**Commonwealth Games, Gold Coast 4–15 April 2018**

**Overview of Comms Plan** 14 Feb 2018

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|  | **Customer Group** | **Date** | **Channel** |
| **1** | Enterprise email – All customers | Late Feb | Email |
| **2** | PUD letter – Gold Coast customers | 14 Feb | Letter from Gold Coast PUD Mgr  *(handed out by driver)* |
| **3** | StarTrack – Nat’l letter template for AMs | 16 Feb | Letter/Email  *(sent by Account Managers as required)* |
| **4** | StarTrack letter - Gold Coast senders | 19 Feb | Letter from Regional Mgr Express, Sthn QLD  *(sent by Reg’l Mgr Express, Sthn QLD)* |
| **5** | StarTrack letter - Gold Coast receivers | 19 Feb | Letter from Regional Mgr Express, Sthn QLD  *(handed out by driver)* |
|  | StarTrack Courier | TBA | Letter |
|  | Retail | TBA | Flyer *(over-the-counter)*  Letter *(in PO boxes)*  Notice *(posted to PO doors)* |
|  | Australia Post and StarTrack - All Residents within Local Area Permit Zones which are unable to be serviced during the games | TBA | Letter  *(delivered by PDO)* |
|  | All customers/consumers | March | Website updates (AP and ST) |
|  | Gold Coast community | March | Media release |
|  | Gold Coast community | March | Social Media |