Attachment G

Communication / Dissemination Planning Matrix

Project 1.11.4 **Benchmarking and Scaling-up Australia's Circular Economy Practices**	**Target Audience**	**Brief Description**	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27	Apr-27	May-27
Events																
Partner Events (Internal)	Core Partners	Final Industry Presentations														
Partner Events (External)																
Industry Events	National industry/government	Circular Australia Forum														
	National industry/government															
Academic Conferences	Research and industry orgnisations	International Circularity Conference (ICC 2027)											X			
	Journal of Cleaner Production	2nd Global Cleaner Production Conference						X								
	World Sustainable Built Environment Conference 2026: WSBE26	WSBE26 will organise a SBEnrc -focused session on 11 June 2026			X											
	2nd Cleaner Production Conference 2026	Mixed audience of practitioners and academia							Poster Presentation							
	International Circularity Conference 2027	Mixed audiences both academia and professional (SBEnrc Session?)											X			
Industry Conferences	WA Govt (Waste Authority WA)	2026 Waste & Resource Recovery Conference: Beyond Waste 2026						X								
	Circular Australia	Asia Pacific Circular Economy Hotspot 2026						X								
	World Circular Economy Forum	India														
Global Forum	Zero Waste Foundation	Zero Waste Forum 2026, Turkey			X											
	UNFCCCC	COP31, Antalya, Turkey								X						
Publications																
Project updates	Industry & Research Partners	Curtin, UQ and RMIT, internal channels														
	Industry & Research Partners	Project Steering Group meeting														
Partner Internal Communications	Industry & Research Partners															
Industry Newsletters																
Industry Magazines																
Academic Journals	JCP/Sustainability or Similar (A*) Journal						J CE&S			TBC						
Books and Chapters																
Industry Focused 4-page Brochure																
Industry Focused Report/Booklet																
Other																
Audio Visual Clips (ie. YouTube)																
Twitter																
PPT Slide Deck	PSG Slide Deck															
Short PD Courses																
Email Database																
Websites																
Fact Sheets	Industry & Research Partners	Distribute project Fact Sheet through industry and research partners														
Media Releases																
LinkedIn	LinkedIn	SBEnrc LinkedIn page + project stakeholders LinkedIn pages		X												