

**AWI Communication Report Template**

This communication report template provides a basic overview of AWI projects and is to be filled out for content briefs for AWI press releases.

**Content brief for AWI press releases**

|  |  |  |  |
| --- | --- | --- | --- |
|  **Date:**  |   |  **Project lead:**  |   |
|  **Dept:**  |   |  **Contact:**  |   |
|  **To:**  |   |  **CC:**  |   |
|  **Project:**  |   |  **Phone:**  |   |

 **Name of project**

**Name of research body**

**Name(s) of any other project co-funding bodies**

**Name(s) of any other organisations involved (and specify how they are involved)**

**Project start date**

**Project end date**

**Other key dates (e.g. key milestone report(s), events, product launch)**

**Main objectives of the project (approx. 150 words)**

**Project summary (approx. 250 words)**

**Project (and key milestone) outcomes and outputs (approx. 250 words)**

**Benefits for woolgrowers and wool industry (approx. 150 words)**

**Is the project related to other AWI-funded or other past/present research**

**Potential/actual next steps in the research project**

**Name(s)/role(s)/contact details of the potential spokesperson/people.**

**Name(s)/role(s)/contact details of the key personnel in the project that can be contacted for information for communication purposes (if different from above)**

**Current images/video assets and potential opportunities**