

Best Practices #2.15: Communication Policy and Plan



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1. Communication strategy

1.1. Introduction

A communication strategy will guide the WMA to communicate essential information, ensuring the messages remain consistent and strategic, assisting the WMA with their overall goals. The strategy identifies key messages, the persons communicating and the target groups; using the strategy for communications will help the WMA reach their overall organizational targets.



2. Senders- Who communicates:



WMA management- key senior management team
WMA team- village game scouts
WMA leadership (AA)
Supporting donors
TAWA
Local District
Local District
WMAs consortium (CWMAC)
Village and local political leaders
WMAs consortium (CWMAC)
Village and local political leaders

3. Purpose- why communicate at all?

Raise revenues-increase the number of bed nights sold to tourism in the lodges in the WMA that result in increased revenues.

- Strengthen WMA brand and penetration into the tourism market, particularly the community-based conservation tourism market segment.
- Increase the number of hotels and camps and beds available for tourists

Build strong political support for WMA within the communities

- Ensure communities know and understand what the work of the WMA is and its impact on their livelihoods.



- Communities are committed to supporting the protection of the WMA resources.

Improve performance as a team

- Management and their team are motivated by the results of their work.
- All staff are informed of the organization policies and workplan.

Secure a value of the WMA amongst partners and stakeholders



Partners and stakeholders understand and value the WMA and its contribution to conservation.

Showcase the success and strength of the Randilen WMA business model internationally.

Strengthened relationship with local government and national government
Improved understanding of the impacts of community-based conservation in the government conservation organizations (TAWA, TANAPA, WD).

1.1 Target Audience- Who is addressed

Primary audience

- Community
- Donors
- TAWA
- Investors

Secondary Audience

- NGOs
- Government
- TANAPA-and neighboring conservation areas
- WMAs consortium and other Tanzania WMAs
- WMA staff
- Tourists who want to know more about WMAs or Tanzania.

4. Staging- what is said and how?

1.2 Organization Goal

Organization goal: WMA is a sustainable community-based wildlife conservation area that improves the livelihoods of the community, secures the rangelands, habitat, and wildlife for current and future generations.

1.3 Themes



- Community-based conservation- sustainability, landscape protection, effective management, community owned and managed.
- Ecological success- thriving wildlife, healthy rangelands
- Community benefits-local development, education, human-wildlife conflict, grazing bank, jobs
- A high-end ecotourism destination.

1.4 Core messages-



Our community can lead our conservation efforts. Community owned and managed conservation areas that are efficient, cost effective and sustainable actually work - for people and wildlife.

WMAs bring benefits to our local communities, provide grass for livestock, help communities protect their crops, and provide funds to support local development.

We need healthy rangelands for both people and wildlife. Our communities are making this happen through great management practices. These grasslands offer security for our communities during the dry periods and droughts.

Unique tourism experience, explore, learn, and share while supporting local communities. Visit the most successful locally owned community-based conservation wildlife destination in Tanzania, explore the landscape, see great wildlife, learn about a culture of pastoralists living side by side peacefully with wildlife, and share this unique experience with your friends.

5. Relevance: what is the added value of the target and reference groups?

1.5 Government, Tanzania National Park and TAWA

WMAs has to prove that partnering with local communities to conserve wildlife and habitat works. The solutions that WMA will offer its communities further support from National Parks increase all round positive perception, by reducing the cost of wildlife, investing in local development, and improving people's livelihoods. Randilen translates a positive conservation message to their communities.

Securing wildlife habitat around its boundaries is of key importance to national Parks, while the attraction of the park is vital to WMA's tourism hence creating an interdependency between the two.



For this significant ecosystem to remain sustainable, a collaborative approach between National Park or other protected areas and WMA's is needed - securing a future for wildlife and people.

1.6 Tourists

Tourists of today and tomorrow want their travel and experience to have a positive impact on local communities.

Tourists visiting and staying in WMA's will help to support a wildlife dispersal area of the National park, providing valuable funds for improving the community's livelihoods and supporting a successful community-based conservation initiative.

WMA is a community owned Wildlife Management Area governed by the local communities. They protect this unique area, looking after its wildlife, and respect the cultures of people that live here and depend on it.

Unique attractions- tourists can explore the diverse wildlife and landscape of WMA's, at night, in a 4X4, or on foot. WMA's offers exclusivity, only those who are staying in this WMA's have access to wildlife viewing.

Only here can tourists get closer to wildlife than in any national park in Tanzania. Get up close to elephants, follow lions across the savannah, search for greater kudu and even African wild dogs.

1.7 Communities

Making sure WMA's is sustainable for our communities today and for future generations, where Randilen WMA provides valued services and development funds to improve the livelihoods of the communities; and these communities will continue to protect the habitat and wildlife both in and outside the WMA.

WMA is providing grass for community livestock; this is like insurance for the dry season or any drought. This is a solution to help communities to respond to climate change by providing a secured dry season grazing 'bank' for community livestock.

Funds from WMA's support local development such as education, health and water projects. 50% total revenues collected by most are shared with the local communities.



Damage by elephants on farmers crops will be reduced by 90% with community members volunteering on village crop protection teams while Randilen provides additional support of toolkits and backup vehicles.

1.8 Supporting NGOs, Other WMAs the WMAs Consortium



WMA will be successful in community-based conservation work in Tanzania, WMA will provide that community-based conservation can work for both people and wildlife.

WMA will have professional management that operates at the highest standards of transparency and collaboration.

1.9 Team

The VGS want the communities to know that they are helping the communities, they want to be trusted by the community, to see VGS as friends and not enemies.

The VGS want to make sure that the communities see them being different from TANAPA rangers. At events and functions, the VGS want to be recognized as community representatives to the WMA.

6. Communication Tactics



1.10 Selecting the tools

WMA cannot do everything. It needs to think very carefully about the different communications tools it uses and how much time and money it invests in each.

Knowing the audience and the purpose of each communications action will help when selecting the right tool.

Use clear and compelling Messages

While there will be a lot of different information to share, WMA can help its audiences understand and react to this information by using clear and compelling messages that are important to individuals and get them to act.



These messages should be used consistently and with the right audiences, and most importantly, these messages must reflect the true nature of the WMA

Tailor all tools and messages for the greatest return.

Think about who the audience is:



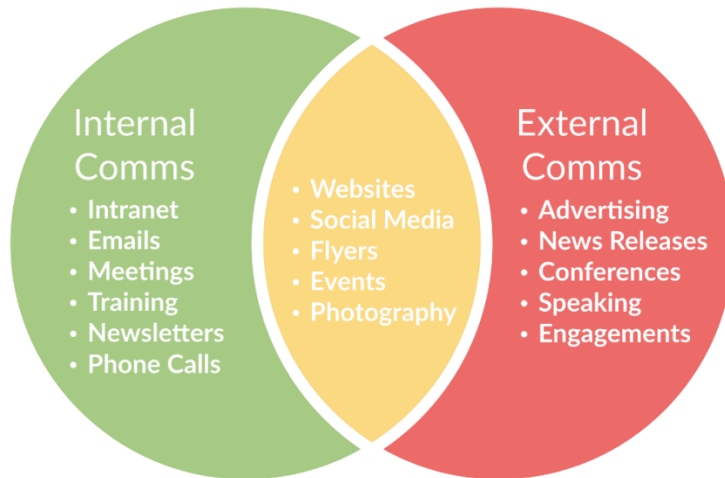
- What are their interests?
- What information do they want to know?
- How often do they like to receive information?
- How do they like to get their information?

1.11 Production

TOO L	COM MUNI TY	TOURIST/I NVESTORS	T A W A	DO NO RS	T E A M	N G O	GOVER NMEN T	TA NA PA	W M AS
Annual report	✓		✓	✓		✓	✓		
Techni cal report s			✓	✓		✓	✓	✓	
Websit e		✓							
Newsl etter			✓	✓		✓	✓	✓	✓
Confer ences			✓	✓		✓	✓		✓
Social media	✓	✓	✓	✓	✓	✓	✓	✓	✓
Succes s stories	✓	✓			✓	✓			✓
Videos / films	✓	✓			✓	✓			
Brochu res/ poster s		✓						✓	
Emails			✓	✓		✓		✓	
Media	✓		✓	✓	✓		✓	✓	✓
Radio	✓				✓		✓	✓	✓
Meetin gs					✓		✓	✓	



7. Distribution



8. Communication policy

The **purpose of communication policy** should be to help others and to make our business run as effectively as possible, thereby gaining the respect of our community, colleagues and customers. Courtesy, friendliness, and a spirit of helpfulness are important and guide the organization's dealings with community, employees and customers.

In the Wildlife Management Area **honesty, collaboration** and **consideration** should guide each employee in the relationships with our visiting tourists, working colleagues, our community, leaders and the public. It is important that each employee in this organization shows respect to every other person in the organization and other contacts in our business. The purpose of communication should be to help others and to make our business run as effectively as possible, thereby gaining the respect of our colleagues, tourists and community.



The purpose of communication should be to help others and to make our business run as effectively as possible, thereby gaining the respect of our colleagues, tourists and community

Courtesy, friendliness, and a spirit of helpfulness are important and guide the WMA relationship with employees, tourists and community.

Differences of opinion should be considered and handled discreetly within the organization and their management. Include management and key stakeholders to communicate directly with the person or persons involved to resolve differences.

Constructive criticism — that which will improve the WMA and their business by clarifying or instructing — should be welcomed when delivered with respect and consideration. Destructive criticism — that which is designed to harm WMA or another person — is not to be practiced.

In Wildlife Management Area, employees should maintain a respectful and collaborative working atmosphere at all times and should not shout, use bad languages or swearing at each other or communities or tourists.

In WMA's, one must have respect and consideration of other persons religion, ethnicity, appearance and other non-work-related matters. Each employee has the responsibility to build an understanding of others' differences in order to create an environment where those differences contribute to a better organization. Inappropriate remarks based on any of the following are not tolerated and such behavior will result in immediate termination of employment: race, religion, ethnic origin, physical attributes, mental or physical disability, color, ancestry, marital status, pregnancy, medical condition, citizenship and/or age. Inappropriate remarks include those that treat a group of people in a uniform way, assign a behavior in a disparaging way, imply inferiority of a group, are supposedly funny at someone else's expense, and/or cause embarrassment or distress to others based on comments about a particular group of people.