations         | Removed  | Removed | Removed  |
| Removed   | Brand       | Controlled external introduction enabled | Marketing          | Removed  | Removed | Removed  |
| Removed   | Merchandise | Delivery of all assets                   |                    | Removed  | Removed | Removed  |
| Removed   | Uniforms    | Uniforms delivered                       |                    | Removed  | Removed | Removed  |
| Removed   | Event       | Confirm event staff                      | Leadership         | Removed  | Removed | Removed  |
| Removed   | Event       | Develop event messaging                  | Marketing          | Removed  | Removed | Removed  |
| Removed   | Event       | Create event talking points              | Marketing          | Removed  | Removed | Removed  |
| Removed   | Event       | Conduct staff briefing sessions          | Marketing          | Removed  | Removed | Removed  |
| Removed   | Event       | Deliver messaging rehearsal              | Marketing          | Removed  | Removed | Removed  |
| Removed   | Event       | Check event assets (all items)           | Events             | Removed  | Removed | Removed  |
| Removed   | Event       | Distribute uniforms                      | HR / Marketing     | Removed  | Removed | Removed  |
| Removed   | Event       | Confirm logistics                        | Events Team        | Removed  | Removed | Removed  |
| Removed   | Comms       | Capture event feedback                   | Marketing          | Removed  | Removed | Removed  |
| Removed   | Comms       | Internal debrief session                 | Marketing          | Removed  | Removed | Removed  |

|         |         |                                     |            |         |         |         |
|---------|---------|-------------------------------------|------------|---------|---------|---------|
| Removed | Comms   | Identify messaging gaps             | Marketing  | Removed | Removed | Removed |
| Removed | Comms   | Update messaging if required        | Marketing  | Removed | Removed | Removed |
| Removed | Comms   | Capture event feedback              | Marketing  | Removed | Removed | Removed |
| Removed | Audit   | Documentation review cycles         | Quality    | Removed | Removed | Removed |
| Removed | Comms   | Messaging consistency checks        | Marketing  | Removed | Removed | Removed |
| Removed | Systems | SharePoint usage review             | IT / Ops   | Removed | Removed | Removed |
| Removed | Audit   | Evidence captured (training, comms) | Quality    | Removed | Removed | Removed |
| Removed | Audit   | Internal audit simulations          | Quality    | Removed | Removed | Removed |
| Removed | Audit   | Final audit readiness review        | Leadership | Removed | Removed | Removed |
| Removed | Audit   | NDIS Audit                          | Quality    | Removed | Removed | Removed |

#### 4.1.2 Critical Path Activities

The following activities represent the critical pathway for the program, where delays will directly impact key milestones, including the ABA Conference and NDIS audit readiness. These items must be prioritised and actively tracked.

| Critical Activity                                  | Deadline | Owner              | Dependency                               | Risk if Delayed                     |
|----------------------------------------------------|----------|--------------------|------------------------------------------|-------------------------------------|
| Legal documents (T&Cs, Privacy) provided to AGENCY | Removed  | Marketing / Legal  | Required for website build               | Website delay; compliance risk      |
| Website imagery provided to AGENCY                 | Removed  | Marketing          | Required for design Communications Stage | Website quality and timing impacted |
| Website build commencement                         | Removed  | AGENCY / Marketing | Content + legal docs complete            | Full timeline delay                 |
| Website development & QA                           | Removed  | AGENCY             | Content + feedback cycles                | Delayed go-live                     |
| Website go-live (minimum viable)                   | Removed  | Marketing / AGENCY | Development complete                     | Weak external credibility pre-event |
| Merchandise production (all items)                 | Removed  | Marketing / Events | Final designs approved                   | Event readiness risk                |
| Uniform sizing collection                          | Removed  | Marketing / HR     | Staff completion                         | Production delays                   |
| Uniform production                                 | Removed  | Supplier           | Sizing confirmed                         | Staff not event-ready               |
| Event collateral production (banners, tablecloths) | Removed  | Events Team        | Design approved                          | Brand presence compromised          |
| Internal communications rollout                    | Removed  | Marketing          | Messaging finalised                      | Staff misalignment                  |
| Staff training ("how to talk about Elvara")        | Removed  | Marketing / HR     | Messaging + materials                    | Inconsistent delivery               |
| Template suite deployment (SharePoint)             | Removed  | Marketing / IT     | Brand + document standards               | Audit inconsistency                 |
| SharePoint Hub live                                | Removed  | IT / Operations    | Build completion                         | Document access issues              |
| Final event readiness (team + assets)              | Removed  | Marketing / Events | All assets delivered                     | Event execution risk                |
| ABA Conference (First Public Exposure)             | Removed  | Events / Marketing | All prior items complete                 | Critical brand risk                 |
| Audit documentation alignment                      | Removed  | Compliance / Ops   | Templates + training                     | Audit failure risk                  |
| NDIS Audit                                         | Removed  | Compliance         | Full alignment achieved                  | Program failure point               |

## 5. Collateral & Asset Register

This section provides a register of all collateral and assets required to support the Elvara program. It serves as a central reference and coordination tool, ensuring all materials are aligned, accounted for, and supported by clear ownership, and will be updated as the program evolves.

### 5.1.1. Core Brand & Messaging Assets

| Asset                     | Description                         | Owner                    | Status  |
|---------------------------|-------------------------------------|--------------------------|---------|
| Brand Guidelines Document | Full brand identity rules and usage | Marketing                | Removed |
| Visual Identity Suite     | Logos, colours, typography          | Marketing                | Removed |
| Messaging Framework       | Core narrative and positioning      | Marketing/AGENCY         | Removed |
| Positioning Statement     | Formal strategic positioning        | Marketing/AGENCY         | Removed |
| Key Message Library       | Approved messaging statements       | Marketing/AGENCY         | Removed |
| Tone of Voice Framework   | Language style and voice guidance   | Marketing / Comms/AGENCY | Removed |
| Naming Conventions Guide  | How Elvara is referenced            | Marketing                | Removed |

### 5.1.2. Internal Communications Assets

| Asset                               | Description                    | Owner      | Status  |
|-------------------------------------|--------------------------------|------------|---------|
| Internal Announcement Email         | Initial staff communication    | Marketing  |         |
| Leadership Briefing Pack            | Slides / documents for leaders | Marketing  | Removed |
| Leadership Talking Points           | Messaging for leaders          | Marketing  | Removed |
| Internal FAQ Document               | Staff Q&A reference            | Marketing  | Removed |
| Internal Messaging Guide            | "How to talk about Elvara"     | Marketing  | Removed |
| Staff Update Emails                 | Ongoing project updates        | Marketing  | Removed |
| Internal Intranet / SharePoint Page | Central communication hub      | IT / Comms | Removed |

### 5.1.3. Training & Staff Enablement Assets

| Asset                            | Description                     | Owner          | Status  |
|----------------------------------|---------------------------------|----------------|---------|
| Staff Training Deck              | Training presentation materials | HR / Marketing | Removed |
| Training Facilitator Guide       | How to run training             | HR             | Removed |
| Participant Conversation Scripts | For frontline staff             | Marketing      | Removed |
| Referrer Conversation Scripts    | For stakeholder engagement      | Marketing      | Removed |
| Training Attendance Records      | Audit evidence                  | HR             | Removed |
| Training Evaluation Forms        | Feedback and improvement        | HR             | Removed |

### 5.1.4. Website Assets (Full Breakdown)

| Asset                       | Description                    | Owner              | Status  |
|-----------------------------|--------------------------------|--------------------|---------|
| Website Sitemap             | Structure of pages             | Marketing / AGENCY | Removed |
| Homepage Copy               | Core introduction page         | Marketing/AGENCY   | Removed |
| About Page Copy             | Elvara overview                | Marketing/AGENCY   | Removed |
| Services Page Copy          | PBS breakdown                  | Marketing/AGENCY   | Removed |
| Approach Page Copy          | How support is delivered       | Marketing/AGENCY   | Removed |
| Contact Page Content        | Contact details and messaging  | Marketing/AGENCY   | Removed |
| SEO Metadata                | Titles, descriptions, keywords | Marketing          | Removed |
| Legal Pages (T&Cs, Privacy) | Compliance pages               | Legal              | Removed |
| Image Library               | Photography / visuals          | Marketing          | Removed |
| Icons / Graphic Elements    | Supporting visuals             | Marketing          | Removed |
| Website UX Design           | Layout and flow                | AGENCY             | Removed |
| Website UI Design           | Visual styling                 | AGENCY             | Removed |
| Website Build (CMS)         | Development                    | AGENCY             | Removed |
| Contact Forms               | Lead capture                   | IT / AGENCY        | Removed |
| Website QA Checklist        | Final verification             | Marketing          | Removed |

|                                   |                |                   |         |
|-----------------------------------|----------------|-------------------|---------|
| Website Content Approval Sign-off | Final approval | Marketing / Legal | Removed |
|-----------------------------------|----------------|-------------------|---------|

### 5.1.5. Event (ABA Conference) Assets

#### A. Visual & Display Assets

| Asset           | Description            | Owner  | Status  |
|-----------------|------------------------|--------|---------|
| Pull-up Banners | Vertical display       | Events | Removed |
| Media Wall      | Branded backdrop       | Events | Removed |
| Tablecloth      | Branded table covering | Events | Removed |

#### B. Printed Materials

| Asset                             | Description               | Owner     | Status  |
|-----------------------------------|---------------------------|-----------|---------|
| Service Flyers                    | Overview materials        | Marketing | Removed |
| Printed Summaries / Leave-Behinds | Professional documents    | Marketing | Removed |
| Pocket Info Booklet               | Compact information piece | Marketing | Removed |

#### C. Branded Merchandise

| Asset       | Description          | Owner     | Status  |
|-------------|----------------------|-----------|---------|
| Notebooks   | Engagement item      | Marketing | Removed |
| Pens        | Branded stationery   | Marketing | Removed |
| Lanyards    | Identification       | Marketing | Removed |
| Name Badges | Staff identification | Marketing | Removed |

#### D. Staff Presentation

| Asset           | Description         | Owner          | Status  |
|-----------------|---------------------|----------------|---------|
| Business Shirts | Formal uniform      | Marketing / HR | Removed |
| RAP Polo Shirts | Alternative uniform | Marketing / HR | Removed |

#### E. Event Communication Assets

| Asset                      | Description           | Owner       | Status  |
|----------------------------|-----------------------|-------------|---------|
| Event Messaging Guide      | Key talking points    | Marketing   | Removed |
| Referrer Engagement Script | Conversation guide    | Marketing   | Removed |
| Staff Briefing Pack        | Pre-event preparation | Marketing   | Removed |
| Event Run Sheet            | Operational guide     | Events Team | Removed |

### 5.1.6. Templates & Documentation Assets **LIST TO BE COMPLETED BY QUALITY**

| Asset                              | Description                      | Owner     | Status |
|------------------------------------|----------------------------------|-----------|--------|
| FBA Report Template                | Standardised assessment template | Marketing |        |
| Behaviour Support Plan Template    | PBS documentation                | Marketing |        |
| Progress Report Template           | Reporting structure              | Marketing |        |
| Letterhead Template                | Formal communication             | Marketing |        |
| Email Signature Template           | Consistent staff signatures      | Marketing |        |
| Presentation (PowerPoint) Template | Consistent slides                | Marketing |        |
| Document Styling Templates         | Formatting standards             | Marketing |        |
|                                    |                                  |           |        |
|                                    |                                  |           |        |
|                                    |                                  |           |        |
|                                    |                                  |           |        |
|                                    |                                  |           |        |
|                                    |                                  |           |        |

### 5.1.7. Audit & Compliance Assets **LIST TO BE COMPLETED BY QUALITY**

*(Primarily Quality owned, but included for completeness)*

| Asset                           | Description                | Owner               | Status |
|---------------------------------|----------------------------|---------------------|--------|
| Policy Documents                | Governance and compliance  | Quality             |        |
| Procedure Documents             | Operational processes      | Quality             |        |
| Audit Evidence Repository       | Central record of evidence | Quality             |        |
| Communication Records Archive   | Stored comms evidence      | Marketing / Quality |        |
| Training Records                | Staff completion evidence  | HR                  |        |
| Documentation Control Framework | Versioning + access        | IT / Ops            |        |
| Policy Documents                | Governance and compliance  | Quality             |        |

### 5.1.8. Systems & SharePoint Assets

| Asset                    | Description            | Owner          | Status |
|--------------------------|------------------------|----------------|--------|
| SharePoint Structure     | Folder hierarchy       | IT             |        |
| Template Library Hub     | Centralised templates  | IT / Marketing |        |
| Document Access Controls | Permissions and access | IT             |        |
| Version Control System   | Document tracking      | IT             |        |
| Staff Guidance Page      | How to use SharePoint  | IT / Marketing |        |

### 5.1.9. External Communications & BAU Marketing Assets

| Asset                               | Description                 | Owner      | Status |
|-------------------------------------|-----------------------------|------------|--------|
| Referrer Communication Email        | Initial outreach            | Marketing  |        |
| Participant Communication Templates | If required                 | Operations |        |
| LinkedIn Launch Post                | Controlled external intro   | Comms      |        |
| Social Media Content Series         | Ongoing awareness           | Comms      |        |
| Flyers and Brochures                | Ongoing promotion           | Marketing  |        |
| Campaign Creative Assets            | Digital promotions          | Marketing  |        |
| Referrer Engagement Pack            | Relationship building tools | Marketing  |        |

## 6. Communication Strategy Framework

### 6.1 Overview

Communication will be delivered across three defined stages aligned to the program lifecycle, reflecting changes in legal structure, operational readiness, and stakeholder impact.

### 6.2 Communication Stages

#### *Stage 1 – Introduction (Operating Under Multicap)*

**Focus:**

- Internal alignment
- Audit preparation
- Controlled external visibility

**Key Requirements:**

- Internal comms (heavy)
- Staff training
- Policies + procedures alignment
- Messaging discipline

**Key Message:**

Elvara is a specialised service delivered on behalf of Multicap

#### *Stage 2 – Audit & Validation*

**Focus:**

- Consistency
- Audit readiness
- Awareness (within boundaries)

**Key Requirements:**

- Reinforcement of messaging
- Documentation consistency
- Legal compliance in external messaging

**Key Message:**

Elvara is a validated specialist PBS service operating within Multicap

#### *Stage 3 – Transition to Independent Entity*

**Focus:**

- Participant transition
- Contract resigning (critical)
- High-volume communications

**Key Requirements:**

- Internal coordination
- External stakeholder communication
- Consent + contract processes
- Logistics management

**Key Message:**

Elvara is transitioning to an independent provider

| Stage   | Work Stream    | Activity                                   | Start Date | Lead Time | Draft Due | Review Date | Final Approval | Delivery Date | Go Live / Release | Responsibility     | Creator / Owner | Reviewer | Final Approver | Status  | Comments |
|---------|----------------|--------------------------------------------|------------|-----------|-----------|-------------|----------------|---------------|-------------------|--------------------|-----------------|----------|----------------|---------|----------|
| Stage 1 | Branding       | Style Guide Complete                       | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Operations     | Define SharePoint structure                | Removed    | 2 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Branding       | Draft core messaging framework             | Removed    | 2 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Merchandise    | Pull-up banners                            | Removed    | 6 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Design | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Merchandise    | Media wall                                 | Removed    | 6 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Design | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Merchandise    | Tablecloth                                 | Removed    | 6 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Design | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Merchandise    | Notebooks                                  | Removed    | 6 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Design | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Merchandise    | Pens                                       | Removed    | 6 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Design | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Merchandise    | Lanyards                                   | Removed    | 6 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Design | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Merchandise    | Name badges                                | Removed    | 5 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Design | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Merchandise    | Sizing forms returned                      | Removed    | 1 week    | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Sitemap approval                           | Removed    | 1 week    | Removed   | Removed     | Removed        | Removed       | Removed           | Prelaunch          | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Merchandise    | Sticky Notes                               | Removed    | 6 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Design | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | User journey review                        | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | CTA wording approval                       | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Navigation structure approval              | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Website wireframe review                   | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Accessibility review                       | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Mobile responsiveness review               | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Website UX approval                        | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Website UI approval                        | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Draft contact page copy                    | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Draft referral pathway content             | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Draft FAQ content                          | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Draft SEO metadata                         | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | SEO metadata approval                      | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Upload SEO metadata                        | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Final website content signoff              | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Website governance owner confirmed         | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Website version archive setup              | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Website content approval register          | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Contact form testing                       | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Referral form testing                      | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Email routing testing                      | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Browser/device testing                     | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Broken link testing                        | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Redirect testing                           | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Website backup testing                     | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | CMS admin access testing                   | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Analytics setup                            | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Cookie/privacy compliance check            | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Final legal disclaimer approval            | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Referral form fields confirmed             | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Referral workflow mapped                   | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Referral routing process confirmed         | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Referral escalation process defined        | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Referral inbox ownership confirmed         | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Referral response timeframes defined       | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Referral acknowledgement email drafted     | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Referral testing completed                 | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Collect testimonials                       | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Obtain testimonial consent approvals       | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Draft testimonial copy                     | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Approve testimonial imagery                | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Upload testimonials to website             | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Legal docs (T&Cs, Privacy) to Allo         | Removed    | 1 week    | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Branding       | Imagery provided to Allo                   | Removed    | 1 week    | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Merchandise    | Uniform order submitted                    | Removed    | 1 week    | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Design | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Website build commences                    | Removed    | 6 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Draft homepage copy                        | Removed    | 2 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Draft About page copy                      | Removed    | 2 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Draft Services page copy                   | Removed    | 2 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Website        | Draft Approach page copy                   | Removed    | 2 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Project Team       | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Internal Comms | Leadership briefing pack developed         | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Comms  | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Internal Comms | Internal FAQ finalised                     | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Comms  | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Internal Comms | "How to talk about Elvara" guide finalised | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Comms  | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Internal Comms | Staff messaging acknowledgement            | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Comms  | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Internal Comms | Internal Q&A sessions conducted            | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Comms  | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Internal Comms | Escalation/contact pathways issued         | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Comms  | Removed         | Removed  | Removed        | Removed | Removed  |
| Stage 1 | Internal Comms | Staff update schedule established          | Removed    | 4 weeks   | Removed   | Removed     | Removed        | Removed       | Removed           | Marketing - Comms  | Removed         | Removed  | Removed        | Removed | Removed  |

|         |                  |                                                     |         |         |         |         |         |         |         |                     |         |         |         |         |         |
|---------|------------------|-----------------------------------------------------|---------|---------|---------|---------|---------|---------|---------|---------------------|---------|---------|---------|---------|---------|
| Stage 1 | Internal Comms   | SharePoint launch communication                     | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Sharepoint       | SharePoint permissions review                       | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Sharepoint       | SharePoint content upload                           | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Sharepoint       | Template library upload                             | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Sharepoint       | SharePoint QA review                                | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Event            | Event run sheet finalised                           | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Events  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Event            | Freight tracking confirmation                       | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Events  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Event            | Venue delivery confirmation                         | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Events  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Event            | Event pack-down coordination                        | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Events  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Event            | QR code testing                                     | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Events  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Event            | Social media capture plan                           | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Events  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Event            | Staff event roster confirmed                        | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Events  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Event            | Speaker/staff briefing confirmation                 | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Events  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Social Media     | LinkedIn profile setup                              | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Digital | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Social Media     | Social media governance approval                    | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Digital | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Social Media     | Bio copy approval                                   | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Digital | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Social Media     | LinkedIn banner development                         | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Digital | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Social Media     | Social media moderation process                     | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Digital | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Social Media     | Response escalation process                         | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Digital | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Social Media     | Social content calendar                             | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Digital | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Social Media     | Controlled launch sequencing                        | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Digital | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Brand            | Brand asset storage structure                       | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Design  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Brand            | File naming conventions                             | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Design  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Brand            | Canva/InDesign source management                    | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Design  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Brand            | Final logo usage approval                           | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Design  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Brand            | Email signature rollout                             | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Design  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Brand            | Brand Templates Created - Word, PowerPoint etc      | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Design  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Event            | Internal Launch                                     | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Events  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Public Relations | Media Release                                       | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 2 | Public Relations | Media Release                                       | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 3 | Public Relations | Media Release                                       | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Internal Comms   | Staff Newsletter - All Entities                     | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 2 | Internal Comms   | Staff Newsletter - All Entities                     | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 3 | Internal Comms   | Staff Newsletter - All Entities                     | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Comms            | Draft internal announcement email                   | Removed | 1 week  | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Comms            | Draft participant communication                     | Removed | 1 week  | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Comms            | Draft referrer communication                        | Removed | 1 week  | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Website          | Legal review of website content                     | Removed | 1 week  | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Comms            | Develop event messaging                             | Removed | 1 week  | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Operations       | Confirm event staff                                 | Removed | 1 week  | Removed | Removed | Removed | Removed | Removed | Marketing - Events  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Website          | Upload content to CMS                               | Removed | 1 week  | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Website          | Final QA completed                                  | Removed | 2 weeks | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Comms            | Create event talking points                         | Removed | 1 week  | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Operations       | Conduct staff briefing sessions                     | Removed | 1 week  | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Merchandise      | Distribute uniforms                                 | Removed | 3 days  | Removed | Removed | Removed | Removed | Removed | Marketing - Design  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Website          | Website GO LIVE                                     | Removed | 1 week  | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Event            | Confirm event logistics (delivery)                  | Removed | 3 days  | Removed | Removed | Removed | Removed | Removed | Marketing - Events  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Event            | Check event assets (all items)                      | Removed | 3 days  | Removed | Removed | Removed | Removed | Removed | Marketing - Events  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Event            | Delivery of all assets                              | Removed | 3 days  | Removed | Removed | Removed | Removed | Removed | Marketing - Events  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Event            | ABA Conference                                      | Removed | 6 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Events  | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Digital          | Social Media Launched                               | Removed | 1 day   | Removed | Removed | Removed | Removed | Removed | Marketing - Digital | Removed | Removed | Removed | Removed | Removed |
| Stage 1 | Operations       | Controlled external introduction enabled            | Removed | 1 day   | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |
| Stage 2 | Operations       | SharePoint usage review                             | Removed | ongoing | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |
| Stage 2 | Operations       | Documentation review cycles                         | Removed | Ongoing | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |
| Stage 2 | Operations       | Messaging consistency checks                        | Removed | Ongoing | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |
| Stage 2 | Operations       | Evidence captured (training, comms)                 | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Audit Support       | Removed | Removed | Removed | Removed | Removed |
| Stage 2 | Operations       | Internal audit simulations                          | Removed | 6 weeks | Removed | Removed | Removed | Removed | Removed | Quality             | Removed | Removed | Removed | Removed | Removed |
| Stage 2 | Operations       | Final audit readiness review                        | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Quality             | Removed | Removed | Removed | Removed | Removed |
| Stage 2 | Operations       | NDIS Audit                                          | Removed | 6 weeks | Removed | Removed | Removed | Removed | Removed | Quality             | Removed | Removed | Removed | Removed | Removed |
| Stage 2 | Comms            | Accreditation Announcement                          | Removed | 2 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 3 | Comms            | Draft Marcomms Plan                                 | Removed | 2 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 3 | Comms            | Develop participant transition communications       | Removed | 2 weeks | Removed | Removed | Removed | Removed | Removed | Marketing - Comms   | Removed | Removed | Removed | Removed | Removed |
| Stage 3 | Operations       | Develop new service agreement communication process | Removed | 4 weeks | Removed | Removed | Removed | Removed | Removed | Operations          | Removed | Removed | Removed | Removed | Removed |
| Stage 3 | Comms            | Independent provider messaging rollout              | Removed | 2 weeks | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |
| Stage 3 | Comms            | Internal/External Announcement                      | Removed | 1 week  | Removed | Removed | Removed | Removed | Removed | Project Team        | Removed | Removed | Removed | Removed | Removed |