National Environmental Research Program

NORTHERN AUSTRALIA hub

Communicating for success in environmental programs

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What's this about?

- Communication and engagement

Why?

- Increase the benefit of investment
- Increase success of programs

What will you get out of this talk?

- Practical examples, ideas, tips

NERP Northern Australia Hub

- National Environmental Research Program
- Commonwealth funded
- 2011-2015
- 16 Research Partners
  - Universities, CSIRO, AIMS, NT Gov, Indigenous Groups

- Aim: to improve biodiversity conservation in northern Australia

Know your objective

- Practice change
- Influence policy / planning
- Project to run smoothly
- Raise profile
- Demonstrate value
- More funding

Who do you want to engage?

- Understand your stakeholders
- What motivates/constrains them?
- How is your research/program relevant to them?
- Potential benefits/limitations/considerations
- Which bits will interest them?

Our stakeholders

- Australian Gov.
- Indigenous Groups
- NRMs
- Pastoralists

Be realistic about…

- Competing priorities
- Time available
- Time frames for uptake
- Staff changes

Can you formalise..

- Agreed objectives
- Relevant contact
- Time/resources allocated

Expectation Mgmt?

- Influences stakeholders' perceptions of outcomes

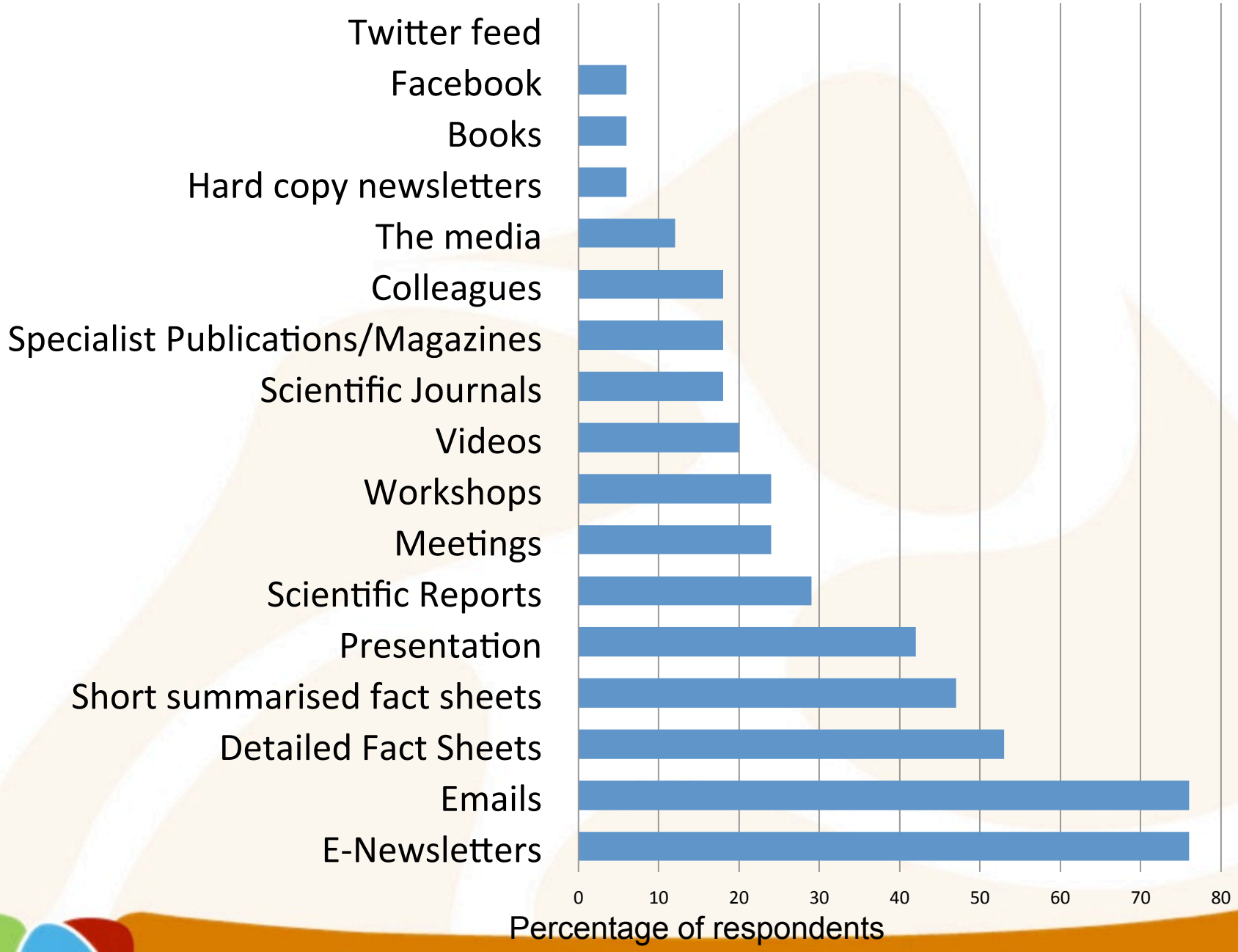
- What are the non-negotiables?
- How much influence can people have?
- What are your constraints?

- IAP2 Spectrum

Early consultation pays off

- Identify the right people
- Get buy in
- Stakeholder as project partner?
- Identify stakeholder needs
- Ask them the best way to communicate

How key Aust Gov. staff want the Hub to communicate with them



Mind your language

Why?

- Ensure they get the message

Tips:

- Keep it simple – 12yo
- Ditch Jargon or explain it
- Use words they use
- Spell out the **‘WHY’**

Language and style

- Interesting or relevant or people won't bother
- Anecdotes are powerful
- A few relevant stats can back your claim
- If you are asking for change, does it look achievable?
- Can they relate?

Language and style

A partnership between the Swedish Chefs Foundation, Helsinki Training Institute, Lapish Cultural Corporation, Mari Mekko Wine Institute, Global Organic Food Co-Op Ltd, and Danish market Gardeners Association Ltd has resulted in the an opportunity for Swedish cooking students to participate in an Advanced Culinary Tourism Workshop to explore the emerging potential of setting up new tourism based cooking initiatives and outline specialised culinary techniques developed over the last 15 years including the concept of 'participant centred cooking'.

(77words)

- Start with a hook
- Details can come later
- Work backward if required

Powerpoint (is not a document)

- **Hub mission**: To improve biodiversity conservation in northern Australia through sound research and planning, innovative policy and strong partnerships
- **Research program description**: The Northern Australia Hub will focus on the terrestrial, freshwater and estuarine ecosystems of the northern savanna landscapes. Much of the research has an adaptive "catchment to coast" planning and management framework.
- The Hub will address:
- gaps in our understanding of biodiversity patterns;
- support adaptive planning to respond to current and emerging threats;
- develop effective methods for monitoring and reporting on biodiversity and ecosystem health;
- determine the benefits derived from community-based natural resource management; and
- identify opportunities to support Indigenous livelihoods.

Powerpoint

- Shortest text possible
- Talk people through it
- Photos, photos, photos

Events:
Forums
Seminars
Workshops

Why:

- Demonstrate your commitment
- Significant information sharing
- Get feedback
- Build relationships

Tips:

- Can you piggy back?
- Local partner
- Get the key people there
- Peer to peer communication

Photo credit: KLC

Wunambal Gaambera Country

Media

Why?...

- Self preservation
- Keep program/issue visible
- Demonstrate public value
- Reach new/key audiences

Media Tips

- Simple clear messages
- Misrepresented = not understandable
- Journo needs to ‘pitch’
- **Why** is it interesting or important?
- Media are time & resource poor
- Provide the lot
  - Text /Photos/ Video
- Make speakers available

Written materials

- Document outcomes
- Accessible – now and later

Written materials

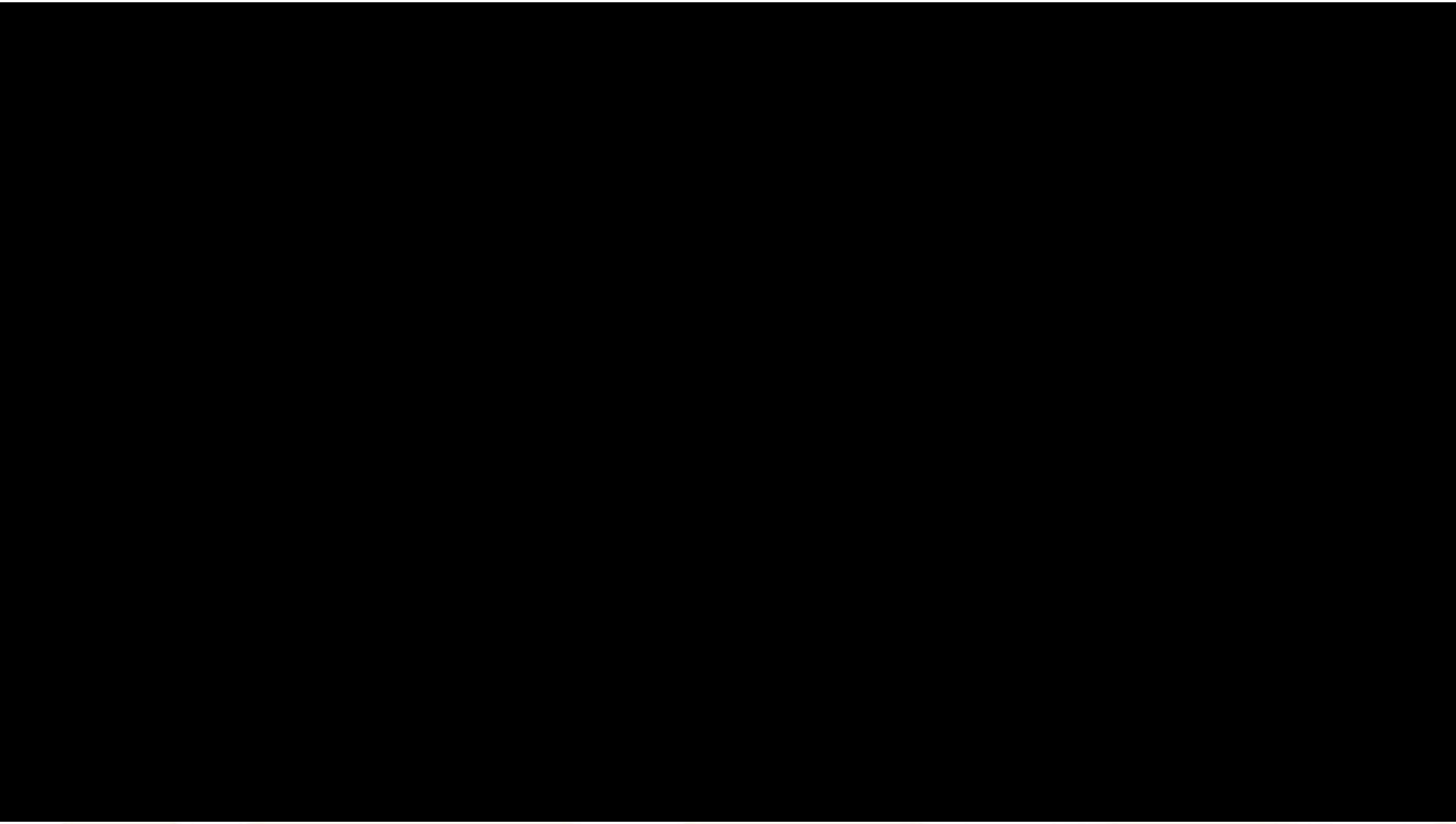
Tips:

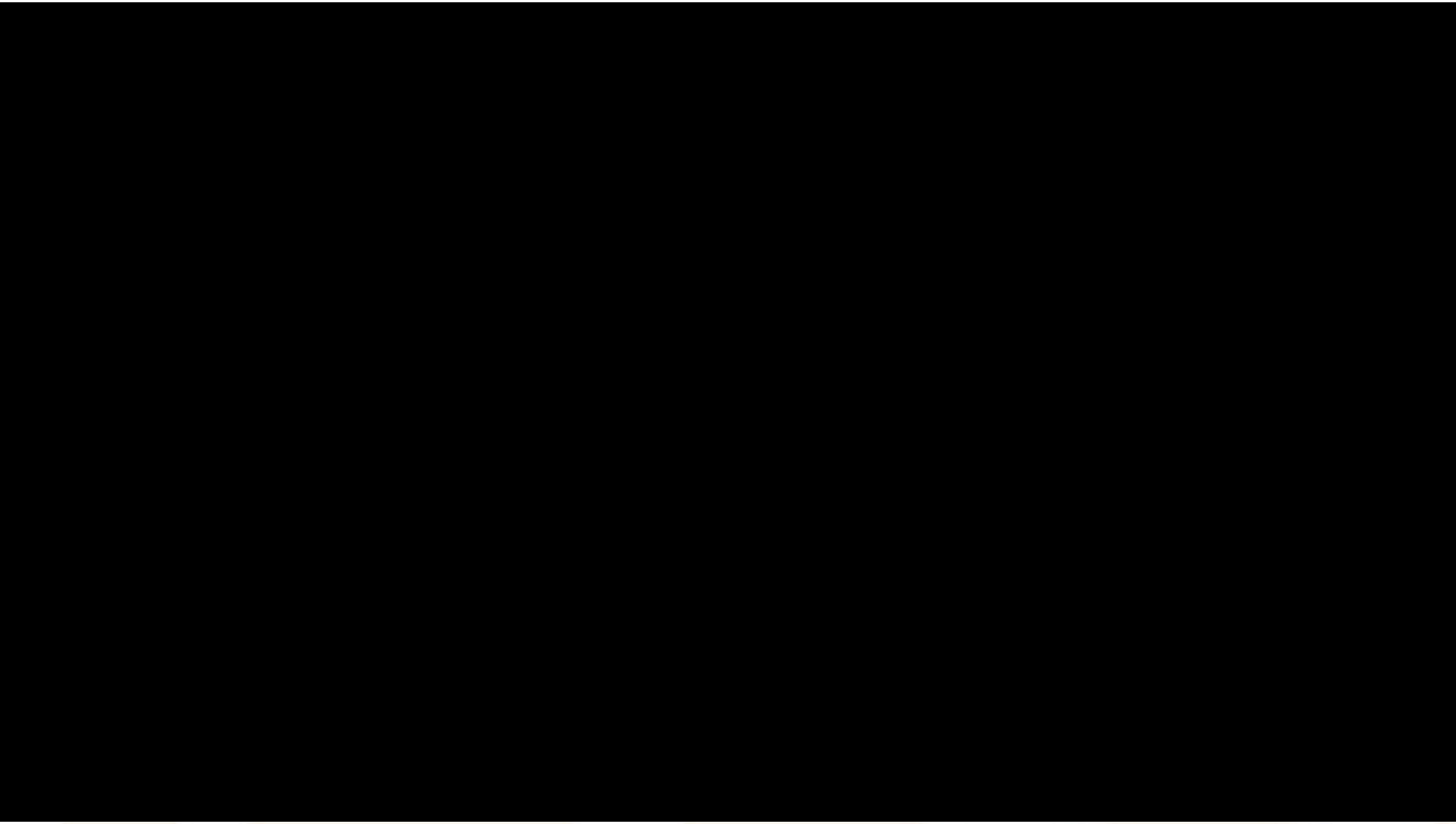
- Co-develop?
- Tailor to key audience
  - Messages – what, why
  - Language, length
  - Access/comfort on line?
- Visual consistency and identity
- Printing: short runs, odd sizes and bleed
- Rework material for multiple platforms
- Share it – get it in other newsletters

Videos

- High impact
- Suit wide range of audiences
- Can show things you won't write
- Tips
  - Collect snippets of vision as you go
  - iPhone or camera ok
  - Promote and share

Deckchair cinema in Science Week





In summary…

- Know what you want to achieve
- Understand your stakeholders
- Tailor to suit the audience
- Keep it interesting or relevant
- Collect photos and video along the way
- Get mileage out of your products
- Partner up to reach relevant audiences

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