

# R2 COMMUNICATION PRODUCT MODEL

Version 4  
 Date: 29 May 2006

## About the model

All the Change Program Release 2 communications products for Tax Office employees are listed in this document. It shows:

- what communications – already available or under development – will be available for team leaders and members
- what communication phase they form part of, and
- how, and in what format, the communications will be delivered.

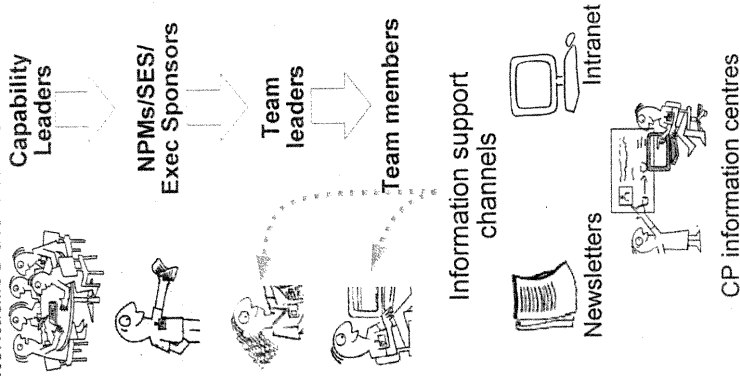
The model has four campaign phases.

- 1 Awareness
- 2 Understanding the impact
- 3 Training and Deployment
- 4 Embedding the change

We are now in phase 4.

## How will the materials be disseminated?

A "cascade" process is being used to manage the dissemination of communications materials and help contextualise the information.



The full summary is on the next page.

You can also view essential and optional products relating to your area of interest:

Product summary

Products for:

SES and NPMs

Case management

Work management (correspondence)

Client contact

Enterprise reporting

Content management

Records management

Essential and optional products are highlighted thus:

Essential

Optional

By:

Date:

Tabled Document No. 2  
 Mr Greg FARR, AFO.

30/5/06



# RELEASE 2 COMMUNICATION PRODUCTS BY PHASE

## Communication phases

### Product format

Face-to-face briefing

Email

Presentation

Interactive presentation

Video

Posters

Newsletters

Information Centre

To be determined

### Product type

#### Broad-scope products

These products cover the Change Program as a whole or show an integrated view of multiple capabilities.

#### Capability-specific products

These products will be released to the deployment groups who work within a specific capability.

**Essential and optional** products are highlighted thus:


Essential

Optional


We are here


## Awareness


### Broad-scope products


 [R2 Overview](#)


### Capability-specific products

 [Solution 1: Receive & action correspondence<sup>1</sup>](#)


 [Solution 2: Generate and dispatch correspondence<sup>1</sup>](#)

 [Solution 3: Select and execute active compliance cases<sup>1</sup>](#)

 [Solution 4: Provide enhanced escalation & actioning of client contacts<sup>1</sup>](#)

 [Solution 5: Develop, deliver and maintain approved content<sup>1</sup>](#)


 [Solution 6: Provide information to support Tax Office reporting<sup>1</sup>](#)


 [Solution 7: Manage electronic records<sup>1</sup>](#)

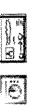
Note 1: manager's information sheets and palm cards available.

## Understanding the impact

### Broad-scope products

 [Understanding the impacts of R2 – an overview<sup>2</sup>](#)


 [Identity & Access Mgmt overview](#)


 [Roadshow posters/basic concepts](#)


### Capability-specific products


 [Understanding the impacts for case management staff](#)


 [Case management essentials \(+ companion guide\)](#)


 [Case management tour](#)


 [Understanding the impacts for work management staff](#)


 [Work management essentials \(+ companion guide\)](#)


 [Work management tour](#)


 [CRM Overview](#)

 [Understanding the impacts for client contact staff](#)

 [Understanding the impacts for mgmt and exec reporting staff](#)

 [Reporting essentials \(+ companion guide\)](#)


 [Understanding the impacts for Content Management staff](#)


 [Content management walk through](#)


 [Understanding the impact for record-keeping staff](#)


## Pre-training and deployment


### Broad-scope products

 [R2 – an overview of training and deployment<sup>2</sup>](#)

 [R2 core concepts & scenarios](#)

 [Second Commissioner message broadcast](#)

 [NPM Sponsorship messages](#)


 [Providing greater certainty](#)


 [Initial deployment experience](#)

 [Case management training program](#)


 [Correspondence training program](#)

 [Client contact training program<sup>2</sup>](#)

 [Enterprise reporting training program](#)

 [Content management training program](#)

 [Performance support tools<sup>3</sup>](#)


 [Operational analytics support tools](#)


 [Siebel support tools](#)


Note 2: Palm cards available

Note 3: Performance support tools include job aids, reference guides and FAQs

## Broad-scope products

 [R2 status updates](#)


 [Nerve centre News flashes](#)

 [Contingency communications](#)

### Capability-specific products


 [Case management training program](#)


 [Correspondence training program](#)

 [Client contact training program<sup>2</sup>](#)

 [Enterprise reporting training program](#)

 [Content management training program](#)

 [Performance support tools<sup>3</sup>](#)

 [Operational analytics support tools](#)

 [Siebel support tools](#)



Change Program Information Centres

Intranet updates and FAQs

NewsExtra articles

Executive update

Regular, cross-phase products

# RELEASE 2 COMMUNICATION PRODUCTS for SES and NPMs

## Communication phases

### Product format

Face-to-face briefing

Email

Presentation

Interactive presentation

Video

Posters

Newsletters

Information Centre

To be determined

### Product type

**Broad-scope products**  
These products cover the Change Program as a whole or show an integrated view of multiple capabilities.

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These products will be released to the deployment groups who work within a specific capability.

**Essential and optional products** are highlighted thus:


Essential

Optional


We are here


## Awareness


### Broad-scope products


 [R2 Overview](#)


### Capability-specific products


 **Solution 1:** Receive & action correspondence<sup>1</sup>


 **Solution 2:** Generate and dispatch correspondence<sup>1</sup>

 **Solution 3:** Select and execute active compliance cases<sup>1</sup>

 **Solution 4:** Provide enhanced escalation & actioning of client contacts<sup>1</sup>

 **Solution 5:** Develop, deliver and maintain approved content<sup>1</sup>


 **Solution 6:** Provide information to support Tax Office reporting<sup>1</sup>


 **Solution 7:** Manage electronic records<sup>1</sup>

Note 1: manager's information sheets and palm cards available.

## Understanding the impact


### Broad-scope products


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
### Capability-specific products


 [Understanding the impacts for case management staff](#)

 [Case management essentials \(+ companion guide\)](#)


 [Case management tour](#)


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
 [Work management essentials \(+ companion guide\)](#)


 [Work management tour](#)


 [CRM Overview](#)


 [Understanding the impacts for client contact staff](#)


 [Understanding the impacts for mgmt and exec reporting staff](#)

 [Reporting essentials \(+ companion guide\)](#)

 [Understanding the impacts for Content Management staff](#)


 [Content management walk through](#)


 [Understanding the impact for record-keeping staff](#)


 **RCRDS**


## Pre-training and deployment


### Broad-scope products


 [R2 – an overview of training and deployment<sup>2</sup>](#)

 [R2 core concept & scenarios](#)


 [Second Commissioner message broadcast](#)

 [NPM Sponsorship messages](#)


 [Providing greater certainty](#)


 [Initial deployment experience](#)


### Capability-specific products

 [Case management training program](#)


 [Correspondence training program](#)


 [Client contact training program<sup>2</sup>](#)

 [Enterprise reporting training program](#)

 [Content management training program](#)


### Performance support tools<sup>3</sup>


 [Operational analytics support tools](#)


 [Siebel support tools](#)


## Embedding the change

### Broad-scope products

 [R2 status updates](#)

 [Nerve centre](#)

 [News flashes](#)


 [Contingency communications](#)


Note 2: Palm cards available


Note 3: Performance support tools include job aids, reference guides and FAQs

## Regular, cross-phase products

 [Executive update](#)

 [NewsExtra articles](#)

 [Intranet updates and FAQs](#)

 [Change Program Information Centres](#)



# RELEASE 2 COMMUNICATION PRODUCTS for CASE MANAGEMENT

## Communication phases

We are here

Product format	Awareness	Understanding the impact	Pre-training and deployment	Embedding the change
Face-to-face briefing				
Email				
Presentation				
Interactive presentation	<a href="#">R2 Overview</a>	<a href="#">Understanding the impacts of R2 - an overview<sup>2</sup></a>	<a href="#">R2 - an overview of training and deployment<sup>2</sup></a>	<a href="#">R2 status updates</a>
Video	<a href="#">Identity &amp; Access Mgmt overview</a>	<a href="#">Roadshow posters/basic concepts</a>	<a href="#">Second Commissioner message broadcast</a>	<a href="#">Nerve centre</a>
Posters			<a href="#">NPM Sponsorship messages</a>	<a href="#">News flashes</a>
Newsletters			<a href="#">Providing greater certainty</a>	<a href="#">Contingency communications</a>
Information Centre			<a href="#">Initial deployment experience</a>	
To be determined			<a href="#">Case management training program</a>	
<b>Product type</b>				
<b>Broad-scope products</b> These products cover the Change Program as a whole or show an integrated view of multiple capabilities.				
<b>Capability-specific products</b> These products will be released to the deployment groups who work within a specific capability.				
<b>Essential and optional products</b> are highlighted thus:				
Essential				
Optional				
	<b>Capability-specific products</b> <a href="#">Solution 1: Receive &amp; action correspondence<sup>1</sup></a> <a href="#">Solution 2: Generate and dispatch correspondence<sup>1</sup></a> <a href="#">Solution 3: Select and execute active compliance cases<sup>1</sup></a> <a href="#">Solution 4: Provide enhanced escalation &amp; actioning of client contacts<sup>1</sup></a> <a href="#">Solution 5: Develop, deliver and maintain approved content<sup>1</sup></a> <a href="#">Solution 6: Provide information to support Tax Office reporting<sup>1</sup></a> <a href="#">Solution 7: Manage electronic records<sup>1</sup></a>	<b>Capability-specific products</b> <a href="#">Understanding the impacts for case management staff</a> <a href="#">Case management essentials (+ companion guide)</a> <a href="#">Case management tour</a> <a href="#">Understanding the impacts for work management staff</a> <a href="#">Work management essentials (+ companion guide)</a> <a href="#">Work management tour</a> <a href="#">CRM Overview</a> <a href="#">Understanding the impacts for client contact staff</a> <a href="#">Understanding the impacts for mgmt and exec reporting staff</a> <a href="#">Reporting essentials (+ companion guide)</a> <a href="#">Understanding the impacts for Content Management staff</a> <a href="#">Content management walk through</a> <a href="#">Understanding the impact for record-keeping staff</a>	<b>Broad-scope products</b> <a href="#">Case management training program</a> <a href="#">Correspondence training program</a> <a href="#">Client contact training program<sup>2</sup></a> <a href="#">Enterprise reporting training program</a> <a href="#">Content management training program</a> <b>Performance support tools<sup>3</sup></b> <a href="#">Operational analytics support tools</a> <a href="#">Siebel support tools</a>	<b>Broad-scope products</b> <a href="#">R2 status updates</a> <a href="#">Nerve centre</a> <a href="#">News flashes</a> <a href="#">Contingency communications</a>

Note 2: Palm cards available  
Note 3: Performance support tools include job aids, reference guides and FAQs

# RELEASE 2 COMMUNICATION PRODUCTS for WORK MANAGEMENT (CORRESPONDENCE)

## Communication phases

We are here

Face to face briefing

Email

Presentation

Interactive presentation

Video

Posters


Newsletters

Information Centre

To be determined


### Awareness


#### Broad-scope products


 [R2 Overview](#)

### Understanding the impact

#### Broad-scope products


 [Understanding the impacts of R2 – an overview<sup>2</sup>](#)


 [Identity & Access Mgmt overview](#)


 [Roadshow posters/basic concepts](#)


### Pre-training and deployment


#### Broad-scope products


 [R2 – an overview of training and deployment<sup>2</sup>](#)

 [R2 core concept & scenarios](#)

 [Second Commissioner message broadcast](#)


 [NPM Sponsorship messages](#)


 [Providing greater certainty](#)


 [Initial deployment experience](#)


### Embedding the change

#### Broad-scope products


 [R2 status updates](#)


 [Nerve centre](#)


 [News flashes](#)


 [Contingency communications](#)

#### Capability-specific products


 [Solution 1: Receive & action correspondence<sup>1</sup>](#)


 [Solution 2: Generate and dispatch correspondence<sup>1</sup>](#)

 [Solution 3: Select and execute active compliance cases<sup>1</sup>](#)

 [Solution 4: Provide enhanced escalation & actioning of client contacts<sup>1</sup>](#)


 [Solution 5: Develop, deliver and maintain approved content<sup>1</sup>](#)


 [Solution 6: Provide information to support Tax Office reporting<sup>1</sup>](#)


 [Solution 7: Manage electronic records<sup>1</sup>](#)


Note 1: manager's information sheets and palm cards available.


#### Capability-specific products

 [Understanding the impacts for case management staff](#)


 [Case management essentials \(+ companion guide\)](#)


 [Case management tour](#)


 [Understanding the impacts for work management staff](#)


 [Work management essentials \(+ companion guide\)](#)


 [Work management tour](#)


 [CRM Overview](#)


 [Understanding the impacts for client contact staff](#)

 [Understanding the impacts for mgmt and exec reporting staff](#)


 [Reporting essentials \(+ companion guide\)](#)


 [Understanding the impacts for Content Management staff](#)

 [Content management walk through](#)


 [Understanding the impact for record-keeping staff](#)


#### Capability-specific products

 [Case management training program](#)


 [Correspondence training program](#)


 [Client contact training program<sup>2</sup>](#)

 [Enterprise reporting training program](#)

 [Content management training program](#)

#### Performance support tools<sup>3</sup>

 [Operational analytics support tools](#)

 [Siebel support tools](#)

Note 2: Palm cards available

Note 3: Performance support tools include job aids, reference guides and FAQs

#### Product type

##### Broad-scope products

These products cover the Change Program as a whole or show an integrated view of multiple capabilities.

##### Capability-specific products

These products will be released to the deployment groups who work within a specific capability.

**Essential and optional** products are highlighted thus:

Essential

Optional

 Executive update

 NewsExtra articles

 Intranet updates and FAQs

 Change Program Information Centres



# RELEASE 2 COMMUNICATION PRODUCTS for CLIENT CONTACT

## Communication phases

### Product format

Face-to-face briefing

Email

Presentation

Interactive presentation

Video

Posters

Newsletters

Information Centre

To be determined

### Product type

#### Broad-scope products

These products cover the Change Program as a whole or show an integrated view of multiple capabilities.

#### Capability-specific products

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**Essential and optional products** are highlighted thus:


Essential

Optional


We are here


## Awareness


### Broad-scope products


 [R2 Overview](#)


### Capability-specific products


 Solution 1: Receive & action correspondence<sup>1</sup>


 Solution 2: Generate and dispatch correspondence<sup>1</sup>

 Solution 3: Select and execute active compliance cases<sup>1</sup>

 Solution 4: Provide enhanced escalation & actioning of client contacts<sup>1</sup>

 Solution 5: Develop, deliver and maintain approved content<sup>1</sup>


 Solution 6: Provide information to support Tax Office reporting<sup>1</sup>


 Solution 7: Manage electronic records<sup>1</sup>


Note 1: manager's information sheets and palm cards available.

## Understanding the impact


### Broad-scope products


 [Understanding the impacts of R2 – an overview<sup>2</sup>](#)


 [Identity & Access Mgmt overview](#)


 [Roadshow posters/basic concepts](#)


### Capability-specific products


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
 [Case management essentials \(+ companion guide\)](#)


 [Case management tour](#)


 [Understanding the impacts for work management staff](#)


 [Work management essentials \(+ companion guide\)](#)


 [Work management tour](#)


 [CRM Overview](#)


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 [Understanding the impacts for Content Management staff](#)

 [Content management walk through](#)


 [Understanding the impact for record-keeping staff](#)


Note 2: Palm cards available


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## Pre-training and deployment


### Broad-scope products


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 [R2 core concept & scenarios](#)


 [Second Commissioner message broadcast](#)


 [NPM Sponsorship messages](#)


 [Providing greater certainty](#)


 [Initial deployment experience](#)

### Capability-specific products

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 [Enterprise reporting training program](#)

 [Content management training program](#)

### Performance support tools<sup>3</sup>


 [Operational analytics support tools](#)


 [Siebel support tools](#)

## Embedding the change


### Broad-scope products


 [R2 status updates](#)


 [Nerve centre News flashes](#)


 [Contingency communications](#)

## Regular, cross-phase products

 [Executive update](#)

 [NewsExtra articles](#)

 [Intranet updates and FAQs](#)

 [Change Program Information Centres](#)



# RELEASE 2 COMMUNICATION PRODUCTS for REPORTING

## Communication phases

### Product format

Face to face briefing

Email

Presentation

Interactive presentation

Video

Posters

Newsletters

Information Centre

To be determined

### Product type

**Broad-scope products**  
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are highlighted thus:


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### Capability-specific products


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 Solution 2: Generate and dispatch correspondence<sup>1</sup>

 Solution 3: Select and execute active compliance cases<sup>1</sup>

 Solution 4: Provide enhanced escalation & actioning of client contacts<sup>1</sup>

 Solution 5: Develop, deliver and maintain approved content<sup>1</sup>


 Solution 6: Provide information to support Tax Office reporting<sup>1</sup>


 Solution 7: Manage electronic records<sup>1</sup>

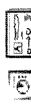
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### Broad-scope products


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 [Reporting essentials \(+ companion guide\)](#)

 [Understanding the impacts for Content Management staff](#)

 [Content management walk through](#)


 [Understanding the impact for record-keeping staff](#)

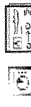
Note 2: Palm cards available


Note 3: Performance support tools include job aids, reference guides and FAQs


## Pre-training and deployment

### Broad-scope products

 [R2 – an overview of training and deployment<sup>2</sup>](#)

 [R2 essential concepts](#)

 [Second Commissioner message broadcast](#)


 [NPM Sponsorship messages](#)


 [Providing greater certainty](#)


 [Initial deployment experience](#)


### Capability-specific products

 [Case management training program](#)


 [Correspondence training program](#)


 [Client contact training program<sup>2</sup>](#)

 [Enterprise reporting training program](#)

 [Content management training program](#)


### Performance support tools<sup>3</sup>


 [Operational analytics support tools](#)

 [Siebel support tools](#)

## Broad-scope products

 [R2 status updates](#)

 [Nerve centre News flashes](#)

 [Contingency communications](#)

Change Program Information Centres

Intranet updates and FAQs

NewsExtra articles

Executive update

Regular, cross-phase products



# RELEASE 2 COMMUNICATION PRODUCTS for CONTENT MANAGEMENT

## Communication phases

### Product format

Face-to-face briefing

Email

Presentation

Interactive presentation

Video

Posters

Newsletters

Information Centre

To be determined

### Product type

#### Broad-scope products

These products cover the Change Program as a whole or show an integrated view of multiple capabilities.

#### Capability-specific products

These products will be released to the deployment groups who work within a specific capability.


**Essential and optional products** are highlighted thus:

Essential


Optional


## Awareness


### Broad-scope products


 [R2 Overview](#)


### Capability-specific products


 Solution 1: Receive & action correspondence<sup>1</sup>


 Solution 2: Generate and dispatch correspondence<sup>1</sup>

 Solution 3: Select and execute active compliance cases<sup>1</sup>

 Solution 4: Provide enhanced escalation & actioning of client contacts<sup>1</sup>

 Solution 5: Develop, deliver and maintain approved content<sup>1</sup>


 Solution 6: Provide information to support Tax Office reporting<sup>1</sup>


 Solution 7: Manage electronic records<sup>1</sup>


Note 1: manager's information sheets and palm cards available.

## Understanding the impact


### Broad-scope products


 [Understanding the impacts of R2 – an overview<sup>2</sup>](#)


 Identity & Access Mgmt overview

 Roadshow posters/basic concepts


### Capability-specific products


 Understanding the impacts for case management staff


 Case management essentials (+ companion guide)


 Case management tour


 Understanding the impacts for work management staff


 Work management essentials (+ companion guide)


 Work management tour

 CRM Overview

 Understanding the impacts for client contact staff

 Understanding the impacts for mgmt and exec reporting staff

 Reporting essentials (+ companion guide)


 Understanding the impacts for Content Management staff


 Content management walk through


 Understanding the impact for record-keeping staff


## Pre-training and deployment


### Broad-scope products


 [R2 – an overview of training and deployment<sup>2</sup>](#)

 R2 core concept & scenarios

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### Capability-specific products

 Case management training program


 Correspondence training program

 Client contact training program<sup>2</sup>

 Enterprise reporting training program

 Content management training program

### Performance support tools<sup>3</sup>


 [Operational analytics support tools](#)


 [Siebel support tools](#)

## Embedding the change

### Broad-scope products

 [R2 status updates](#)

 [Nerve centre News flashes](#)

 Contingency communications

We are here



Note 2: Palm cards available

Note 3: Performance support tools include job aids, reference guides and FAQs

Change Program Information Centres

Intranet updates and FAQs

NewsExtra articles

Executive update

Regular, cross-phase products



# RELEASE 2 COMMUNICATION PRODUCTS for RECORDS MANAGEMENT

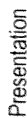
## Communication phases

### Product format

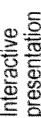
Face-to-face briefing



Email



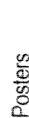
Presentation



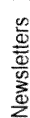
Interactive presentation



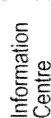
Video



Posters



Newsletters



Information Centre



To be determined

### Product type

**Broad-scope products**  
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## Awareness

### Broad-scope products



[R2 Overview](#)

### Capability-specific products

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Receive and action correspondence<sup>1</sup>

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Provide information to support Tax Office reporting<sup>1</sup>

**Solution 7:**  
[Manage electronic records<sup>1</sup>](#)

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## Understanding the impact

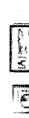
### Broad-scope products



[Understanding the impacts of R2 - an overview<sup>2</sup>](#)



[Identity & Access Mgmt overview](#)



[Roadshow posters/basic concepts](#)

### Capability-specific products

**CASE**  
[Understanding the impacts for case management staff](#)



[Case management essentials \(+ companion guide\)](#)



[Case management tour](#)



[Understanding the impacts for work management staff](#)



[Work management essentials \(+ companion guide\)](#)



[Work management tour](#)



[CRM Overview](#)



[Understanding the impacts for client contact staff](#)



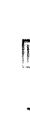
[Understanding the impacts for mgmt and exec reporting staff](#)



[Reporting essentials \(+ companion guide\)](#)



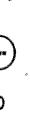
[Understanding the impacts for Content Management staff](#)



[Content management walk through](#)



[Understanding the impact for record-keeping staff](#)



[Executive update](#)

We are here!

## Awareness

### Broad-scope products



[R2 Overview](#)

### Capability-specific products

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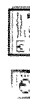
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## Pre-training and deployment

### Broad-scope products



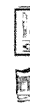
[R2 - an overview of training and deployment<sup>2</sup>](#)



[R2 core concept & scenarios](#)



[Second Commissioner message broadcast](#)



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[Initial deployment experience](#)

### Capability-specific products

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[Correspondence training program](#)



[Client contact training program<sup>2</sup>](#)



[Enterprise reporting training program](#)



[Content management training program](#)

### Performance support tools<sup>3</sup>



[Operational analytics support tools](#)



[Siebel support tools](#)

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## Embedding the change

### Broad-scope products



[R2 status updates](#)



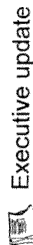
[Nerve centre](#)

[News flashes](#)



[Contingency communications](#)

## Regular, cross-phase products



[Executive update](#)



[NewsExtra articles](#)



[Intranet updates and FAQs](#)



[Change Program Information Centres](#)



# The Change Program SYSTEMS OVERVIEW

