

Draft Comms Plan

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Attachments: Comms Plan - Rate Mitigation v2.docx (42.59 kB)

Attached is the draft plan. The backend requires a bit more fleshing out in terms of how big we want to go in the weeks that follow. We can discuss those details Monday.

As for the narrative, I've built out the five points a bit differently. I think Delivery deserves its own point and market reform is too ephemeral, it should be saved for the LTEP.

I've included your revised approach on the media lines, but I've layered it alongside the mortgage lines. I'm not sold on the 'life of the assets' language...I don't think we should bring that into the conversation, it opens many questions about renewing those contracts and the exact extent of the out year increase.

Take some time with it and let me know what you think. Thanks for giving me the time with my family this weekend. Enjoy the time with yours

Dan

All the best,

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