

Seafood EMS - Communication Kit

To help you gain recognition
for EMS achievements and
gain community support for
your industry



*"I want to
tell people about
what we are doing"*



SEAFOOD SERVICES
AUSTRALIA

A CATALYST FOR SUSTAINABLE DEVELOPMENT OF THE SEAFOOD INDUSTRY

The Seafood EMS Communication Kit

... to help to gain recognition for EMS achievements and gain
community support

Seafood Services Australia Ltd is proud to bring you, in this publication and others in the series of *Seafood EMS Resources*, the distilled wisdom of the industry leaders who have pioneered seafood environmental management systems in Australia.

The *Seafood EMS Resources* result from an intensive R&D program made possible by the Australian Government's investment of \$1.65 million of Natural Heritage Trust funds through industry partnership programs, including the *EMS National Pilot* and *Pathways to Industry EMS* programs. The seafood industry invested \$3 million in-kind in these latter two programs.

This R&D capitalised on the innovative strategic investments in environmental management systems in the seafood industry by the Fisheries Research and Development Corporation, with strong support from the Australian seafood industry.

The industry has earned a leading reputation around the world and among other primary industries for these ground-breaking initiatives and its enthusiastic uptake of seafood EMS. By using the *Seafood EMS Resources*, you're taking advantage of the best EMS experience currently available.

www.seafoodems.com.au

The Seafood EMS Communication Kit

Published by: Seafood Services Australia Ltd, ABN 11 305 273 754, ACN 097 955 569

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ISBN 0 9750915 8 1 (soft cover). ISBN 0 9750915 9 X (online).

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Quotes from the Seafood EMS pilot groups

Northern Territory — barramundi

... better profits ... community confidence in our environmental performance ... more secure resource access ... a wider and deeper support for EMS among us ...

Queensland — Moreton Bay fishers

... more resilient to change now that we understand continual improvement ... better community perceptions from our credible, positive stories ... higher credibility e.g. with conservation groups, because our EMS is based on scientific principles ... stronger relationships between us (UNITY!!) ...

Victoria — Bays and Inlets

... we've changed the political landscape since getting into EMS ... the community recognition we've gained is helping our survival ... the notion has grown that the industry is a valued part of the community ...

Tasmania — oysters

... our staff enjoy their jobs more — much happier ... proven sustainability means the business is more secure ... we're leading by good example in Landcare, local government etc ... EMS links up our QA, QMS, OH&S, management plans and controls, licence conditions and audit processes ... improved capacity to promote all-round quality and respond to market access issues ...

South Australia — southern rocklobster

... EMS gives us a common language to communicate risks and threats and to talk about them in a non-threatening way ... communication channels between skipper and crews are opening up ... training has increased people's awareness of their responsibility ... third-party certification is generating digestible information to show the community ...

Western Australia — pearls

... our participants took control of the agenda and expressed best practice in a form that's gone down well in the wider community ... stakeholders are more aware of the positive steps we're taking in managing risks ... the discipline in preparing cases in some detail has been good for us ... the status of our industry has gone up ...

**EMS reminds us that
the future is ours to manage**

Congratulations to the seafood industry – leaders in environmental management systems!

Five years ago, the notion that the Australian seafood industry would become a world leader in environmental management systems would have been considered far-fetched.

Today, the industry's EMS leadership is widely acknowledged throughout the world and our nation.

This achievement is testament to the inspiration and untiring effort of the staff and directors of Seafood Services Australia Ltd and of the many industry people who have contributed their expertise and time to making EMS work. Prominent among them are the members of the six pilot groups who, by trial and error, showed the way ahead for seafood industry innovators. They have demystified EMSs and have provided easily understood models specifically for the seafood industry.

The seafood industry's achievements have built on longstanding research and development investment in environmental management by the Fisheries Research and Development Corporation. The recent successful outcomes of the six pilot projects were enabled by timely investment by the Australian Government, starting in 2003: some \$1.65 million of Natural Heritage Trust funding was allocated through industry partnership programs, including the *EMS National Pilot* and *Pathways to Industry EMS*. The seafood industry, in turn, invested \$3 million in-kind in these latter two programs.

Through these initiatives, lessons learnt by the seafood industry are being transmitted to other Australian primary industries, further increasing their effectiveness. It is highly satisfying that these collaborations between the Australian Government and industry to enhance the future profitability and sustainability of primary industries have been so successful.

In five years, stimulated by Australian Government initiatives such as the Natural Heritage Trust, there has been a sea-change in attitudes about what is possible in managing the environment. Challenges that seemed insurmountable then can now be met by systematic approaches. Importantly, seafood environmental management systems also allow the industry to *demonstrate* responsible, sustainable natural resource management. Knowledge of this environmental responsibility is starting to spread throughout the community, with many eventual economic, environmental and social benefits in prospect from increased community confidence in the industry.

This publication, the *Seafood EMS Communication Kit*, is one of ten paper-based and electronic "Seafood EMS Resources", including an interactive CD-ROM and a website. Its purpose is to help EMS achievements be recognised and supported by the community.

It is with an immense sense of pride that I commend this publication to everyone who has the long-term profitability and sustainability of their seafood business or sector at heart.



The Hon. Sussan Ley, MP
Parliamentary Secretary to the
Minister for Agriculture, Fisheries and Forestry



Tools to help you to do business better — the Seafood EMS Resources

You can't afford to waste time and money when you're running a business. So there's a lot to be said for taking advantage of the experiences of other people.

SSA's *Seafood EMS Resources* help you to do just that. Thanks to investments by the Fisheries Research and Development Corporation, the seafood industry and the Australian Government's Natural Heritage Trust *Pathways to Industry EMS* program, you can "pick the brains" of seafood industry people who have pioneered environmental management systems (EMSs) for our industry. We're proud that with their help, we've led the way in EMS — not only among Australian primary industries but world-wide.

We've thoroughly tested and refined all the *Seafood EMS Resources* so that you can start preparing an EMS — tailored to your unique situation — right now. Here they are:

Choose the right environmental management system

... take a quick read through the [Seafood EMS Chooser](#)

Develop your EMS and put it into practice

... follow the Seafood EMS [Self-assessment and Training Manual](#) — it also lets you have your skills and knowledge recognised under the National Seafood Industry Training Package

Save time with handy worksheets

... included with the Seafood EMS Self-assessment and Training Manual, the [Seafood EMS Worksheets](#) help you to work through each EMS step

Prefer an interactive program?

... then you'll really like the [Seafood EMS CD-ROM](#) — it helps you to set goals for the environment, food safety and quality, OH&S, profitability and community relations, and to integrate them into your day-to-day business activities

Be rigorous — get assessed

... the [Seafood EMS Assessor's Guide](#) can be used by an EMS Assessor to judge your skills and knowledge against the EMS units of competency in the National Seafood Industry Training Package

Get recognised, get community support

... the [Seafood EMS Communication Kit](#) helps your EMS achievements to be recognised and supported by the community

Grab new ideas

... visit the Seafood EMS website — www.seafoodems.com.au — to bring you new EMS resources and ideas

Pick the brains of the trail-blazers

... Seafood EMS [Recipes for Success](#) tell you about the experiences of people in the Seafood EMS pilot groups

... and [Walking the Talk — Seafood EMS Case Studies](#) gives you more information if you need it

Get together with your stakeholders

... the [Engagement of Stakeholders Study](#) helps you to decide on the best strategies

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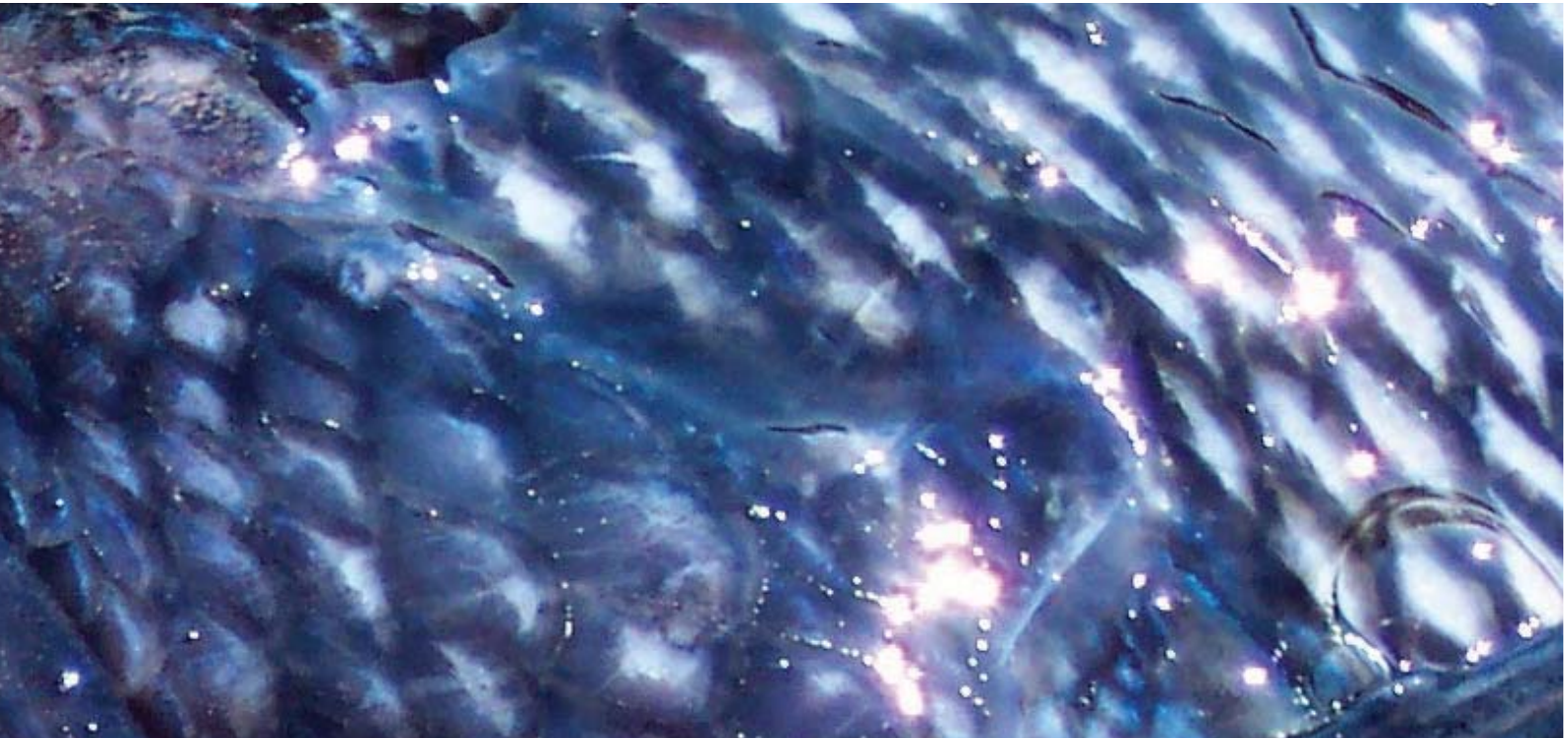
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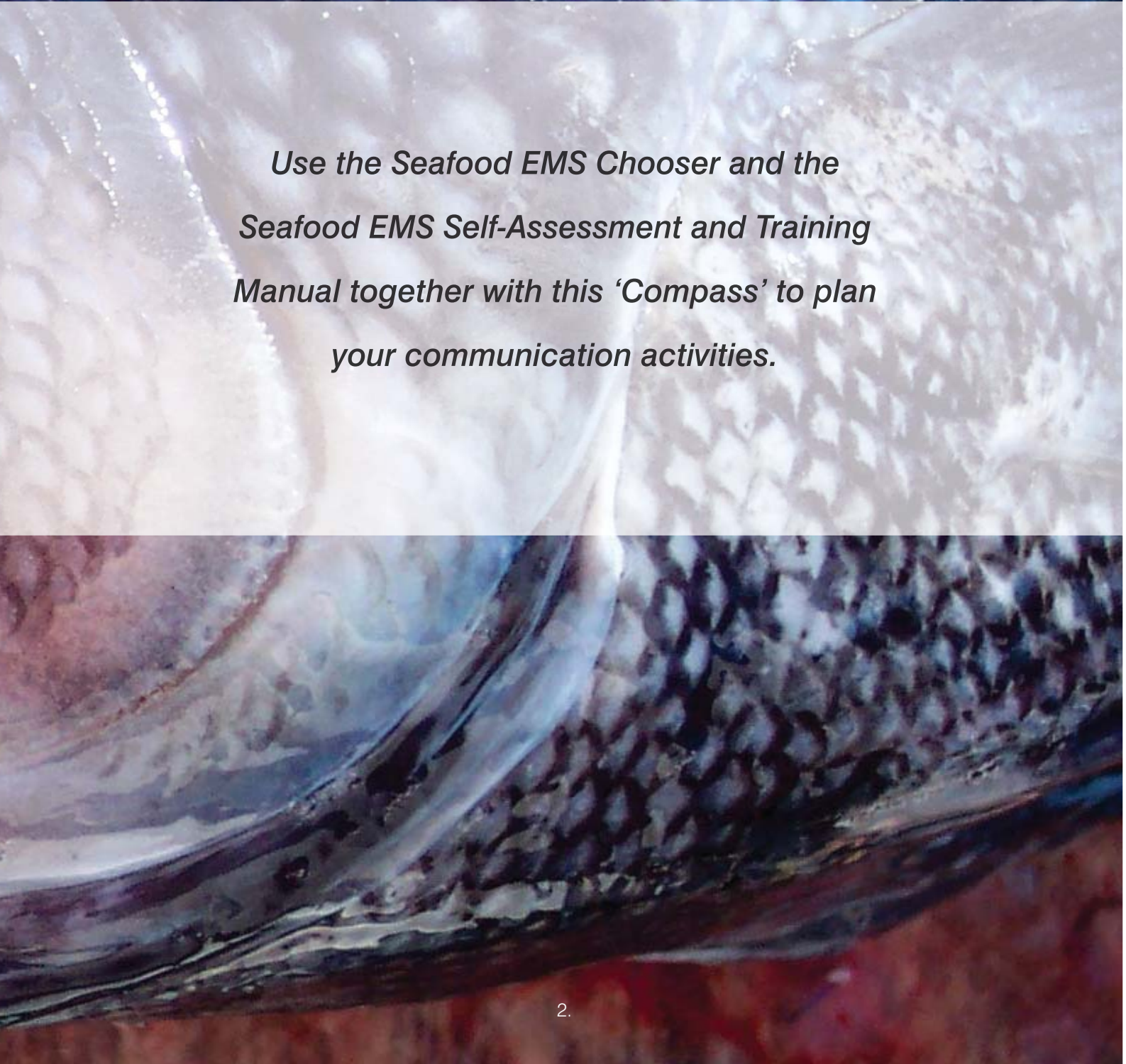
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Notes

SEAFOOD SERVICES AUSTRALIA



*Use the Seafood EMS Chooser and the
Seafood EMS Self-Assessment and Training
Manual together with this 'Compass' to plan
your communication activities.*



Introduction

Have you ever wished the seafood industry had a better reputation?

This Seafood Communication EMS Kit can help us achieve just that.

Designed to provide you with the 'who, what, when, where, why and how' of communication, this guide uses the eight developmental steps for Seafood Environmental Management Systems (EMS) from the Seafood EMS Chooser to provide a framework for communication activities.

The kit is flexible so that you can decide what type of communication is best suited to your group at different stages of the EMS process.

Different groups will have people with varying levels of skill and experience in relation to event organisation, working with the media and communication in general. This means you need to assess the experience your group has with communication as soon as you start the process. Based on this assessment, you may decide to undergo some basic training (for example - learning how to work with the media).

This 'Communication Compass' is designed to be used in conjunction with the accompanying Media Guide, Communication Tip Sheets and Resources (there are electronic copies of these templates on the Seafood EMS website, www.seafood.net.au/ems).

Good luck!



“Often the people we avoid dealing with are the ones we most need to communicate with.”

1.

Vision



How to communicate when you are creating a vision

STEP



ORGANISE A MEETING or workshop with aquaculturists/fishers to discuss the possibility of doing an EMS. This can be as informal as you want – the venue could even be your house. Note: the term **‘fisher’** is used interchangeably with **‘aquaculturist/farmer’** throughout.

See Resource 5 for a letter of invitation and Tip sheet 7 on holding a meeting

STEP

2

TELL OTHER FISHERS/AQUACULTURISTS WHAT AN EMS IS and what it can do for them.

Once you have decided to develop an EMS you will need to **form a network of fishers** who understand and are interested in your EMS. To do this you need to start communicating about EMS with your fellow industry members. You can distribute fact sheets at the farm headquarters, wharves, co-ops, on boats, at social functions or at industry/association meetings. You can also communicate through word of mouth as you see people or on the phone.

Photocopy and distribute the EMS Fact sheets provided in Resource 1

See Tip sheet 8 on setting up networks

STEP

3

START A CONTACT DATABASE or list of fishers/farmers who are interested in EMS

This will help you to keep a track of who is involved in your EMS and will make communication with them easy. At this stage this will include those who attend the first meeting and/or those who express an interest in being involved.

Use the example database/contact list (there are electronic copies of these templates on the Seafood EMS website, www.seafood.net.au/ems) at your meetings and enter these details onto a computer. You can print this out and distribute copies to your group. All groups such as media, conservation, government and even recreational fishing use the internet.

STEP

4

IDENTIFY INDUSTRY LEADERS AND ESTABLISH A WORKING GROUP

You will need to identify approximately three to six leaders per industry or group.

These people will become your EMS working group who will develop the EMS and be responsible for communicating with other fishers and non-industry groups.

See Tip sheet 9 on identifying industry leaders

STEP



MAKE CONTACT with your local and state-based seafood associations to let them know that you are starting an EMS. You may phone them or arrange a meeting. Use this opportunity to find out if you can provide regular updates on your EMS progress in their newsletter or magazine. (This will help you to communicate not only with members, but also with the wider seafood industry. It may be a useful tool to let non-industry groups know what stage the project is at and when they can be involved.)

See Resources 2 & 10 for a contact list template and industry contact lists

STEP
6

CREATE A NEWSLETTER (if your organisation does not already have one) to communicate with industry members about your EMS.

At this stage your newsletter may be as simple as a one- or two-page document informing industry members that you have commenced development of an EMS. It will also provide a summary of the decisions made or outcomes from your first EMS meeting, in addition to contact details for your group. You might report on how many people attended and plans for continued development. This will be something that you will produce regularly.

See Resource 3 for a sample newsletter

See Tip sheet 10 for using photos

STEP
7

ACCESS A DIGITAL CAMERA (if you do not already have one) to photograph the people who attend your EMS meetings. Documenting the EMS process in this way is an important communication tool. Consider purchasing a digital camera if necessary. This is an invaluable investment as you can use these photos in your newsletters, to send in with articles to magazines and to use in promotional material for your businesses. The earlier you start taking photographs, the better.

See Tip sheets 10 & 11 for using photos and where to find images

STEP
8

USE THE INTERNET (if you do not already have access)

If you have never used the internet before, it may seem scary. However this will be an essential tool to use in organising meetings and contacting people.

It is essential that you get an email address set up and check it regularly.

See Tip sheet 15 on using the internet and emailing

SHOULD I BE COMMUNICATING WITH GROUPS OUTSIDE OF THE SEAFOOD INDUSTRY AT THIS STAGE?

At this stage you do not need to communicate with external stakeholders or non-industry groups. This is because you are still organising who is responsible for communication and how to communicate. In addition, you need to set up a basic EMS structure (vision and scope) before you communicate with the media or non-industry people.



How to communicate when setting your scope

According to the Seafood EMS Self-assessment and Training Manual, by now you will have:

- Established a vision and be in the process of setting your scope;
- Identified and committed industry leaders; and
- Committed a small group to EMS development.



REGULAR MEETINGS will be a key part of your communication from now on. This will allow your EMS working group to maintain contact and share ideas. These meetings will also be used to develop the EMS itself.

See Resources 6 & 7 for a sample agenda and PowerPoint presentations



UPDATE AND MAINTAIN CONTACTS DATABASE

It is important that you continue to update your contact list/database with the names and contact details of any new members to your group. Keep in mind that more people may become interested in joining your group as you progress – especially if you are communicating well!!



CONTINUE CONTACT with local/state associations.



DISTRIBUTE ANOTHER ISSUE OF YOUR NEWSLETTER to update your group members on the progress of your EMS and any outcomes. You might like to include an update on your progress with the vision and scope.



ARRANGE TRAINING EARLY in the EMS development process for industry leaders. This training should provide them with the skills and confidence they will need to communicate, not only with other fishers/farmers, but also with the media. This training, for example, could be in public speaking, basic communication skills, basic computer skills and/or working with the media.

Contact your nearest Registered Training Organisation (eg. TAFE), SSA or your local/state industry association for information on subsidising the costs of training and information on industry training events.

See Resource 10 for a list of key industry associations and Registered Training Organisations (RTOs)

STEP
6**CONTACTING THE MEDIA**

Now that you have developed your vision and scope, you have a good starting point for developing the key messages that you will communicate throughout the EMS process. Make sure you contact your local or state seafood industry association and refer to **Section 4 of the Media Guide** to help you develop your key messages.

Talking to the media before you are clear on your messages can do more harm than good!

It is up to you whether you contact the media at this stage of the EMS process or later on. If you feel confident and are clear about the messages you want to communicate, then you are ready to start!!

You may decide to put out a media release at this stage or even just arrange to have a coffee with your local journalist. Your good news is that your group is:

- Commencing development of an EMS; and
- Making a formal commitment to achieve environmental sustainability through an EMS.

See the Media Guide Tip sheets (1-6) and Resource 11 for directions on how to write and send a media release, how to prepare for an interview, who to contact and how to work with the media in general.

Remember the KISS principle – keep it simple, stupid!





How to communicate when conducting your risk assessment

According to the Seafood EMS Self Assessment and Training Manual, by now you will have:

- Established a vision and scope;
- Industry leaders identified and committed;
- A small group committed to EMS development; and
- Risk assessment commenced.



REGULAR MEETINGS will be a key part of your communication. This will allow your EMS working group to maintain contact and share ideas. These meetings will also be used to develop the EMS itself. At this stage of the process, these meetings may be **workshops**.

See Tip sheet 12 on how to conduct workshops



UPDATE AND MAINTAIN CONTACTS DATABASE

It is important that you continue to update your contact list/database with the names and contact details of any new members to your group. Keep in mind that more people may become interested in joining your group as you progress – especially if you are communicating well!



CONTINUE CONTACT with local/state associations.



DISTRIBUTE ANOTHER ISSUE OF YOUR NEWSLETTER to update your group members on the progress of your EMS and any outcomes. For example, at this stage you might include your risk assessment tables (**see the SSA Seafood EMS Self Assessment and Training Manual for instructions on doing a risk assessment**).



ENGAGE OR TALK TO A MENTOR – maintaining strong communication with fishers/farmers about EMS is crucial. Engaging someone (a mentor) who has already done an EMS to talk to your group will be a great way of maintaining momentum with your EMS and enthusiasm. This may also equip them with the confidence to communicate more broadly with others in their region or fishery/operation. You may also consider sending a small group to another farm/fishery, region or state to learn from other groups.

See Resource 4 on mentoring and contact SSA on 1300 130 321 for more information



How to communicate when establishing your policy

STEP 1

REGULAR MEETINGS will be a key part of your communication. This will allow your EMS working group to maintain contact and share ideas. These meetings will also be used to develop the EMS itself. This is likely to be a sector, industry or regional workshop.

STEP 2

UPDATE AND MAINTAIN CONTACTS DATABASE

It is important that you continue to update your contact list/database with the names and contact details of any new members to your group. Keep in mind that more people may become interested in joining your group as you progress – especially if you are communicating well!

STEP 3

CONTINUE CONTACT with local/state associations.

STEP 4

DISTRIBUTE ANOTHER ISSUE OF YOUR NEWSLETTER to update your group members on the progress of your EMS and any outcomes. In this edition you might like to include a profile of your members and/or an overview of your policy and management.



5.

Action Plan



How to communicate when developing your action plan

STEP



REGULAR MEETINGS will be a key part of your communication. This will allow your EMS working group to maintain contact and share ideas. These meetings will also be used to develop the EMS itself. A good way of communicating with fishers/farmers about the development of your action plan would be to hold a sector, industry or regional workshop.

STEP

2

UPDATE AND MAINTAIN CONTACTS DATABASE

That's right...time to update your contacts database again!!

It is important that you continue to update your contact list/database with the names and contact details of any new members to your group. Keep in mind that more people may become interested in joining your group as you progress – especially if you are communicating well!!

STEP



CONTINUE CONTACT with local/state associations.

STEP



DISTRIBUTE ANOTHER ISSUE OF YOUR NEWSLETTER to update your group members on the progress of your EMS and any outcomes. Now is the time to engage the wider industry (distribute your newsletter to more people). Send this newsletter out to your whole industry in your region or nationally if appropriate (eg. Barramundi aquaculture). Letting people know that you have an EMS Action Plan is likely to generate discussion – *expect a few calls!*

STEP



FAMILIARISE YOURSELF WITH THE MEDIA GUIDE and start to think about how your group might try to engage the media if you haven't already. Make some preliminary calls to some of your local journalists and let them know what your group is doing. The next section over the page (Implementation) will help you progress this kind of communication planning further. Let your local, state or national industry body or SSA know that you are thinking of engaging the media. Take a journalist for a coffee so you can get to know each other and discuss the story.

STEP

6

DEVELOP A SIMPLE BROCHURE – now is a good time to start communicating with the wider public (if you have not already started). Developing a brochure that tells people about your sector and your commitment to EMS is a valuable tool. You can distribute these in local fish and chip shops, seafood restaurants, bait and tackle shops and elsewhere (such as inserts in newsletters and industry magazines or in the glove box of your car to hand out to interested people).

See Tip sheet 13 on how to produce newsletters and fact sheets

See Tip sheet 22 on promotion & distribution

See Resources 8 & 9 for an example brochure and fact sheet outline



How to communicate when you are at the implementation stage

According to the SSA Seafood EMS Self-assessment and Training Manual, by now you should have developed your EMS documentation and have strategies in place to manage identified risks.

Now is the time to start formally communicating with non-industry groups. A key part of this communication will be getting feedback from various groups on your draft EMS document.



GETTING FEEDBACK from industry, non-industry groups and the broader community is essential, once you have completed the draft EMS plan.

See Tip sheet 17 & 18 on getting feedback, open days and other events

Once you have finalised your draft and incorporated any feedback into the EMS document, you have a finished product that is ready to be promoted.

Now is a good time to engage the media. Your good news is that your group has:

- Developed an EMS and are involving the local community;
- Is making a formal commitment to achieve environmental sustainability through an EMS.

Use the Media Guide along with your vision to help agree on your key messages



ORGANISE A MEDIA LAUNCH for your completed EMS plan.

See Section 8 of the Media Guide on how to invite the media to an event

See Resource 11 for a media contact list

See Tip sheet 14 on giving presentations and talks

See Resource 7 for example PowerPoint presentations (there are electronic copies of these templates on the Seafood EMS website, www.seafood.net.au/ems)

To engage the media you may choose any one of a number of activities.

See Tip sheet 6 for advice on how to organise a media launch on a budget.



SEND OUT A MEDIA RELEASE

See Section 6 of the Media Guide for instructions on how to write a media release

See Tip sheet 2 for a media release example

See Section 9 of the Media Guide on how to send a media release

STEP



INTERVIEWS AND THE MEDIA – following your media launch and/or your media release, your group will need to be prepared to work with the media.

See Sections 1, 2, 5, 10 and 11 of the Media Guide for working with the media

See Tip sheet 5 for a media kit template to send or hand out to journalists

STEP



MEDIA TRAINING – You may want to consider getting media training for your key industry/group leaders prior to a media launch (if you have not done so already). This will help equip them with the necessary skills to communicate effectively with the media. Contact your local industry body or SSA to enquire about media training options. **Also see Resource 10 for a list of Registered Training Organisation (RTO) contacts.**

STEP



CONTINUE CONTACT WITH YOUR EMS GROUP – even though you have finished developing your EMS documentation, it is critical that you continue communicating within your EMS group. **Organising the launch together is essential. Give everyone a role in its organisation.**

STEP



UPDATE AND MAINTAIN CONTACTS DATABASE

It is important that you continue to update your contact list/database with the names and contact details of any new members to your group.

Keep in mind that more people may become interested in joining your group as you progress – especially if you are communicating well!!

STEP



CONTINUE CONTACT with local/state associations and put notifications of your launch in industry magazines/newsletters. **Make sure you invite these people to the launch.**

STEP



DISTRIBUTE ANOTHER ISSUE OF YOUR NEWSLETTER to update your group members on the progress of your EMS and to notify them of your launch, providing them with information on how they can be involved in the organisation. **Encourage them to invite people and to spread the word.**

STEP



DISTRIBUTE YOUR EMS BROCHURE – distribute your EMS brochure at the launch. It is a great communication tool.

7.

Audit Certification & Review



How to communicate when doing your audit certification and review

According to the Seafood EMS Self-assessment and Training Manual, at this stage your group should be planning to have a review of your progress.

At this point in the process, communication is still very important.

By now your industry leaders will have developed more confidence when it comes to communicating.



COMMUNICATE WITH AUDITORS

It is imperative that your industry leaders communicate with the auditors about what they want to achieve through being audited.

This will include communicating the audit scope, criteria, schedule and other relevant information to the auditors, prior to the audit.

This will help to avoid confusion and facilitate the audit process.



COMMUNICATE INTERNALLY

It is important to communicate the audit process to your own employees, partners and stakeholders. Hold a meeting, put up a notice or send a letter to each key person to explain the process.



COMMUNICATE WITH OTHERS

Consider a media release or another newsletter to inform your contacts about the audit outcomes.





How to communicate when you are in the final stages of your EMS

Reporting EMS outcomes is critical to being able to demonstrate your environmental credentials to customers, governments and the community.

In the process of developing your EMS, you created and gathered positive information about your industry. Now is the opportunity to use this information in easy-to-understand forms that are suitable for a range of 'good news stories'.

You may consider doing things such as:

- Organising workshops or events

See Tip sheet 12 on conducting workshops

- Speaking at functions or seafood festivals

See Tip sheet 14 on giving presentations and talks

- Designing and printing brochures

See Resources 8 & 9 for example brochure and fact sheet templates

- Promoting seafood education

See Tip sheets 19 & 22 on seafood education and promotion

- Developing a website

See Tip sheets 15 & 16 on using the internet, emailing and how to develop a website

- Gaining sponsorship and funding

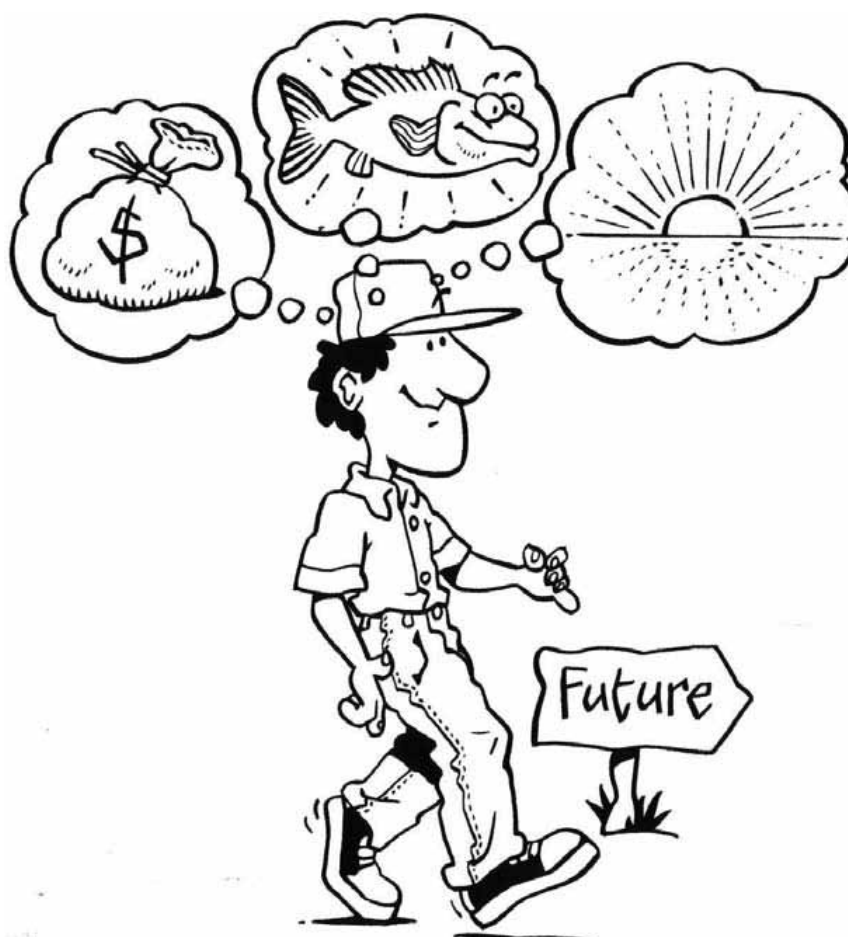
See Tip sheet 20 on gaining sponsorship and funding

- Lobbying

See Tip sheet 21 on lobbying and communicating with politicians

Now that you have developed a good network and profile for your group – maintain it! Keep up the momentum by looking for ways to continue some of your activities such as the newsletter and meetings.

Good luck!

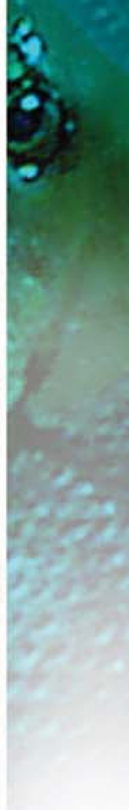




NOTES

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NOTES





NOTES

Handwriting practice lines consisting of 20 horizontal dotted lines for text entry.



SEAFOOD SERVICES
AUSTRALIA

Seafood EMS Media Guide



1. WHY USE THE MEDIA?

Few political decisions are progressed without pressure applied through the media.

Newspapers, magazines, radio and television are practical and effective ways to reach a wide audience with important messages about the seafood industry. Today's media have great influence in shaping public views and opinions. Your job is to provide the media with newsworthy information that they can turn into a story.

This guide is designed to help you to get to know the media so that you can work with journalists to help achieve your goals.



WHY USE THE MEDIA?

2. WHAT ARE THE DIFFERENT NEWS FORMATS?

Different media outlets are tailored to different types of 'news' (eg. *The Australian* newspaper will comment on political decisions while *Woman's Day* is more likely to run a story on the Prime Minister's kitchen). Both formats help shape public opinion and should therefore be considered.

Journalists will often cover specific topics (For example: politics, environment, fishing, food, etc.), so phone or check out the website of the outlet you are targeting and find out who the relevant journalist is. Think about what media **you** read or listen to. Use your judgement to assess which option is the best fit for your story.

NEWSPAPERS

The print media is best for delivering more detailed information. The message can be read repeatedly and kept for reference. The scope and level of 'importance' of your news will determine if it will be of interest to a city, regional or local newspaper (or all three).

- Metropolitan (or city) newspapers come out daily and therefore work with short deadlines. They usually deal with issues of state, national, or international significance. It is critical that you have the capacity to answer their questions immediately. Contact the relevant chief-of-staff, journalist or editor.
- Regional newspapers can come out daily, weekly, or multi-weekly and report issues of local significance, especially rural matters. Again contact the relevant journalist or editor.
- Suburban (or local) newspapers are generally weekly or bi-weekly and therefore run on longer lead times. They release stories of local importance, especially local council, environmental, planning and 'people' or human-interest stories. Contact the relevant journalist or editor.



2 WHAT ARE THE DIFFERENT NEWS FORMATS?

MORE ►►►

MAGAZINES

Magazines are usually released weekly, monthly or quarterly and have more specific target markets. They are more likely to deal with a topic in depth and have more capacity for 'timeless' stories. You will often have more time to prepare these stories. Trade magazines will concentrate on industry news. General magazines will be more likely to cover colourful stories (like a local 'personality'). Again, when you are prepared, contact the relevant journalist or editor.

RADIO

Radio can generally be broken into 'news' and talk-back.

- Radio news is generally broadcast every half-hour and runs for around five minutes. Radio relies on a number of short, sharp 'bites' of interesting information. Remember that your five minute interview can often be edited down to five seconds. Once you have drafted your media statement, contact the relevant announcer or news desk.
- Talk-back is excellent for generating discussion. You usually have far more time to make your point and are rarely edited. The talk-back format is often based on a general theme or issue for the day so wait until the right issue comes along and add your voice into the mix!

TELEVISION

Television relies on high visual impact, drama and entertainment. Television news reports work with very tight deadlines covering significant issues, with clips lasting anywhere from 30 to 60 seconds. News broadcasts often end with a light-hearted, 'people' story to leave the viewers on a positive note. Current affairs programs seek drama so rely on issues that involve conflict with two 'opposing' spokespeople.

2

WHAT ARE THE DIFFERENT NEWS FORMATS?

3. WHAT IS NEWSWORTHY?

Not all information is interesting to the public. Journalists have to publish stories that they think will appeal to the most people. You can generate your own news or comment on current issues – seek advice from your local industry group. Your story should be tailored to the right format (eg. radio), focused on your target audience (eg. local community) and have one or more of the following ingredients to make it newsworthy:

Immediacy

Did the news just happen? [For example](#): Political announcement; a boat sinking; or launching a new trawler.

Prominence

Is the person or issue well known? Often prominent people are used as spokespeople for organisations. [For example](#): An international company is trialling your commercial fishing equipment or using a film star to promote an environmental cause.

Proximity

Is it a local issue? Something that happens locally is generally more interesting than the same news on the other side of the world. [For example](#): Local fishery wins an award; Whale caught in local shark nets.

Significance

Does the story matter to the audience? Are they affected by the news? [For example](#): Local fishers concerned about industrial pollution of a local waterway.

Unusualness

Is the news different? Has it ever happened before? [For example](#): Prehistoric fish caught in deep sea catch.

Human Interest

Can the audience identify with the story? [For example](#): A woman wins a year's supply of seafood.

Conflict

Is it controversial? Are people divided on the issue? [For example](#): Japan is looking to start whaling again – while this is not an issue you may be involved with, it is a topic you may be able to comment on.



WHAT IS NEWSWORTHY?

MORE



3. WHAT IS NEWSWORTHY?

Information that is 'newsworthy' doesn't always make 'the news'

What makes 'the news' depends on how interesting the journalist (or their editor) thinks your information is. Your local and regional journalists will be looking for interesting angles. When it comes to promoting your Environmental Management System (EMS), this topic by itself may not be newsworthy enough to get the sort of coverage you want. Try linking your EMS to one of the angles listed below to get journalists interested, without focusing totally on the EMS itself. Always remember that journalists don't know what an EMS is, so always spell it out with the shortened version in brackets afterwards (EMS). You might like to base your media release on one of the following:

- Cleaning up the waterways;
- Significant improvement in environmental performance;
- New technology or product;
- Major event or open day;
- New record;
- Award for best practice;
- If you have provided help in an emergency;
- When your company reaches a milestone (For example: 25 years in business); or
- Politician's comments on your business or sector (Note: comments must be new).

3 WHAT IS NEWSWORTHY?

4. WHAT ARE KEY MESSAGES?

Key messages are messages you want your audience to remember and react to. Key messages are opinions that you can back up with proof and case examples. Your key message should feature prominently in your media release and be incorporated into a 'quotable quote' for radio or TV audiences.

Key messages are often tailored to address each issue and the target audience. Leading seafood organisations are currently aiming to improve collaboration within the industry and consistency in approach so a number of core key messages have been developed for use where possible.

Key messages are:

- Concise** Explain that an EMS is the guide to sustainability. Avoid jargon and acronyms. **For example:** "Environmental Management Systems", rather than, "EMS".
- Active** Make every sentence active. **For example:** "Local crew launches world-class trawler", rather than, "A world-class trawler was launched by us".
- Positive** Talk about what can be done, not what can't. **For example:** "We're changing the way we trawl to minimise bycatch", rather than, "Our nets currently catch a lot of other species that we don't actually want".
- Short** One memorable sentence that takes about three to five seconds to say. **For example:** "Sustainable fishing is our future".
- Specific** Address a particular challenge and audience. **For example:** "Seafood can reduce the health problems of people with diabetes and arthritis", rather than, "Seafood has health benefits".

4 WHAT ARE KEY MESSAGES?

MORE ► ► ►

4. WHAT ARE KEY MESSAGES?

A key message is the main point or 'take-home message' you want your audience to remember. The same two or three key messages should be written into all of your resources (newsletters, media releases, posters, pamphlets and presentations).

While it can be good to localise your key message/s, the entire seafood industry will benefit if the same messages are used by everyone. This will make it more likely that your key messages are remembered.

Three recommended key messages are:

1. Aquaculturists (or insert fishers, pearling or oyster farmers, etc.) are protecting Australia's waterways;
2. Australian seafood businesses are focused on the environment; and
3. Sustainable oyster farming (or insert your appropriate sector) means high quality Australian seafood will always be available.

*** Note: contact your professional body or SSA on 1300 130 321 for assistance**

4 WHAT ARE KEY MESSAGES?

5. HOW DOES NEWS WORK?

News is usually classified as either 'hard' or 'soft'.

Hard news writes itself. Examples would be strikes, fires, accidents, scandals, or anything sudden or dramatic.

Soft news is news that is not essential but provides human interest and variety. An example is the final story following the weather forecast on most TV news broadcasts.

When an event arises that is newsworthy there are two ways to deal with the media. You can either be reactive or proactive. In a lot of cases, you need to use a reactive approach for hard news and a proactive model for soft news. Contact your local industry body to decide the best approach.

Reactive: Waiting until after news breaks to make a comment or speak to the media.

Proactive: Anticipating the media interest by initiating media coverage and actively working with journalists to present the news in the way you want.

When you have to be reactive, there are ways to deal with the situation which help to reduce potential damage.

- Always use your key messages as a baseline for all comments and keep repeating them;
- Designate spokespeople to focus on certain areas of your business so that the media does not receive mixed messages; and
- Use your local support to help in dealing with an enquiry. **(See Resource 10 for the name of your local professional aquaculture/fishing organisation).**

It is easier to promote a business or industry with a proactive approach. When an event or issue arises, consult with your local support organisation and tell the media so that the information is presented the way you want. There are a number of ways you can be proactive – write a media release, letter to the editor or invite the media to an event.

See Tip Sheet 1 - Proactive/Reactive

6. HOW DO I WRITE A MEDIA RELEASE?

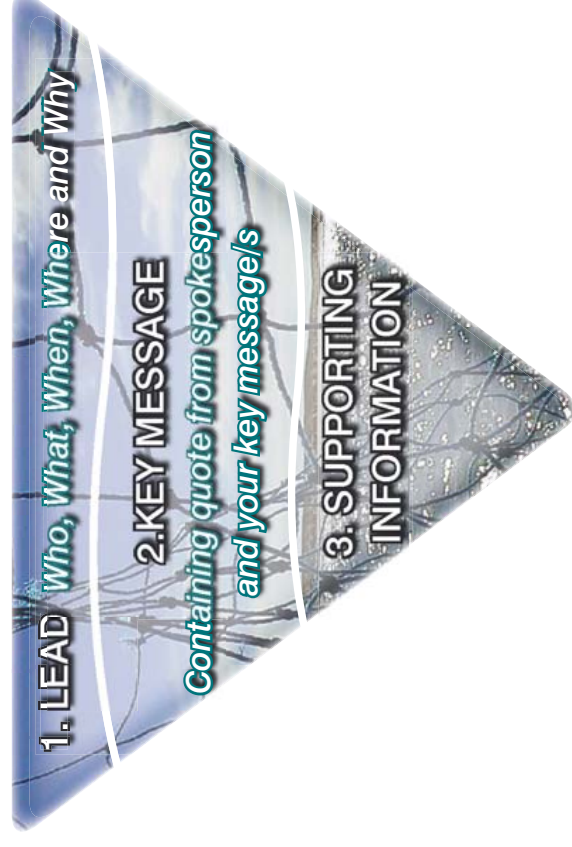
See Tip Sheet 2 for example media releases

Each story needs to be tailored to your target audience. For example: a story targeting children will be written differently to one targeting politicians or the wider community. Keep your target audience in mind and include your key messages when drafting your media release.

A media release is the most common way to present news to the media. It is usually a one-page document that answers the “who/what/when/where/ and why” (five Ws) “and how” of an issue or event. Media releases keep you in front of the media and can be a good way to publicise your company or business. You can use a release any time you have new information, or a product or event to share.

Remember that you will need to tailor your statement to your preferred media (eg. radio, newspaper, TV) and perhaps even further refine it to suit the style of the medium (ie. articles in *The Australian* are written differently to those in your local paper). A good tip to remember is the ‘three-second rule’. Imagine you have only three seconds to grab the journalist/ editor’s attention when they pick up your release. Therefore, you will need an interesting and informative heading and a strong lead sentence.

The media release should act as a funnel to draw the journalist/reader in. The following diagram illustrates how you should organise your information to focus attention:



6 HOW DO I WRITE A MEDIA RELEASE?

MORE ►►►

6. HOW DO I WRITE A MEDIA RELEASE?

Format of a media release: *Remember you are writing for the audience, not the journalist.*

Who it's from

Clearly state name and contact numbers (including after hours).

What is it?

State what is being sent. For example "Media release, for immediate release".

Date

The release should be dated for the day it lands on the journalist's desk.

Headline

Make the title short and catchy to grab the journalist's attention.

Length

The release should be no longer than two pages, preferably one. Line spacing should be 1.5 or double-spaced. Keep paragraphs to no longer than three sentences. Keep sentences short – no more than 25 words.

Opening paragraph

The opening paragraph should summarise the story. It should be no longer than 50 words and include the five Ws.

Style

The general style should be short and jargon-free. Avoid acronyms or spell them out the first time. [For example:](#) Seafood Services Australia (SSA). Remember that your audience may not know much about the topic.

Quotes

Use quotes to add personality to your story. A quote should support your message but not just restate it. Do not use more than two spokespersons in one article.

Facts and figures

Use facts and figures to support your information.

Continuation

If the release continues to the next page, include the words "more" at the bottom of the first page.

Contact details

Always state contact details, including name, phone number, email and website, at the top or bottom of every page.

Notes to editor

Describe any photographs or further resources that are available.

Editing

Check your release for unnecessary words, spelling and grammatical errors, contradictions and accurate facts.

Remember – always keep it simple, stupid! (KISS)

[See Tip Sheet 2 - Media Release Example](#)



HOW DO I WRITE A MEDIA RELEASE?

[MORE](#)



6. HOW DO I WRITE A MEDIA RELEASE?

Submit the release to the media outlets of your choice and follow up with a phone call. When following up, never hassle the journalist by asking questions such as when your story will be published. Introduce yourself, notify them that you have sent a release, ask them if they require any further information and offer photos if available. Comprehensive media lists are available from Seafood Services Australia.

See Resource 10 - Industry Contact List for a basic list but always remember to check the details as they may have changed since the list was printed.

Don't be offended if your story is not published. Journalists receive hundreds of releases each week.

Photos:

A story's 'newsworthiness' can increase if you offer a good picture or photo opportunity. You can trigger an editor or reporter's interest in your story and increase your chances of having it published.

Remember:

- Photos need to be of professional quality. For electronic images, this means they need to be supplied in high resolution. Image resolution is measured in Dots Per Inch (DPI). The minimum resolution for photo journalism is 300 DPI. A 3-megapixel digital camera can generally supply images of suitable quality;
- Permission from the photographer is required;
- If supplied as a hard copy, always label the back of the photo;
- Photos are rarely returned.

6 HOW DO I WRITE A MEDIA RELEASE?

7. HOW DO I WRITE A LETTER TO THE EDITOR?

The letters to the editor page is an effective way to raise awareness about an issue or provide a different opinion.

The letter should express your key message and opinion about the subject matter and provide enough information for readers to understand the issue.

Who it's from

State your name and contact details (include your organisation name and credentials if applicable).

What is it?

Clearly state what is being sent. [For example](#): "Letter to the editor".

Date

The letter should be dated for the day it lands on the editor's desk.

Length

You will need to keep your letter extremely brief (usually between 50 and 300 words). Remember to focus on the key issue and reinforce your opinion with concise facts.

Send your letter to the editor while the issue is still current. Follow up with a phone call to make sure they received your letter and to answer any questions. Never hassle the editor.

See Tip Sheet 3 - Letter To The Editor Example



HOW DO I WRITE A LETTER TO THE EDITOR?

8. HOW DO I INVITE MEDIA TO AN EVENT?

The media are more likely to attend a launch or event if it includes newsworthy ingredients. It could involve trawler crews with catch, well-known personalities, give-aways, large crowds or good visual images. For example: Fishers cleaning up the waterways; Celebrity swimming with the dolphins; or World's longest fish finger.

Before the event:

- If you have a journalist or editor you have worked with before, phone them to let them know about the event. Advise the media by sending them a media advisory one or two weeks in advance.
See Tip Sheet 4 - Media Advisory Example A media advisory includes a few paragraphs about the event plus details of time, date and venue. Explain the purpose of the event to entice the media to attend but don't give away all of the surprises. If they know exactly what is going to happen there is no need for them to attend.
- Call the media outlet and ask the receptionist to put the launch or event in 'The Diary'. Advise the media of a contact person for the event.
- You might want to develop a PowerPoint/visual presentation for the event. (See the website, www.seafood.net.au/ems for PowerPoint presentation templates.)
- On the afternoon before the event, follow up by phone to check that the media have received the advisory and whether they need any more information.

During the event, you will need to make an announcement about the event and give people a brief agenda of proceedings. Introduce yourself to journalists and give them a media kit. A media kit includes a media release, relevant background information and contact details. Reserve a small number of seats at the front for the media (if it is a seated event), and help arrange interviews and questions.

After the event, send media releases to any press that could not attend and ask if they need any more information.

Remember that journalists can receive hundreds of story ideas each week so don't be offended if your story is not published. Still invite them next time!

See Tip Sheet 4 - Media Advisory Example

See Tip Sheet 5 - Media Kit

9. HOW DO I SEND A MEDIA RELEASE?

Contact your industry body or SSA to ask them if they can assist with distribution of the release. There are several ways to send the release, letter or advisory to the media.

You can:

Phone it

If you have breaking news, you may want to be proactive and phone the media outlet to offer news, an interview or let them know that you are available for comment.

Fax it

Aim to address the fax to a specific person by filling in the attention line.

Email it

Be sure to get the reporter's permission the first time you send materials via email. Always include a subject heading. Never send large attachments in emails. Let the journalist know you have photos available but don't clog up their systems. You can include thumbnails of pictures but wait to be asked to send a specific photo.

Put it online

If you have a website, you can publish the release on your site. Send them an email or fax with a few simple dot points about the release. Include contact details and the URL address. Some journalists prefer to 'break the news' so speak with them first if you can.

Organise a distribution service

If you are sending a media release to more than 10 outlets (usually this will be the case), a good option is to pay professionals to distribute it for you. This is fast, convenient and often more economical than attempting to send dozens of faxes from someone's home. For example, you could contact the following media distribution companies through their websites:

www.cannex.com.au

www.aapmedianet.com.au/lists.asp

You will need to tell them which media outlets you want the release sent to. Refer to **Resource 11 for a list of media contacts** (current 2006).

Contact SSA on 1300 130 321 for advice and support on distribution

Most journalists prefer media releases to be faxed (this can be manual or through an online distribution service). If you want to opt for phoning or emailing, first try to work out how the journalist or editor prefers to receive it. Every journalist is different, some dislike being phoned, others dislike receiving emails from unfamiliar sources. The first time you communicate with a new media person, ask them their preferred method.

10. WHAT WILL JOURNALISTS EXPECT?

When sending information, there are certain expectations from journalists and editors that you need to be aware of. You will need to be:

- Responsive – be available to take calls and/or get back to them straight away (unless you need to plan your response);
- Honest – avoid making too many generalisations or embellishing the truth. Never lie – it will catch up with you once it's on record!
- Accurate – always try to attribute information to a specific person or source. Media personnel will usually seek information that can be endorsed. All speculative statements should be accredited to an individual or company. Facts can be stated if they are sourced correctly.
- Mindful of deadlines – a journalist writing a feature story for a monthly magazine will have more interest in, and time for, details than a daily newspaper journalist. Daily newspapers and television news prefer to receive your media release in the morning. Weekends are usually quiet news times and offer good opportunities for softer stories. Timing is everything – too early and it may be lost in their in tray, too late and you may miss the moment.

Some home truths about dealing with the media (that might save a few disappointments):

- The media is not a charity. It does not have to run your story, listen to you or read your press release. Media outlets receive hundreds of press releases every day and use only a handful. A media outlet is a business just like fishing.
- The media operate on a never-ending series of deadlines. You must meet these to get your point across. Often it is easier to get a story into local media than the metropolitan press where competition for news space is fierce. Do not be too disappointed if your story does not get published. The important thing is to learn from the exercise and wherever possible build relationships with journalists.
- Journalists are under no obligation to show you the story they write before it is published. If journalists showed their stories to people outside their newspaper they would, in effect, be handing over editorial control, an unworkable situation. Build a good relationship with a journalist and they are far more likely to cooperate if you wish to check a story.
- Once your photograph is taken and an interview conducted that material is covered by copyright and belongs to the news organisation which can use it any way it likes, so long as it does not defame you.
- TV reporters usually want 10 to 20 second 'grabs' – in other words a colourful, brief sentence or two summing up your position. Bad luck about all the other important things you said.
- Journalists might ask what appear to be dumb questions but remember they are not fishing industry experts. Journalists (especially from major newspapers) will also ask difficult, confronting questions. It's not personal. That's their job.
- And finally, keep the big picture in mind. It does not matter that not all of your media release was used or that the story ended up with a different 'slant'. Always ask yourself after dealing with the media "did I get the key message across?" If the answer is "yes", then you have used the media to your advantage.

11. WHAT HAPPENS NEXT - HOW TO PLAN FOR AN INTERVIEW?

Make sure you can contact your industry body to be involved with the statement. After you send a media release, letter, or advisory, follow up your submission with a phone call to see if they have received the information and are interested in photographs, an interview, or more information. Never hassle the journalist.

INTERVIEW

It is good practice to let your industry body know that you are planning to be interviewed. Remember that an interview is an opportunity to drive your key messages home. Be familiar with your material, but don't try to memorise it all – otherwise you might sound too monotone and rehearsed!

Before an interview:

- Practise saying your key messages (remember to repeat these as often as possible);
- Find out as much as possible about what is expected of you;
- Think about likely questions and plan answers; and
- Do your homework – prepare briefing notes with your key messages, facts and statistics.

During an interview:

- Relax;
- Smile (even if you are not on camera);
- Do not exaggerate or tell a 'white lie'. If you don't have an answer to a question, tell the journalist you will find out and get straight back to them;
- When asked a question, try to follow the "Key message, Because, Example" format (KBE):
 - K Commercial aquaculture/fishing codes and laws are in place for sustainability;
 - B They ensure growth and reproduction cycles are maintained;
 - E For example, scallop fishing closes for spring and early summer to allow for spawning.
- If you feel you start going off track, repeat your key message and wait for the next question. In a statement like, "Well that's an interesting question but the most important thing to remember is...";
- Where appropriate, talk about what the issue means to 'everyday' people;
- Don't be afraid to let your personality come through;
- Stay calm in the face of outrageous or insulting questioning and make points rationally – repeat your key message; and
- Never go 'off the record'. Never say "No comment". If you don't know the answer to a question, refer the reporter to another person or organisation.

Take part in a media training session to learn skills needed for interviews, hear advice from media professionals, learn how to deal with tricky questioning, and receive feedback on mock interviews. Speak to Seafood Services Australia for information on media training sessions.

Don't worry if your interview isn't published the first time. The fact that they took the time to interview you means they thought it was worthwhile. Sometimes a story, while good, gets bumped for a higher profile one because of time and space issues. Use it as a learning experience and look forward to the next opportunity.

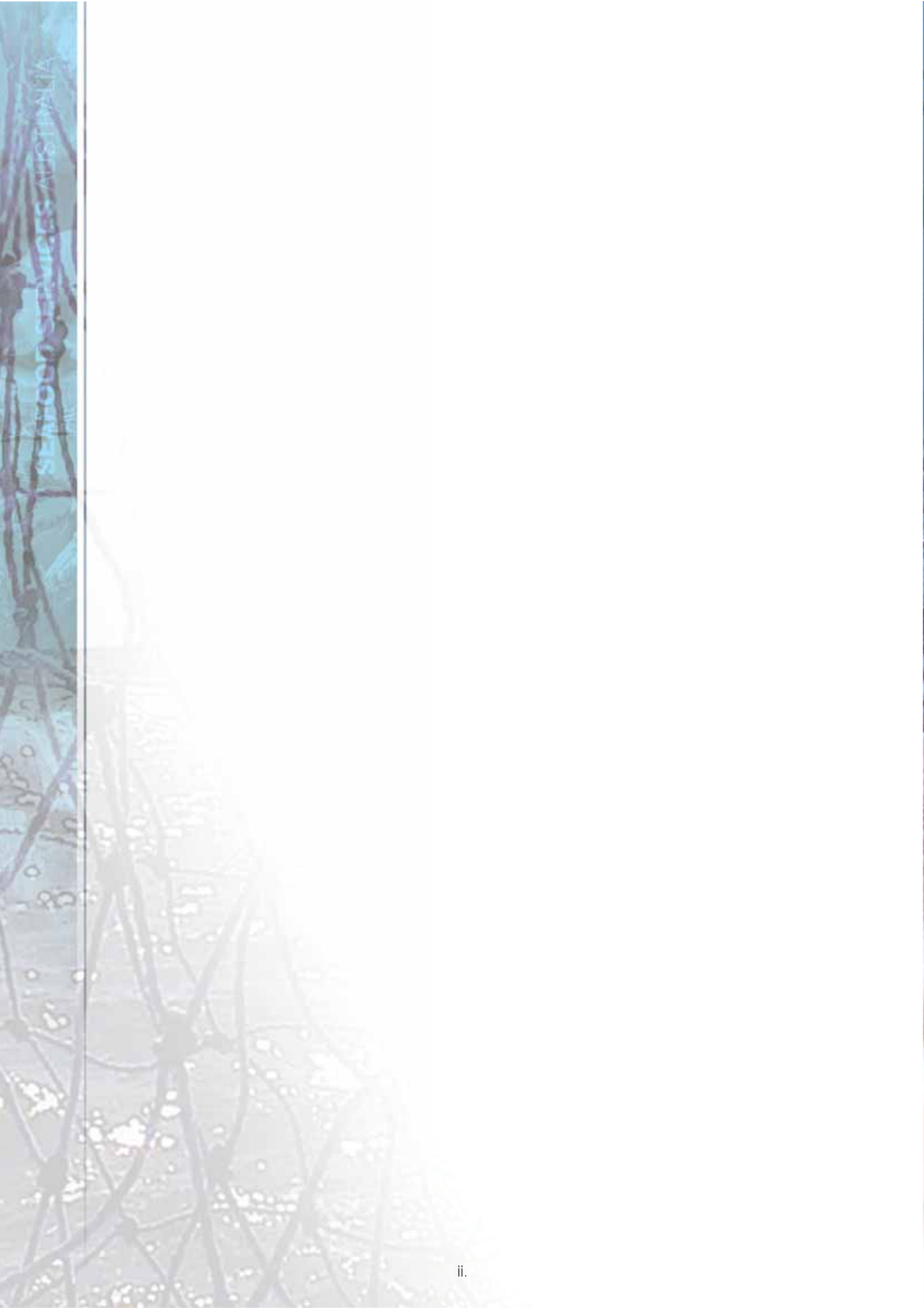




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* Note: contact your professional body or SSA on 1300 130 321 for assistance

See Resource 2 on the website (there are electronic copies of these templates on the Seafood EMS website, www.seafood.net.au/ems) for a contact database template and event planner.

Microsoft Excel - Resource 2 - Contact Database & Event Planner Template.xls

Type a question for help

File Edit View Insert Format Tools Data FlashPaper Window Help WISE Desk Adobe PDF Arial 10 B I U

Reply with Changes... End Review...

SEAFOOD CONTACTS DATABASE							
Shark Bay Scallop Fishery WESTERN AUSTRALIA							
	A	B	C	D	E	F	G
		First Name	Last Name	Postal Address (line 1)	Postal Address (line 2)	Postal Address (line 3)	Phone
1							
2							
3							
4							
5		Bob	Drew	2 Street	Bills Terrace	Perth WA 6000	XXXX XXXX
6							XXXX XXXX
7							
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28							

Database / Event Planner /

Ready



Use this event planner by inserting a symbol in the dates that you want to hold your various activities/events.

Microsoft Excel - Resource 2 - Contact Database & Event Planner Template.xls

Type a question for help

WISDE PDF | Adobe PDF | WISE Desk

File Edit View Insert Format Tools Data FlashPaper Window Help

10 Arial

Reply with Changes... Edd Review...

S53

SEAFOOD SERVICES AUSTRALIA

SEAFOOD EVENTS PLANNER

Shark Bay Scallop Fishery
WESTERN AUSTRALIA

		2005												2006												2007													
		DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
1	Activity																																						
2	Clean Up Australia Day																																						
3	Project information line (ongoing)																																						
4	Email enquiry monitoring (ongoing)																																						
5	Telephone set up and ongoing costs																																						
6	Event Name																																						
7	Activity																																						
8	Activity																																						
9	Media Events																																						
10	Crab races																																						
11	Activity																																						
12	Newsletters																																						
13	Newsletter #1																																						
14	Newsletter #2																																						
15	Newsletter #3																																						
16	Newsletter #4																																						
17	Activity																																						
18	Activity																																						
19	Media Releases																																						
20	Media Release #1																																						
21	Media Release #2																																						
22	Media Release #3																																						
23	Media Release #4																																						
24	Activity																																						
25	Activity																																						
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29	Activity																																						

Database Event Planner /

Ready



See Resource 3 on the website, www.seafood.net.au/ems for a newsletter template.

Other aquaculturists/fishers are the audience you are targeting with this newsletter. So write about the things YOU are interested in!!!

Decide who in your group will be responsible for writing it and who will be responsible for sending it. Send it to all the farmers/fishers you have been speaking to and working with. See **Resource 3 on the website, www.seafood.net.au/ems** for a template and read below for a genuine example:



Aquaculture Action Group

September 2008



Bob Drew, Tony Alken & Dan Gully at the Bay Hotel

It has begun! Eight Aquaculturists from The Inlet area got together on Saturday, 22 August to talk about how to progress their Environmental Management System (EMS). After a round of introductions and a short presentation by visiting oyster farmer Coll Dyke who talked about how EMS has not only

transformed his business in Tasmania but how the entire industry is booming. The group of eight decided on a name – "Aquaculture Action Group" or AAG. Bob Drew was nominated as Chairperson and Dan Gully agreed to be Secretary and Treasurer.



A CATALYST FOR SUSTAINABLE DEVELOPMENT OF THE SEAFOOD INDUSTRY

Upcoming Events & Dates to Remember

Contact Dave for more info on: xxxx xxxx

- October
- 11th Next EMS planning meeting
 - Business planning session (tba)

- November
- 20th Seafood Festival

- December
- 10th Christmas Party

- January 2009
- Back to work!
 - Media 'brainstorm' (tba)

- February
- 14th Next EMS planning meeting

- March
- Submit application

*** Let others know what we're doing ***

Contact Bob Drew for more information:

Ph: xxxx xxxx

Fx: xxxx xxxx

Em: bdrew@hotmail.com



A CATALYST FOR SUSTAINABLE DEVELOPMENT OF THE SEAFOOD INDUSTRY

Dan's first task was to arrange payment for lunch.

A series of vertical dotted lines for handwriting practice.



Do you see
what I see?

A Great Start!

What We Agreed On

8 Steps in the EMS Process

8 Steps in the EMS Process

The Way Forward

The Way Forward





MENTORS

The definition of a mentor is to serve as a trusted counselor or teacher, especially in occupational settings. People who have developed successful EMSs often attribute their success to the guidance and support they have received from a fellow farmer/fisher who has been through a similar process.

Good mentors will:

- Give their time;
- Share knowledge;
- Be patient, supportive and good communicators;
- Demonstrate 'best practice' and provide constructive feedback; and
- Remain committed for the agreed period.

SUPPORT FOR MENTORS

A number of support programs exist to help build relationships and share knowledge between people involved in the development and/or implementation of a seafood EMS. You can tap into these programs for support to get a mentor to visit your group and tell you about their EMS experiences. Alternatively, it may support a small number of your key industry leaders travelling to another location to learn, first-hand about another fishing group's experience. Mentor support programs vary but will typically fund:

- Out of pocket travel and accommodation expenses (excluding meals) incurred while providing support;
- Assistance to undertake a brief study tour; and/or
- Assistance to attend industry events, workshops or meetings.

FOR MORE INFORMATION

More information about Seafood Industry Mentor Support Programs can be obtained by calling SSA on 1300 130 321 or by emailing them at ssa@seafoodservices.com.au





See Resource 5 on the website, www.seafood.net.au/ems for a letter template.

Organisation logo or letterhead

Contact name:
Contact number:

Are you worried about the future of your industry?

DATE: Day / Month / Year

Mr Bob Down

Finfish

1 Aussie Drive

Streaky Bay SA 5680

Dear Bob,

Do you want to make sure that your business is viable now and for years to come?

Where: Palms Hotel
Cnr Sandgate & Jubilee Roads, STREAKY BAY

When: Saturday, 19 November
8.30am – 12.30pm

Who: Every professional fisher and deckhand who believes the future of their business and industry is worth fighting for.

What: 1. To discuss the final draft of a plan (written by fishers) to assist the future of Streaky Bay's professional fisheries; and
2. To discuss where to from here and options for working together.

Why: To have your say on an exciting new plan for the future of our professional fisheries and to find out more about the \$3000 incentive scheme.

What to bring: Just bring yourself as lunch, tea and coffee will be provided.

You can access a copy of the Streaky Bay EMS on the web at www.seafood.net.au or you can ring Theresa on the number below to get a paper copy mailed. Please find an agenda for the day enclosed.

SEE YOU THERE!!!

Theresa Green
Mobile: 0408 XXX XXX





See Resource 6 on the website, www.seafood.net.au/ems for an agenda template.

Regional Darwin Harbour Environmental Management System (EMS) and Darwin Harbour Seafood Industry Association (DHSIA) General Meeting

DATE: MONDAY, 21 JULY 2006

LOCATION: WHARF RESTAURANT

CHAIR: THERESA GREEN (MOB: 0413 XXX XXX)

AGENDA

9.30am – 10.00am	Introduction to Darwin Harbour EMS (current status and future directions);
10.00am – 11.30am	Group review of EMS draft (split into otter trawl, line and net groups);
11.30am – 12.00am	Morning tea;
12.00am – 1.00pm	Summaries of comments from fishers to whole group;
1.00pm – 2.00pm	Lunch (evaluation surveys to be filled out at lunch);
2.00pm – 3.00pm	Gary Travers introduces DHSIA General Meeting, provides progress update on the association and explains what we are going to discuss and why – general discussion of issues (including membership fees, invoicing system and strategic direction);
3.00pm – 3.15pm	Group set date, time and venue for DHSIA AGM;
3.15pm – 3.45pm	Jane Doe of the Northern Territory Seafood Industry Association (NTSIA) provides an overview of what is happening with NTSIA and potential options for cooperation between the two associations;
3.45pm – 4.00pm	Afternoon tea;
4.00pm – 4.30pm	Chris Wills to provide an overview of new regulations. Gary Travers to outline to group what action we need to take to ensure compensation is secured;
4.30pm – 5.00pm	Wayne Sumpton (DPI&F) to provide overview of potential collaborative research projects to address actions in EMS;
5.00pm – 5.30pm	Gary Travers to lead group in finalising decisions about the association based on all issues presented throughout the day;
5.30pm – Close	Wrap up and where to from here (including next meeting).





PowerPoint Presentation Community and Local Stakeholders





PowerPoint Presentation Intro for Government





PowerPoint Presentation Industry EMS Meeting 1





PowerPoint Presentation Industry EMS Meeting 2





PowerPoint Presentation Industry EMS Meeting 3









See Resource 9 on the website, www.seafood.net.au/ems for a fact sheet template.

A fact sheet gives you exactly that – the facts! Keep the focus positive. Avoid referring to ‘problems’. Rather, refer to them as ‘challenges’ and offer solutions.

Title including location and issue

The title should include the location of the industry and what the issue is. Make it short and descriptive.

Background

Describe what has happened that has led to the issue.

The industry’s position

Describe the industry’s attitude towards the issue.

Who it affects

List those affected if the issue/problem is not resolved. Include as appropriate, the impacts on consumers, farmers/fishers, the local economy and other businesses, and the environment.

What’s being done by the industry

List or describe the actions industry is taking to progress the issue. Make it sound as positive as possible.

Planned outcomes

Describe what you are hoping to achieve. This can be done in bullet points if there is a long list of outcomes.

Who to contact for further information

Give at least two contact names, numbers and emails of people who can provide further information and act as spokespeople for the industry.





* **Note:** contact your professional body or SSA on 1300 130 321 for assistance

See Resource 10 on the website, www.seafood.net.au/ems for an industry contact list you can update and hand out to others.

Many magazines and websites have contact details for aquaculture and commercial fishing organisations. This list is current at the time of printing. Contact your professional fishing body or SSA on 1300 130 321 for updated lists.

NATIONAL

Austasia Aquaculture Trade Directory	(03) 6245 0064	
Australian Aquaculture Forum	(03) 6211 6666	www.australian-aquacultureportal.com
Australian Bureau of Agriculture and Research Economics (ABARE)	(02) 6272 2000	www.abare.gov.au
Australian Fisheries Management Authority	(02) 6272 5029	www.afma.gov.au
Australian Institute of Marine Science (AIMS)	(07) 4753 4480	www.aims.gov.au
Australian Marine Conservation Society	1800 066 299	www.amcs.org.au
Australian Seafood Industry Council (ASIC)	(02) 6281 0383	www.asic.org.au
Bureau of Rural Sciences (BRS)	(02) 6272 5177	www.brs.gov.au
Coastcare (Environment Australia Community Information Unit)	1800 803 772	www.environment.gov.au/marine/coastcare
CSIRO Division of Marine Research	(03) 6232 5222	www.marine.csiro.au
Department of Agriculture, Fisheries and Forestry Australia (AFFA)	(02) 6272 3933	www.affa.gov.au
Fisheries Research and Development Corporation (FRDC)	(02) 6285 0400	www.frdc.com.au
Marine and Coastal Community Network	1800 815 332	www.mccn.org.au
National Aquaculture Training Institute	(08) 8355 0299	www.pir.sa.gov.au
National SeaNet Program	(02) 9552 3181	www.oceanwatch.org.au
Ocean Watch Australia Ltd	(02) 9660 2262	www.oceanwatch.org.au
Recfish Australia	(02) 6257 1997	www.recfish.com.au/
Seafood Services Australia	1300 130 321	www.ssaust.com
Seafood Training Australia	(02) 6281 0383	www.seafoodtraining.com.au

NEW SOUTH WALES

Master Fish Merchants Association	(02) 9552 1611	www.mfma.com.au
National Parks Association of NSW	(02) 9299 0000	www.NPANSW.cjb.net
NSW Aquaculture Association Inc	(02) 4997 5160	www.nswaqua.com.au
NSW Fisheries	(02) 9527 8411	www.fisheries.nsw.gov.au
NSW Seafood Industry Council	(02) 9552 3300	www.asic.org.au
SeaNet Program	(02) 9552 3181	www.oceanwatch.org.au

NORTHERN TERRITORY

Amateur Fishermen's Association of the Northern Territory	(08) 8932 3733	www.afant.com.au
Northern Territory Department of Primary Industries and Fisheries	(08) 8999 4321	www.nt.gov.au/dpif
Northern Territory Seafood Industry Council	(08) 8981 5194	www.ntsc.com.au/



* **Note:** contact your professional body or SSA on 1300 130 321 for assistance

QUEENSLAND

Aquaculture Association of Queensland Inc	(07) 4126 2226	www.aaq.com.au
East Coast Tuna Fishery SeaNet	(07) 5478 4611	www.oceanwatch.org.au
Queensland Department of Primary Industries	(07) 3224 2164	www.dpi.qld.gov.au
Queensland Seafood Industry Association	(07) 3262 6855	www.qsia.com.au
Moreton Bay Seafood Industry Association	(07)	mbsia@hotmail.com
Ecofish	(07) 4040 4444	www.ecofish.com.au
SeaNet Program	0500 894 011	www.oceanwatch.org.au
Sunfish (Queensland)	(07) 3216 5785	www.sunfishqueensland.org

SOUTH AUSTRALIA

Inland Aquaculture Association of SA Inc	(08) 8362 8042	www.iaasa.org.au
Primary Industries and Resources SA	(08) 8226 2311	www.pir.sa.gov.au
SA Recreational Fishing Advisory Council	(08) 8132 0430	www.sarfac.com/
Seafood Council South Australia	(08) 8303 2796	www.fishindustry.sa.com.au
SeaNet Program	0429 110 026	www.oceanwatch.org.au
South Australian Fishing Industry Council	(08) 8363 6811	www.safic.asn.au

TASMANIA

Tasmanian Aquaculture Council	(03) 6257 7466	see www.tfic.com.au
Tasmanian Amateur Sea Fishermen's Association	(03) 6228 6920	www.afant.com.au
Tasmanian Department of Primary Industries, Water & Environment	(03) 6233 8011	www.dpiwe.tas.gov.au
Tasmanian Fishing Industry Council	(03) 6224 2332	www.tfic.com.au

VICTORIA

Fisheries Victoria – Commercial	(03) 9895 6999	see www.dpi.vic.gov.au/dpi/
Fisheries Victoria – Recreational	(03) 5226 4667	www.vrfish.com.au/
Gippsland Aquaculture Industry Inc	0408 513 500	www.growfish.com.au
Seafood Industry Victoria	(03) 9824 0744	www.siv.com.au
SeaNet Program	(03) 9824 0755	www.oceanwatch.org.au
VRFish (Victoria)	(03) 9412 5164	www.vrfish.com.au

WESTERN AUSTRALIA

Aquaculture Council of WA	(08) 9492 8814	see www.wafic.com.au
Fisheries Western Australia	(08) 9482 7333	www.wa.gov.au/westfish
Recfishwest (WA)	(08) 9387 7864	www.recfishwest.org.au
WA Fishing Industry Council	(08) 9244 2933	www.wafic.com.au
Western Australian Dept of Conservation and Land Management (CALM)	(08) 9334 0437	www.calm.wa.gov.au



* **Note:** contact your professional body or SSA on 1300 130 321 for assistance

Contact these people or call 1300 733 037 for information on your nearest Registered Training Organisation (RTO):

NATIONAL TRAINING ENQUIRIES

Ross Ord

Seafood Training Australia

rord@asic.org.au

ph (02) 6281 0383

fx (02) 6281 0438

Jude Nettleingham

Seafood Training Australia

motomoda1@optusnet.com.au

ph (02) 6238 1587

fx (02) 6238 1587

STATE TRAINING ENQUIRIES

South Australia

Mark Cody

Executive Officer

Primary Industry Skills Council

mark@seafoodsa.com.au

ph (08) 8303 2754

fx (08) 8303 2791

Queensland

Norm Hollingsworth

Executive Officer

Seafood Training Queensland

qfitc@powerup.com.au

ph (07) 3872 8500

fx (07) 3852 5966

Northern Territory

Marianne St Clair

Executive Officer

Primary Industries Training Advisory Council

marianne@pitac.org.au

ph (08) 8981 0056

fx (08) 8981 0060

Tasmania

Rory Byrne

Executive Officer

Seafood Training Tasmania

roryb@seafoodtrainingtas.com.au

ph (03) 6233 6442

fx (03) 6223 2780

Western Australia

Brad Armstrong

Safety and Training Officer

WA Fishing Industry Council

brada@wafic.org.au

ph (08) 9244 2933

fx (08) 9244 2934

New South Wales

Eric McCarthy

Executive Officer

NSW Fishing Industry Training Council

nsw.fitc@bigpond.com.au

ph (02) 9692 0635

fx (02) 9660 7753

Victoria

John Sealey

Seafood Training Victoria

johns@iconnect.net.au

ph (03) 9824 0744

fx (03) 9824 0755





Television - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

ACT						
Media	Name	City/Region Covered	Phone	Fax	Website	Email
Television	ABC	Ultimo / National	(02) 8333 1500		abc.net.au/tv/	
Television	Imparja Television	Remote Areas	08 8950 1411	08 8950 1422	www.imparja.com.au	imparja@imparja.com.au
Television	Prime Television	Dickson / Canberra	02 9965 7700	02 9965 7729	www.primetv.com.au	primetv@primetv.com.au
Television	SBS (Special Broadcasting Service)	Artarmon/National	1800 500 727	(02) 9438 1114	www.sbs.com.au	
Television	Southern Cross Broadcasting	Melbourne / National	03 9243 2100	03 9682 5158	www.scbnetwork.com.au	comment@scbnetwork.com.au
NSW						
Media	Name	City/Region Covered	Phone	Fax	Website	Email
METROPOLITAN						
Television	ABC (Australian Broadcasting Corporation)	Ultimo / National	(02) 8333 1500		abc.net.au/tv/	
Television	Channel Nine Sydney	Sydney	02 9906-9999		ninemsn.com.au	
Television	Channel Seven Sydney	Sydney	02 8777 7777	02 8777 7778	www.seven.com.au	
Television	Network Ten Sydney	Sydney	02 9650 1010	02 9650 1111	www.ten.com.au	
Television	SBS (Special Broadcasting Service)	Artarmon / National	1800 500 727	(02) 9438 1114	www.sbs.com.au	
Television	Southern Cross Broadcasting	Melbourne / National	03 9243 2100	03 9682 5158	www.scbnetwork.com.au	comment@scbnetwork.com.au
REGIONAL						
Television	Imparja Television	Remote areas	08 8950 1411	08 8950 1422	www.imparja.com.au	imparja@imparja.com.au
Television	NBN Television	Newcastle/Northern NSW, Southern QLD	02 4929 2933	02 4926 2936	www.nbntv.com.au	
Television	Prime Television	Dickson / ACT, NSW, VIC	02 9965 7700	02 9965 7729	www.primetv.com.au	primetv@primetv.com.au
Television	Win Television Wollongong	Wollongong	02 4223 4199	02 4227 3682	www.wintv.com.au/newwin	
NT						
Media	Name	City	Phone	Fax	Website	Email
Television	ABC (Australian Broadcasting Corporation)	Ultimo / National	(02) 8333 1500		abc.net.au/tv/	
Television	Imparja Television	Remote areas	08 8950 1411	08 8950 1422	www.imparja.com.au	imparja@imparja.com.au
Television	SBS (Special Broadcasting Service)	Artarmon / National	1800 500 727	(02) 9438 1114	www.sbs.com.au	
Television	Southern Cross Broadcasting	Melbourne / National	03 9243 2100	03 9682 5158	www.scbnetwork.com.au	comment@scbnetwork.com.au
QLD						
Media	Name	City	Phone	Fax	Website	Email
METROPOLITAN						
Television	ABC (Australian Broadcasting Corporation)	Ultimo / National	(02) 8333 1500		abc.net.au/tv/	
Television	Channel Nine Brisbane	Brisbane	07 3214-9999		ninemsn.com.au	
Television	Channel Seven Brisbane	Brisbane	07 3369 7777	07 3368 2970	www.seven.com.au/	
Television	Network Ten Brisbane	Brisbane	07 3214 1010	07 3369 3786	www.ten.com.au/	
Television	SBS (Special Broadcasting Service)	Artarmon / National	1800 500 727	(02) 9438 1114	www.sbs.com.au/	
		Melbourne / National	03 9243 2100	03 9682 5158	www.scbnetwork.com.au/	mailto:comment@scbnetwork.com.au
REGIONAL						
Television	Channel Seven Queensland	Maroochydore/ QLD	07 5430 1777	07 5430 1762	www.seven.com.au/	
Television	Imparja Television	Remote areas	08 8950 1411	08 8950 1422	www.imparja.com.au	imparja@imparja.com.au
Television	NBN Television	Newcastle / Southern QLD	02 4929 2933	02 4926 2936	www.nbntv.com.au/	
Television	Win Television Rockhampton	Rockhampton	07 4930 4499	07 4930 4495	www.wintv.com.au/newwin/	

Newspaper - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

SA						
Media	Name	City	Phone	Fax	Website	Email
METROPOLITAN						
Television	ABC (Australian Broadcasting Corporation)	Ultimo / National	(02) 8333 1500		abc.net.au/tv/	
Television	Channel Nine Adelaide	Adelaide	08 8267 0111		ninemsn.com.au	
Television	Channel Seven Adelaide	Adelaide	08 8342 7777	08 8342 7717	www.seven.com.au	
Television	Network Ten Adelaide	Adelaide	08 8239 1010	08 8239 1011	www.ten.com.au	
Television	SBS (Special Broadcasting Service)	Artarmon / National	1800 500 727	(02) 9438 1114	www.sbs.com.au	
Television	Southern Cross Broadcasting	Melbourne / National	03 9243 2100	03 9682 5158	www.scbnetwork.com.au	comment@scbnetwork.com.au
REGIONAL						
Television	Imparja Television	Remote areas	08 8950 1411	08 8950 1422	www.imparja.com.au	imparja@imparja.com.au
Television	Win Television Mount Gambier	Mount Gambier	08 8721 8888	08 8721 8833	www.wintv.com.au/newwin	
TAS						
Media	Name	City	Phone	Fax	Website	Email
METROPOLITAN						
Television	ABC (Australian Broadcasting Corporation)	Ultimo / National	(02) 8333 1500		abc.net.au/tv/	
Television	SBS (Special Broadcasting Service)	Artarmon / National	1800 500 727	(02) 9438 1114	www.sbs.com.au	
Television	Southern Cross Broadcasting	Melbourne / National	03 9243 2100	03 9682 5158	www.scbnetwork.com.au	comment@scbnetwork.com.au
Television	Win Television Hobart	Hobart	03 6228 8999	03 6228 8990	www.wintv.com.au/newwin/	
REGIONAL						
Television	Imparja Television	Remote areas	08 8950 1411	08 8950 1422	www.imparja.com.au	imparja@imparja.com.au
VIC						
Media	Name	City	Phone	Fax	Website	Email
METROPOLITAN						
Television	ABC (Australian Broadcasting Corporation)	Ultimo / National	(02) 8333 1500		abc.net.au/tv/	
Television	Channel Nine Melbourne	Melbourne	03 9420-3111		ninemsn.com.au	
Television	Channel Seven Melbourne	Melbourne	03 9697 7777	03 9697 7676	www.seven.com.au	
Television	Network Ten Melbourne	Melbourne	03 9275 1010	03 9275 1011	www.ten.com.au	
Television	SBS (Special Broadcasting Service)	Artarmon / National	1800 500 727	(02) 9438 1114	www.sbs.com.au	
Television	Southern Cross Broadcasting	Melbourne / National	03 9243 2100	03 9682 5158	www.scbnetwork.com.au	comment@scbnetwork.com.au
REGIONAL						
Television	Imparja Television	Remote areas	08 8950 1411	08 8950 1422	www.imparja.com.au	imparja@imparja.com.au
Television	Prime Television	Country VIC	02 9965 7700	02 9965 7729	www.primetv.com.au	primetv@primetv.com.au
Television	Win Television	Country VIC	03 5320 1366	03 5333 1598	www.wintv.com.au/newwin	
WA						
Media	Name	City	Phone	Fax	Website	Email
METROPOLITAN						
Television	access 31	Perth Metro, Albany, Bunbury	(08) 9333 3731	(08) 9333 3732	www.accesstwa.com	reception@accesstwa.com
Television	ABC (Australian Broadcasting Corporation)	Ultimo / National	(02) 8333 1500		abc.net.au/tv/	
Television	Channel Nine Perth	Perth	08 9449 9999		ninemsn.com.au	
Television	Channel Seven Perth	Perth	08 9344 0777	08 9344 0670	www.seven.com.au	
Television	Network Ten Perth	Perth	08 9345 1010	08 9344 8076	www.ten.com.au	
Television	SBS (Special Broadcasting Service)	Artarmon / National	1800 500 727	(02) 9438 1114	www.sbs.com.au	
Television	Southern Cross Broadcasting	Melbourne / National	03 9243 2100	03 9682 5158	www.scbnetwork.com.au	comment@scbnetwork.com.au
REGIONAL						
Television	Imparja Television	Remote areas	08 8950 1411	08 8950 1422	www.imparja.com.au	imparja@imparja.com.au
Television	Sunraysia Television Ltd	WA	03 9693 0500	03 9686 9955		
Television	Win Television Dianella Heights	Country WA	08 9345 9910	08 9345 9991	www.wintv.com.au/newwin	

ACT					
Name	City	Phone	Fax	Website	Email
Canberra City News	Canberra	(02) 6262 9100	(02) 6262 9111	www.citynews.com.au/	ed@citynews.com.au
The Australian	Canberra	(02) 6270 7000	(02) 6270 7071	www.theaustralian.news.com.au/	ACT@theaustralian.com.au
The Canberra Times	Fyshwick	(02) 6280 2122		www.canberratimes.com.au	michael.stevens@canberratimes.com.au
The Queanbeyan Age	Queanbeyan	(02) 6297-3033	(02) 6297-6201	queanbeyan.yourguide.com.au/home.asp	editor.queanbeyanage@ruralpress.com
The Word	Monash	(02) 6292 9061	(02) 6292 9064		theword@satelx.com
The Chronicle	Fyshwick	(02) 6280 2122	(02) 6239 1345		news@chronicle.com.au
NSW					
Name	City	Phone	Fax	Website	Email
METROPOLITAN					
Daily Telegraph, The	Surry Hills	(02) 9288 3000	(02) 9288 2250	dailytelegraph.news.com.au	news@dailytelegraph.com.au
The Australian	Surry Hills	(02) 9288 3000	(02) 9288 2250	www.theaustralian.news.com.au/	Editor@theaustralian.com.au
Australian Financial Review	Sydney	(02) 9282 2822		afr.com	
Sun Herald, The	Sydney	(02) 9288 3000	(02) 9288 2250	www.sunherald.com.au	shnews@mail.fairFax.com.au
Sunday Telegraph, The	Surry Hills	(02) 9288 3000	(02) 9288 2250	www.sundaytelegraph.news.com.au	news@sundaytelegraph.com.au
Sydney Morning Herald	Sydney	(02) 9282 2833		www.smh.com.au/	bwolpe@mail.fairFax.com.au
The Glebe	Ultimo	(02) 9017 1802	02 9017 1888	www.community.newsmedianet.com.au	glebenews@cng.newsltd.com.au
The News	Braodway	(02)9360 0478			sydneyhub@aol.com
SUBURBAN					
Bankstown Express	Liverpool	(02) 9707 4177	(02) 9708 4067	www.bankstownexpress.com.au/	expressb@cng.newsltd.com.au
Blacktown Sun	Blacktown	(02) 9852 2888	(02) 9852 2811	www.blacktownsun.com.au/	thesun@mail.fairFax.com.au
Campbelltown Macarthur Advertiser	Campbelltown	(02) 4640 5151	(02) 4640 5129	www.macarthuradvertiser.com.au/	mdennis@mail.fairfax.com.au
Central Coast Express Advocate	West Gosford	(02) 4323 5000	(02) 4323 1968	www.community.newsmedianet.com.au/home/groups/group/title.jsp?titleid=100	
Central Coast Sun Weekly, The	Erina	(02) 4365 3300			
Fairfield City Champion	Fairfield	(02) 9725 6755	(02) 9727 6281	www.fairfieldchampion.com.au/	snatoli@mail.fairFax.com.au
Herald, The	Newcastle	(02) 4979 5000	(02) 4979 5588	www.theherald.com.au/	ntlinfo@newcastle.fairfax.com.au
Hills News	Castle Hill	(02) 8853 7900	(02) 9899 8818	www.hillsnews.com.au/	hillsnews@mail.fairFax.com.au
Liverpool Champion	Liverpool	(02) 8777 6999	(02) 8777 6677	www.liverpoolchampion.com.au/	EKontos@mail.fairfax.com.au
Liverpool Leader	Liverpool	(02) 9602 8633	(02) 9821 2505	www.liverpoolleader.com.au/	liverpoolleader@cng.newsltd.com.au
Manly Daily, The	Manly	(02) 9977 3333	(02) 9977 2831	www.manlydaily.com.au/	manly@cng.newsltd.com.au
Mosman Daily, The	Spit Junction	(02) 9960 2222	(02) 9969 6031	www.mosmandaily.com.au/	MosmanDaily@cng.newsltd.com.au
Parramatta Advertiser	Parramatta	(02) 9689 5370	(02) 9689 5357	www.parramattaadvertiser.com.au/	parra@cng.newsltd.com.au
Parramatta Sun	Blacktown	(02) 9852 2828	(02) 9852 2833	www.parramattasun.com.au/	thesun@mail.fairFax.com.au
Penrith Star	Penrith	(02) 4732 2600	(02) 4732 1598	www.penrithstar.com.au/	r_smith@mail.fairfax.com.au
St George Sutherland Leader	Rockdale	(02) 9588 8888	(02) 9588 8887	www.stgeorgesutherlandleader.com.au/	amartinez@mail.fairfax.com.au
St Marys Star	Penrith	(02) 4732 2600	(02) 4732 1598	www.stmarysstar.com.au/	r_smith@mail.fairfax.com.au
REGIONAL					
Advertiser, The	Woolgooga	(02) 6654-2133	(02) 6654-1258	www.nns.com.au/woolgoolga/lnews.html	lnews@nns.com.au
Area News, The	Griffith	(02) 6962-1733	(02) 6964-1844	www.rivmediagroup.com.au	office@areanews.com.au
Armidale Express Extra, The	Armidale	(02) 6772-9944	(02) 6772-4909	www.armidale.yourguide.com.au	editor.armexpress@ruralpress.com
Armidale Express, The	Armidale	(02) 6776-0500	(02) 6776-0580	www.armidale.yourguide.com.au	editor.armexpress@ruralpress.com
Australian Senior, The	Tuggerah	(02) 4351-2366	(02) 4351-2340	www.australiansenior.com.au/	dist@australiansenior.com.au
Barrier Daily Truth	Broken Hill	(08) 8087-2354	(08) 8088-5066	www.bdtruth.com.au	inquiries@bdtruth.com.au
Bay Post	Batemans Bay	(02) 4472-6577	(02) 4472-8387	www.batemansbay.yourguide.com.au	editor.baypost@ruralpress.com
Bega District News	Bega	(02) 6492-1177	(02) 6492-4154	www.bega.yourguide.com.au	
Bellingen Shire Courier Sun	Bellingen	(02) 6655-1007	(02) 6655-0232	www.ruralpresssales.com.au/detail.asp?region=North+Coast&paper_id=141&state=NSW	
Bingara Advocate	Bingara	(02) 6724-1127	(02) 6724-1497		advocate@northnet.com.au
Blayney Chronicle	Blayney	(02) 6368-2132	(02) 6368-3467	www.blayney.yourguide.com.au	mail.lyndhurstchron@ruralpress.com
Blue Mountains Gazette	Springwood	(02) 4751-1955	(02) 4751-5556	www.bluemountains.yourguide.com.au	editorial.bmgazette@ruralpress.com
Bombala Times	Bombala	(02) 6458-3666	(02) 6458-3041	bombala.yourguide.com.au/home.asp	
Boorowa News	Boorowa	(02) 6385-3020	(02) 6385-3697	boorowa.yourguide.com.au/	mail.boorowanews@ruralpress.com

Newspaper - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

Border News	Moree	(02) 6752-1455	(02) 6752-1249		
Bowral Southern Highlands Post	Bowral	(02) 4861 2333	(02) 4861 3749	bowral.yourguide.com.au	editor.highlandsnews@ruralpress.com
Bridge, The	Barham	(03) 5453-2057	(03) 5453-2077		barhamnews@datafast.net.au
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Murray Pioneer, The	Renmark	(08) 8586-6603	(08) 8586-4333	www.murraypioneer.com.au/	editor@murraypioneer.com.au
Murray Valley Standard	Murray Bridge	(08) 8532-1744	(08) 8532-1594	www.murraybridge.yourguide.com.au/	mvstandard@ruralpress.com
Northern Argus, The	Clare	(08) 8842-2652	(08) 8842-2267	www.clare.yourguide.com.au/	northernargus@ruralpress.com
Penola Pennant, The	Mount Gambier	(08) 8724-1555	(08) 8725-8431	www.cpsa.asn.au/newspapers/newspapers/penola.php	adv@tbw.com.au
Plains Producer, The	Balaklava	(08) 8862-1977	(08) 8862-1997	www.plainsproducer.com.au	producer@rbe.net.au
Port Lincoln Times	Port Lincoln	(08) 8682-1055	(08) 8682-4417	www.portlincoln.yourguide.com.au/	sales.lincolntimes@ruralpress.com
Recorder, The	Port Pirie	(08) 8632-3666	(08) 8632-4500	www.portpirie.yourguide.com.au/	recorder@ruralpress.com
River News, The	Walkerie	(08) 8541-2060	(08) 8541-3720	www.rivernews.com.au/	enquiries@rivernews.com.au
Roxby Downs Sun	Port Augusta	(08) 8642-2688	(08) 8642-6710	www.roxbydowns.yourguide.com.au/	roxbydownssun@ruralpress.com
South East Coastal Leader	Kingston	(08) 8767-2999	(08) 8767-2334	www.cpsa.asn.au/newspapers/newspapers/kingston.php	coastal.leader@naracoorteherald.com.au
South Eastern Times, The	Millicent	(08) 8733-3755	(08) 8733-4341	www.cpsa.asn.au/newspapers/newspapers/millicent.php	admin@setimes.com.au
Southern Argus, The	Strathalbyne	(08) 8536-2900	(08) 8536-2445	www.cpsa.asn.au/newspapers/newspapers/strathalbyn.php	sargus@tne.net.au
Times, The	Victor Harbour	(08) 8552-1488	(08) 8552-4613	www.victorharbor.yourguide.com.au/	victortimes@ruralpress.com
Transcontinental, The	Port Augusta	(08) 8642-2688	(08) 8642-6710	www.portaugusta.yourguide.com.au/	editor.trans@ruralpress.com
West Coast Sentinel	Ceduna	(08) 8625-2265	(08) 8625-2582	www.ceduna.yourguide.com.au/	westcoastsentinel@ruralpress.com
Whyalla News	Whyalla	(08) 8645-8088	(08) 8645-1045	www.whyalla.yourguide.com.au/	editor.whyallanews@ruralpress.com

Yorke Peninsula Country Times	Kadina	(08) 8821-1155	(08) 8821-2044	www.ypct.com.au/	editorial@ypct.com.au
TAS					
Name	City	Phone	Fax	Website	Email
The Advocate	Hobart	(03) 6234 6399	(03) 6231 5299	www.theadvocate.com.au	contribute@theadvocate.com.au
The Australian	Hobart	(03) 6224 2196	(03) 6224 2164	www.theaustralian.news.com.au	
The Mercury	Hobart	(03) 6230 0732	(03) 6230 0711	www.themercury.news.com.au/	
Sunday Tasmanian, The	Hobart	(03) 6230 0732	(03) 6230 0711	www.themercury.news.com.au	
Launceston Examiner, The	Launceston	(03) 6336 7350	(03) 6334 7328	www.examiner.com.au	editor@examiner.com.au
Sunday Examiner, The	Launceston	(03) 6336 7350	(03) 6334 7328	www.examiner.com.au	editor@examiner.com.au
Circular Head Chronicle	Smithton	(03) 6452-3333	(03) 6452-3131		
Huon Valley News, The	Franklin	(03) 6266-3104	(03) 6266-3133		admin@eastvicmedia.com.au
King Island Courier	King Island	(03) 6462-1422	(03) 6462-1500		kingislandcourier@bigpond.com
VIC					
Name	City	Phone	Fax	Website	Email
METROPOLITAN					
Herald Sun, The	Southbank, Melbourne	(03) 9292 2000		www.heraldsun.news.com.au/	news@heraldsun.com.au
Sunday Herald Sun, The	Southbank, Melbourne	(03) 9292 2000		www.heraldsun.news.com.au/	sundayhs@hwt.newsltd.com.au
Age, The	Melbourne	(03) 9600 4211		www.theage.com.au/	
Sunday Age, The	Melbourne	(03) 9600 4211		www.theage.com.au/	
Australian, The	Southbank	(03) 9292 2888	(03) 9292 2803	www.theaustralian.news.com.au/	Victoria@theaustralian.com.au
Australian Financial Review	Melbourne	(03) 9249 9900		afr.com/	
MX, The	Melbourne City	(03) 9292 1800	(03) 9292 1787	www.mxnet.com.au	editor@mxnet.com.au
Q Magazine	St. Kilda	(03) 95297942 or 0422 632690		www.qmagazine.com.au	brett.hayhoe@qmagazine.com.au
SUBURBAN					
Altona Laverton Mail	Footscray	(03) 9278 7777		www.altonalavertonmail.com.au/	westnews@fcnvic.fairfax.com.au
Bacchus Marsh Melton Express Telegraph	Melton	(03) 9971 1777		www.expresstelegraph.com.au	westoffices@fcnvic.fairfax.com.au
Bayside Leader	Bayside	(03) 9584 8400			bayside@ldr.newsltd.com.au
Berwick/Pakenham Leader	Berwick / Pakenham	(03) 5996 3555			pakenham@ldr.newsltd.com.au
Brimbank Leader	Brimbank	(03) 9318 6200			brimbank@ldr.newsltd.com.au
Caulfield Glen Eira/Port Phillip Leader	Caulfield Glen Eira / Port Phillip	(03) 9584 8400			caulfield.gleneira@ldr.newsltd.com.au or portphillip@ldr.newsltd.com.au
Cranbourne Leader	Cranbourne	(03) 5996 3555			cranbourne@ldr.newsltd.com.au
Cranbourne News	Pakenham	(03) 5941-2666	(03) 5941-2515	www.vcpa.com.au/Vic/cranbourne_news.html	senews@senews.com.au
Cranbourne News	Cranbourne	03 5941 2666	03 5941 2515	www.senews.com.au	star@senews.com.au
Diamond Valley Leader	Diamond Valley	(03) 9432 1844			diamondvalley@ldr.newsltd.com.au
Footscray Mail	Footscray	(03) 9278 7777		www.footscraymail.com.au/	westnews@fcnvic.fairfax.com.au
Footscray, Yarraville, Braybrook Star	Cranbourne	03 9933 4800	03 9933 4844	www.senews.com.au	star@senews.com.au
Frankston Journal	Dandenong	(03) 9238 7777		www.fcnonline.com.au/frankstonjournal/	frankstonjournal@fcnvic.fairfax.com.au
Frankston Standard/Hastings Leader	Frankston Standard/Hastings	(03) 9781 1155			frankston@ldr.newsltd.com.au or hasting@ldr.newsltd.com.au
Free Press Leader		(03) 9762 2511			freepress@ldr.newsltd.com.au
Heidelberg Leader		(03) 9875 8333			heidelberg@ldr.newsltd.com.au
Hobsons Bay Times	Hobsons Bay	(03) 9393 3633			thetimes@timespublications.com.au
Hume Leader		(03) 8318 6200			hume@ldr.newsltd.com.au
Journal, The	Dandenong	(03) 9238 7777	(03) 9238 7777	www.thejournal.com.au/	fcnonline@fcnvic.fairfax.com.au
Keilor, Taylors Lakes, Sydenham Star		03 9933 4800	03 9933 4844	www.senews.com.au	star@senews.com.au
Knox Journal	Wantirna South	(03) 9837 7000		www.knoxjournal.com.au/	journal@fcnvic.fairfax.com.au
Knox Leader		(03) 9762 2511			knox@ldr.newsltd.com.au
Lilydale & Yarra Valley Leader	Lilydale & Yarra Valley	(03) 9735 1088			lilydale@ldr.newsltd.com.au
Manningham Leader	Manningham	(03) 9875 8333			manningham@ldr.newsltd.com.au

Newspaper - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

Maroondah Journal	Wantirna South	(03) 9837 7000		www.maroondahjournal.com.au/	journal@fcnvic.fairfax.com.au
Maroondah Leader		(03) 9875 8333			maroondah@ldr.newsltd.com.au
Melbourne/Yarra Leader		(03) 9489 2222			melbourne@ldr.newsltd.com.au or yarra@ldr.newsltd.com.au
Melton/Moorabool Leader		(03) 9971 7888			melton@ldr.newsltd.com.au
Monash Journal	Wantirna South	(03) 9837 7000		www.monashjournal.com.au/	journal@fcnvic.fairfax.com.au
Moonee Valley Community News	Dandenong	(03) 9238 7777	(03) 9238 7777	www.fcnonline.com.au/mooneevalley/	fcnonline@fcnvic.fairfax.com.au
Moonee Valley Leader		(03) 9489 2222			mooneevalley@ldr.newsltd.com.au
Moorabbin Glen Eira/ Moorabbin Kingston Leader		(03) 9584 8400			moorabbin@ldr.newsltd.com.au
Mordialloc Chelsea Leader		(03) 9584 8400			mordialloc.chelsea@ldr.newsltd.com.au
Moreland Community News	Dandenong	(03) 9238 7777	(03) 9238 7777	www.fcnonline.com.au/moreland/	moreland@fcnonline.com.au
Moreland Leader		(03) 9489 2222			moreland@ldr.newsltd.com.au
Mornington Peninsula Leader		(03) 5975 3633			mornington@ldr.newsltd.com.au
Northcote Leader		(03) 9489 2222			northcote@ldr.newsltd.com.au
Oakleigh Monash/ Springvale Dandenong Leader		(03) 9584 8400			oakleigh.monash@ldr.newsltd.com.au
Pakenham Gazette	Pakenham	(03) 5941-2666	(03) 5941-2515	www.vcpa.com.au/Vic/pakenham_gazette.html	senews@senews.com.au
Pakenham News	Pakenham	(03) 5941-2666	(03) 5941-2515	www.vcpa.com.au/Vic/pakenham_news.htm	senews@senews.com.au
Preston Leader		(03) 9489 2222			preston@ldr.newsltd.com.au
Progress Leader		(03) 9818 0555			progress@ldr.newsltd.com.au
St Albans, Deer Park, Caroline Springs Star		03 9933 4800	03 9933 4844	www.senews.com.au	star@senews.com.au
Stonnington Leader		(03) 9818 0555			stonnington@ldr.newsltd.com.au
Sunbury/Macedon Ranges Leader	Sunbury	(03) 9744 9333		community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=45	mailto:sunbury@ldr.newsltd.com.au
Sunbury/Macedon Ranges Telegraph	Gisborne	(03) 9971 1777		www.telegraph.com.au/	westoffices@fcnvic.fairfax.com.au
Sunshine Advocate, The	Footscray	(03) 9278 7777		www.fcnonline.com.au/sunshineadvocate/	westnews@fcnvic.fairfax.com.au
Sunshine, Ardeer, Albion Star	Tullamarine	03 9933 4800	03 9933 4844	www.senews.com.au	star@senews.com.au
Waverley Leader	Waverly	(03) 9584 8400		community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=46	waverley@ldr.newsltd.com.au
Werribee Banner	Werribee	(03) 9731 2777		www.werribeebanner.com.au/	
Werribee Times	Werribee	(03) 9393 3633		community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=49	thetimes@timespublications.com.au
Werribee, Hoppers Crossing Star	Werribee	03 9933 4800	03 9933 4844	www.senews.com.au	star@senews.com.au
Western Times	Maribyrnong	(03) 9393 3633		community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=50	thetimes@timespublications.com.au
Whitehorse Leader		(03) 9875 8333		community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=47	whitehorse@ldr.newsltd.com.au
Whittlesea Leader	Whittlesea	(03) 9432 1844		community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=48	whittlesea@ldr.newsltd.com.au
Williamstown Advertiser	Footscray	(03) 9278 7777		www.williamstownadvertiser.com.au/	westnews@fcnvic.fairfax.com.au
Williamstown, Altona, Laverton Star		03 9933 4800	03 9933 4844	www.senews.com.au	star@senews.com.au
Yarra Ranges Journal	Wantirna South	(03) 9837 7000		www.yarrarangesjournal.com.au/	journal@fcnvic.fairfax.com.au
REGIONAL					
Advocate, The	Daylesford	(03) 5348-1028	(03) 5345-1053	www.vcpa.com.au/Vic/daylesford_hepburn_ shire_advoc.html	carmel.halsall@ruralpress.com
Alexandra Eildon Marysville Standard, The	Alexandra	(03) 5772-1002	(03) 5772-1603	www.vcpa.com.au/Vic/alexandra_eildon_ standard.html	alexstd@virtual.net.au
Alpine Observer	Myrtleford	(03) 5752-1058	(03) 5752-1356		
Ararat Advertiser, The	Ararat	(03) 5352-2442	(03) 5352-4793	www.ararat.yourguide.com.au/	ararateditorial@ruralpress.com
Bairnsdale Advertiser	Bairnsdale	(03) 5152-1117	(03) 5152-6257	www.eastvicmedia.com.au	admin@eastvicmedia.com.au
Ballan News, The	Ballan	(03) 5368-1966	(03) 5368-1488	www.vcpa.com.au/Vic/ballan_moorabool_ news.html	jill@ballannews.org
Ballarat News, The	Ballarat	(03) 5331-3833	(03) 5333-4833	www.vcpa.com.au/Vic/ballarat_news.html	ballarat.news@thecourier.com.au

Baw Baw Shire & West Gippsland Trader, The	Warragul	(03) 5623-5666	(03) 5623-2367	www.vcpa.com.au/Vic/warragul_west_gippsland_trader.html	admin@warragulgazette.com.au
Benalla Ensign	Benalla	(03) 5762-4444	(03) 5762-5221	ensign.benalla.net.au/	ensign@benalla.net.au
Bendigo Weekly	Kangaroo Flat	(03) 5447-3455	(03) 5447-3477	www.bendigoweekly.com.au/	manager@bendigoweekly.com.au
Berwick News	Pakenham	(03) 5941-2666	(03) 5941-2515	www.senews.com.au/	senews@senews.com.au
Buloke Times, The	Donald	(03) 5497-1222	(03) 5497-1407	www.vcpa.com.au/Vic/donald_buloke_times.html	admin@buloketimes.com
Campaspe News	Rochester	(03) 5484-1045	(03) 5484-1194	www.campaspenews.net/	rochy@mcmedia.com.au
Camperdown Chronicle, The	Camperdown	(03) 5593-1888	(03) 5593-3606	www.vcpa.com.au/Vic/camperdown_chronicle.html	ads@wdnews.com.au
Casterton News, The	Casterton	(03) 5581-1177	(03) 5581-2194	www.spec.com.au/paper_casterton.asp	castnews@spec.com.au
Castlemaine Mail	Castlemaine	(03) 5472-1788	(03) 5472-4504	www.vcpa.com.au/Vic/castlemaine_mail.html	advt@elliottmidnews.com.au
Cobden Times, The	Camperdown	(03) 5593-1888	(03) 5593-3606	www.vcpa.com.au/Vic/cobden_times.html	ads@wdnews.com.au
Cohuna Farmers' Weekly	Kerang	(03) 5456-2224	(03) 5456-3207	www.vcpa.com.au/Vic/cohuna_farmers_weekly.html	cohuna@northernnewspapers.com.au
Colac Herald, The	Colac	(03) 5231-5322	(03) 5231-1943	www.vcpa.com.au/Vic/colac_herald.html	news@colacherald.com
Corryong Courier	Corryon	(02) 6076-1045	(02) 6076-1842	www.vcpa.com.au/Vic/corryong_courier.html	courier@corryongcec.net.au
Courier Cobram, The	Cobram	(03) 5872-1144	(03) 5872-1647	courier.cobram.net.au/	courier@mcmedia.com.au
Dimboola Banner, The	Dimboola	(03) 5389-1440	(03) 5389-2188	www.vcpa.com.au/Vic/dimboola_banner.html	whherald@netconnect.com.au
East Gippsland News, The	Bairnsdale	(03) 5152-1117	(03) 5152-6257	www.eastvicmedia.com.au	
Echo, The	Geelong	(03) 5227-4417	(03) 5227-4428	www.geelonginfo.com.au	newsecho@geelongadvertiser.com.au
Euroa Gazette, The	Euroa	(03) 5795-3041	(03) 5795-3063	www.euroa-gazette.com.au/	
Geelong News	Geelong	(03) 5227-4417	(03) 5227-4428	www.geelonginfo.com.au	newsecho@geelongadvertiser.com.au
Gippsland Times & Maffra Spectator	Sale	(03) 5144-3066	(03) 5144-1356	www.sale.yourguide.com.au/	enquiries@gippsnews.com.au
Great Southern Star, The	Leongatha	(03) 5662-2294	(03) 5662-4350	www.thestar.com.au/	news@thestar.com.au
Guardian Swan Hill, The	Swan Hill	(03) 5032-2161	(03) 5032-4013	www.vcpa.com.au/Vic/swan_hill_guardian.html	ads@theguardian.com.au
Hopetoun Courier & Mallee Pioneer	Hopetoun	(03) 5083-3544	(03) 5083-3080	www.vcpa.com.au/Vic/hopetoun_courier.html	hcourier@ruralnet.net.au
Kyabram Free Press	Kyabram	(03) 5852-1533	(03) 5852-3102	freepress.kyabram.net.au/	press@kyabram.net.au
Lakes Post	Lakes Entrance	(03) 5155-1514	(03) 5155-1116	www.eastvicmedia.com.au	lakespost@net-tech.com.au
Latrobe Valley Express*	Morwell	(03) 5135-4444	(03) 5133-0385	www.latrobevalley.yourguide.com.au/	enquiries@gippsnews.com.au
Loddon Times, The	Kerang	(03) 5452-1733	(03) 5452-1603	www.vcpa.com.au/Vic/boort_loddon_times.html	lodden@northernnewspapers.com.au
Macedon Ranges Guardian	Kyneton	(03) 5422-1488	(03) 5422-3173	www.vcpa.com.au/Vic/woodend_macedon_ranges_guardian.html	
Mansfield Courier	Mansfield	(03) 5775-2115	(03) 5775-1580	www.vcpa.com.au/Vic/mansfield_courier.html	manscourier@nenews.com.au
Maryborough District Advertiser, The	Maryborough	(03) 5461-3866	(03) 5461-4456	www.vcpa.com.au/Vic/maryborough_advertiser.html	marryaddy@origin.net.au
Mclvor Times, The	Heathcote	(03) 5433-3311	(03) 5433-2609	www.vcpa.com.au/Vic/heathcote_mclvor_times.html	editor@mcivortimes.com.au
Midland Express	Kyneton	(03) 5422-1488	(03) 5422-3173	www.vcpa.com.au/Vic/kyneton_midland_express.html	advt@elliottmidnews.com.au
Mildura Independent Sunday Star	Mildura	(03) 5023-7733	(03) 5023-7699	www.vcpa.com.au/Vic/mildura_independent_star.html	independent@hotfm.org.au
Mildura Midweek	Mildura	(03) 5023-5844	(03) 5022-2448	www.vcpa.com.au/Vic/mildura_midweek.html	aimeeg@elliottnewspaper.com.au
Mirror, The	Foster	(03) 5682-2205	(03) 5682-2876	www.vcpa.com.au/Vic/foster_mirror.html	mirror@tpg.com.au
Moe & Narracan News	Moe	(03) 5127-6600	(03) 5126-1502	www.vcpa.com.au/Vic/moe_shire_news.html	morwellads@gippsnews.com.au
Mortlake Dispatch, The	Camperdown	(03) 5593-1888	(03) 5593-3606	www.vcpa.com.au/Vic/mortlake_dispatch.html	ads@wdnews.com.au
Mountain Views Mail	Healesville	(03) 5962-5800	(03) 5962-4057	www.vcpa.com.au/Vic/healesville_mountain_views.html	poneill@yvnews.com.au
Moyne Gazette, The	Port Fairy	(03) 5568-1982	(03) 5568-1999	www.vcpa.com.au/Vic/port_fairy_moyne_gazette.html	sfish@standard.fairfax.com.au
Myrtleford Times, The	Myrtleford	(03) 5752-2021	(03) 5752-1356	www.vcpa.com.au/Vic/myrtleford_times.html	adsalp@nenews.com.au
North Central News	Starnaud	(03) 5495-1055	(03) 5495-1937		ncn@iinet.net.au
North West Express	Ouyen	(03) 5092-1351	(03) 5070-1329	www.vcpa.com.au/Vic/ouyen_north_west_express.html	times@iinet.net.au
Northern Times, The	Kerang	(03) 5452-1733	(03) 5452-1603	www.vcpa.com.au/Vic/kerang_northern_times.html	advertising@ruralnewspapers.com.au
Numurkah Leader	Numurkah	(03) 5862-1034	(03) 5862-2668	www.vcpa.com.au/Vic/numurkah_leader.html	leader2@mcmedia.com.au
Ovens & Murray Advertiser, The	Wangaratta	(03) 5721-2021	(03) 5721-9447	www.vcpa.com.au/Vic/beechworth_ovens_murray_adve.html	sales.chronicle@nenews.com.au

Newspaper - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

Phillip Island & San Remo Advertiser	Cowes	(03) 5952-3201	(03) 5952-3024	www.vcpa.com.au/Vic/phillip_island_advertiser.html	advertiser@waterfront.net.au
Portland Observer and Guardian	Portland	(03) 5523-2077	(03) 5523-4765	www.spec.com.au/paper_obs.asp	obsadmin@spec.com.au
Pyrenees Advocate	Beaufort	(03) 5349-2787	(03) 5349-2409	www.vcpa.com.au/Vic/beaufort_pyrenees_advocate.html	pyrenadv@netconnect.com.au
Rainbow Argus, The	Rainbow	(03) 5395-1517	(03) 5395-1016	www.vcpa.com.au/Vic/rainbow_argus.html	theargus@iinet.net.au
Ranges Trader Mail	Monbulk	(03) 9752-1611	(03) 9752-1921	www.yvnews.com.au	rtmail@yvnews.com.au
Riverine Herald	Echuca	(03) 5482-1111	(03) 5482-6169	rivheraldechuca.net/	riv@echuca.net.au
Robinvale Sentinel, The	Robinvale	(03) 5026-3398	(03) 5026-4616	www.vcpa.com.au/Vic/robinvale_sentinel.html	sentinel2@iinet.net.au
Sea Lake & Wycheproof Times	Sea Lake	(03) 5070-1081	(03) 5070-1329	www.vcpa.com.au/Vic/sea_lake_times_ensign.html	times@iinet.net.au
Seymour Telegraph	Seymour	(03) 5792-2066	(03) 5792-1225	telegraph.seymour.net.au/	telegraph@mcmedia.com.au
Seymour-Nagambie Advertiser	Emerald	(03) 5968-3341	(03) 5968-6367	www.vcpa.com.au/Vic/seymour_nagambie_advertiser.html	seyadv@knox.hotkey.net.au
Shepparton Adviser, The	Shepparton	(03) 5822-1522	(03) 5821-8709	www.sheppartonadviser.com.au	production@sheppartonadviser.com.au
Shepparton News	Shepparton	(03) 5831-2312	(03) 5820-3210	news.mcmedia.com.au/	newsonline@mcmedia.com.au
Snowy River Mail	Orbost	(03) 5154-1919	(03) 5154-2099	www.eastvicmedia.com.au	srm@eastvicmedia.com.au
South Gippsland Sentinel Times	Korumburra	(03) 5655-1422	(03) 5655-2658	www.vcpa.com.au/Vic/wonthaggi_south_gippsland_sent.html	ads@sgst.com.au
Spectator, The	Hamilton	(03) 5572-1011	(03) 5572-3800	www.spec.com.au/paper_spec.asp	specadmin@spec.com.au
Stawell Times-News, The	Stawell	(03) 5358-1060	(03) 5358-3859	www.stawell.yourguide.com.au/	stawelltimes@thecourier.com.au
Sunraysia Daily	Mildura	(03) 5023-0211	(03) 5021-2412		
Tarrangower Times, The	Maldon	(03) 5475-2256	(03) 5475-2106	www.tarrangowertimes.com.au/	info@tarrangowertimes.com.au
Terang Express, The	Camperdown	(03) 5593-1888	(03) 5593-3606	www.vcpa.com.au/Vic/terang_express.html	ads@wdnews.com.au
Torquay Surf Coast Times		03 5264 8412	03 5264 8413	www.vcpa.com.au/Vic/torquay_times.htm	editor@surfcoasttimes.com
Traralgon Journal, The	Morwell	(03) 5174-2244	(03) 5176-1502	www.gippsnews.com.au	morwellads@gippsnews.com.au
Wangaratta Chronicle	Wangaratta	(03) 5721-2021	(03) 5721-9447	www.vcpa.com.au/Vic/wangaratta_chronicle.html	sales.chronicle@nenews.com.au
Warracknabeal Herald	Warracknabeal	(03) 5398-2033	(03) 5398-1031	www.vcpa.com.au/Vic/warracknabeal_herald.html	wkherald@netconnect.com.au
Warragul & Drouin Gazette, The	Warragul	(03) 5623-5666	(03) 5623-2367	www.vcpa.com.au/Vic/warragul_gazette.html	admin@warragulgazette.com.au
Weekly Advertiser, The	Horsham	(03) 5382-1351	(03) 5381-1147	www.vcpa.com.au/Vic/horsham_weekly_advertiser.html	weeklyadvertiser@aceradio.com.au
West Wimmera Advocate	Edenhope	(03) 5585-1015	(03) 5585-1269	www.vcpa.com.au/Vic/edenhope_west_wimmera_advocate.html	advocate@netconnect.com.au
West Wimmera Messenger	Nhill	(03) 5391-3456	(03) 5391-3400	www.vcpa.com.au/Vic/kaniva_times.html	advertising@messengergroup.com.au
Western Plains Advertiser	Camperdown	(03) 5593-1888	(03) 5593-3606	www.vcpa.com.au/Vic/lismore_western_plains_adverti.html	ads@wdnews.com.au
Wimmera Mail-Times, The	Horsham	(03) 5382-0181	(03) 5382-6787	www.mailtimes.com.au	adsales@mailtimes.com.au
Yarram Standard News	Yarram	(03) 5182-5013	(03) 5182-5684	www.vcpa.com.au/Vic/yarram_standard.html	standard@datafast.net.au
Yarrawonga Chronicle	Yarrawonga	(03) 5744-3731	(03) 5744-2390	www.vcpa.com.au/Vic/yarrawonga_chronicle.html	accounts@yarrawongachronicle.com.au
Yea Chronicle, The	Alexandra	(03) 5797-2468	(03) 5772-1603	www.vcpa.com.au/Vic/yea_chronicle.html	alexstd@virtual.net.au
WA					
Name	City	Phone	Fax	Website	Email
METROPOLITAN					
The West Australian	Osborne Park	(08) 9482 3111	(08) 9482 9080	www.thewest.com.au	westinfo@wanews.com.au
The Australian	Perth	(08) 9326 8412	(08) 9325 9217	www.theaustralian.news.com.au/	WA@theaustralian.com.au
Post Newspapers	Subiaco	(08) 9381 3088	(08) 9388 2258	www.postnewspapers.com.au/	mailbox@postnewspapers.com.au
Sunday Times, The	Perth	(08) 9326 8212	(08) 9221 1121	www.sundaytimes.news.com.au	
SUBURBAN					
Canning Times Community	Myaree	(08) 6330 9100	(08) 6330 9150	community.newsmedianet.com.au/home/groups/group/title.jsp?titleid=81	CanningTimes@communitynews.com.au
Comment News Community	Kelmscott	(08) 9234 5000	(08) 9234 5001	community.newsmedianet.com.au/home/groups/group/title.jsp?titleid=82	CommentNews@communitynews.com.au
Eastern Suburbs Reporter Community	Osborne Park	(08) 9231 5200	(08) 9231 5202	community.newsmedianet.com.au/home/groups/group/title.jsp?titleid=83	EasternSuburbsReporter@communitynews.com.au
Fremantle Cockburn Gazette	Myaree	(08) 6330 9100	(08) 6330 9150	community.newsmedianet.com.au/home/groups/group/title.jsp?titleid=84	FremantleGazette@communitynews.com.au
Guardian Express	Northbridge	(08) 9237 1630	(08) 9237 1059	community.newsmedianet.com.au/home/groups/group/title.jsp?titleid=85	GuardianExpress@communitynews.com.au

Hills Gazette	Midland	(08) 9237 1900	(08) 9237 1901	community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=86	HillsGazette@communitynews.com.au
Joondalup Wanneroo Community	Wangara	(08) 9233 3000	(08) 9233 3002	community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=87	WannerooTimes@communitynews.com.au
Mandurah Coastal Times	Mandurah	(08) 9583-1000	(08) 9583-1010	community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=106	MandurahCoastalTimes@communitynews. com.au
Melville Times Community	Myaree	(08) 6330 9100	(08) 6330 9150	community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=88	MelvilleTimes@communitynews.com.au
Midland Kalamunda Reporter	Midland	(08) 9237 1900	(08) 9237 1901	community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=89	MidlandKalamundaReporter@ communitynews.com.au
North Coast Times Community	Wangara	(08) 9233 3000	(08) 9233 3002	community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=90	WannerooTimes@communitynews.com.au
Southern Gazette Community	Myaree	(08) 6330 9100	(08) 6330 9150	community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=92	SouthernGazette@communitynews.com.au
Stirling Times Community	Osborne Park	(08) 9231 5200	(08) 9231 5201	community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=93	StirlingTimes@communitynews.com.au
Wanneroo Times Community	Wangara	(08) 9233 3000	(08) 9233 3002	community.newsmedianet.com.au/home/ groups/group/title.jsp?titleid=94	WannerooTimes@communitynews.com.au
Weekend Courier Community	Rockingham	(08) 9599 1800	(08) 9599 1818		WeekendCourier@communitynews.com.au
Western Suburbs Weekly	Northbridge	(08) 9237 1473	(08) 9237 1059		news@wsweekly.com.au
REGIONAL					
Albany Advertiser	Albany	(08) 9892-8300	(08) 9842-2313	westregional.com.au/papers/aa/index.html	mail@albanyad.com.au
Albany Extra	Albany	(08) 9892-8300	(08) 9842-5348		
Augusta Margaret River Mail	Margaret River	(08) 9757-2266	(08) 9757-2830	www.margaretriver.yourguide.com.au/	mail.ammail@ruralpress.com
Avon Valley Advocate, The	Northam	(08) 9622-5500	(08) 9622-1011	www.avonvalleyadvocate.yourguide.com.au/	reporter.avonadvocate@ruralpress.com
Broome Advertiser	Broome	(08) 9192-1061	(08) 9193-7340	westregional.com.au/papers/ba/index.html	news@broomead.com.au
Broome Happenings	Broome	(08) 9192-1061	(08) 9193-7340	westregional.com.au/papers/brh/index.html	news@broomead.com.au
Bunbury Herald	Bunbury	(08) 9791-2100	(08) 9791-2999	westregional.com.au/papers/bh/index.html	editor@swpp.com.au
Bunbury Mail	Bunbury	(08) 9791-2400	(08) 9791-2402	www.bunbury.yourguide.com.au/	mail.bunburymail@ruralpress.com
Busselton Margaret Times	Busselton	(08) 9752-1422	(08) 9752-3926	westregional.com.au/papers/bmt/index.html	bmtimes@swpp.com.au
Busselton-Dunsborough Mail	Busselton	(08) 9754-3330	(08) 9754-3331	www.busselton.yourguide.com.au/	mail.bdmail@ruralpress.com
Capes Herald, The	Busselton	(08) 9752-1422	(08) 9752-3926	westregional.com.au/papers/ch/index.html	bmtimes@swpp.com.au
Central Midlands & Coast Advocate	Moora	(08) 9651-1992	(08) 9651-1373	www.moora.yourguide.com.au/	advocate@wn.com.au
Collie Mail	Collie	(08) 9734-2044	(08) 9734-4843	www.collie.yourguide.com.au/	editor.colliemail@ruralpress.com
Donnybrook-Bridgetown Mail	Donnybrook	(08) 9734-2044	(08) 9734-4843	www.bridgetown.yourguide.com.au/	editor.colliemail@ruralpress.com
Esperance Express, The	Esperance	(08) 9071-2322	(08) 9071-3731	www.esperance.yourguide.com.au/	yourcom.espexpress@ruralpress.com
Geraldton Guardian, The	Geraldton	(08) 9956-1000	(08) 9921-5953	www.geraldton.yourguide.com.au/	
Golden Mail	Kalgoorlie	(08) 9091-8055	(08) 9091-8601	www.kalgoorlie.yourguide.com.au/	goldenmail@ruralpress.com
Goldfields Express	Kalgoorlie	(08) 9022-0555	(08) 9021-8350	westregional.com.au/papers/ge/	
Great Southern Herald	Katanning	(08) 9821-1100	(08) 9821-4334	westregional.com.au/papers/gsh/index.html	danielle.perrie@greatsouthernherald.com.au
Harvey Reporter	Harvey	(08) 9780-0800	(08) 9780-0871	westregional.com.au/papers/hr/index.html	editor@swpp.com.au
Kalgoorlie Miner	Kalgoorlie	(08) 9022-0555	(08) 9021-8350	westregional.com.au/papers/km/index.html	kalminer@wanews.com.au
Kimberley Echo, The	Kunnamurra	(08) 9169-1100	(08) 9168-1674	www.kimberleyecho.com/	
Kimberley Times	Derby	(08) 9191 2605		westregional.com.au/papers/kim/index.html	news@broomead.com.au
Mandurah Mail	Mandurah	(08) 9581-5501	(08) 9581-5508	www.mandurah.yourguide.com.au/	editor.mandurahmail@ruralpress.com
Manjimup-Bridgetown Times	Manjimup	(08) 9780-0800	(08) 9780-0871	westregional.com.au/papers/mbt/index.html	editor@swpp.com.au
Merredin Wheatbelt Mercury	Merredin	(08) 9041-1900	(08) 9041-2577	www.merredin.yourguide.com.au/	mercury@timegate.net.au
Narrogin Observer	Narrogin	(08) 9881-1005	(08) 9881-2843	westregional.com.au/papers/no/index.html	observer@treko.net.au
North West Telegraph	South Hedland	(08) 9172-2000	(08) 9172-2600	westregional.com.au/papers/nwt/index.html	sally.cox@pilbaranews.com.au
Northern Guardian	Carnarvon	(08) 9941-2222	(08) 9941-1746	westregional.com.au/papers/ng/index.html	news@northernguardian.com.au
Pilbara News	Karratha	(08) 9185-2666	(08) 9144-1220	westregional.com.au/papers/pn/index.html	news@pilbaranews.com.au
Sound Telegraph	Rockingham	(08) 9527-2333	(08) 9527-8977	westregional.com.au/papers/st/index.html	editor.sound@swpp.com.au
South Western Times	Bunbury	(08) 9780-0800	(08) 9780-0871	westregional.com.au/papers/swt/index.html	editor@swpp.com.au
Wagin Argus	Wagin	(08) 9861-1200	(08) 9861-1408	www.wagin.yourguide.com.au/	waginargus@bigpond.com.au

Radio - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

ACT						
Media	Name	City	Phone	Fax	Website	Email
Radio	104.7 FM	Canberra	(02) 6123 4104		www.fm1047.com.au/	
Radio	1Way FM	Fyshwick	02 6239 3711	02 6239 3722	www.1wayfm.com.au	info@1wayfm.com.au
Radio	2 Double X	Canberra	02 6230 0100	02 6248 5560	www.2xxfm.org.au/	comrad@2xxfm.org.au
Radio	ABC Canberra	Canberra	02 6275 4555	02 6275 4601	www.abc.net.au/canberra	
Radio	Artsound FM 92.7	Curtin	02 6281 6286	02 6281 0020	www.artsoundfm.asn.au/	onair@artsoundfm.asn.au
Radio	CMS FM91.1	Weston	02-6287-7058		www.cmsradio.org.au	werner_cms@hotmail.com
Radio	Radio 1RPH	Gungahlin	02 6241 4076	02 6241 6566	www.radio1rph.org.au/	radio1rph@bigpond.com
Radio	Valley FM	Canberra	02 6296 6895	02 6292 0332	www.valleyfm.com/	
NSW						
Media	Name	City	Phone	Fax	Website	Email
METROPOLITAN						
Radio	2CH	Sydney	(02) 8570 0000	(02) 8570 0219	www.2ch.com.au	info@2ch.com.au
Radio	2GB	Sydney	(02) 8570 0000	(02) 8570 0219	2gb.com	
Radio	2KY	Sydney	(02) 9633 9333	(02) 9633 9304	www.2ky.com.au	
Radio	2MBS	Leonards	02-9439-4777		www.2mbs.com/	admin@2mbs.com
Radio	2NBC	Narwee	02-9534-2888		www.2nbc.org.au	radionbc@ozemail.com.au
Radio	2NSB	Chatswood	02-9419-6969		www.2nsb.org.au	manager@2nsb.org.au
Radio	2RDJ	Burwood North	02-9744-3284		www.radio2rdj.com	info@radio2rdj.com
Radio	2RPH - Sydney's Radio Reading Service	Glebe	02-9518-8811		www.2rph.org.au	2rph@2rph.org.au
Radio	2RRR	Gladesville	02-9816-2988		www.2rrr.org.au/	office@2rrr.org.au
Radio	2SER	Broadway	02-9514-9514		www.2SER.com	info@2ser.com
Radio	2UE	Sydney	02 9930 9954		www.2ue.com	news@2ue.com.au
Radio	2WS	Sydney	(02) 8899 9888	(02) 8899 9788	www.2ws.com.au	
Radio	89.7 Eastside Radio	Paddington	02-9331-3000		www.eastsidefm.org	eastside@eastsidefm.org
Radio	ABC Sydney	Sydney	02 8333 1234	02 8333 1203	www.abc.net.au/sydney	
Radio	Bayrak	Sydney	(02) 9750 4250		www.angelfire.com/ks/bayrak	
Radio	FBI 94.5 FM	Strawberry Hills	02-8332-2900		www.fbi.org.au	info@fbi.org.au
Radio	FM 103.2	Seven Hills	02-9831-5700		www.fm1032.com.au	mail@fm1032.com.au
Radio	Koori Radio	Strawberry Hills	02-9564-5090		www.gadigal.org.au	info@gadigal.org.au
Radio	MIX 106.5	Sydney	(02) 8899 9888	(02) 8899 9566	www.mix1065.com.au	
Radio	Muslim Community Radio	Bankstown	02-9707-2747		www.2mfm.org	contactus@2mfm.org
Radio	Nova 969	Sydney	02 9564 9999		www.nova969.com.au	
Radio	Radio Northen Beaches	Narrabeen	02-9451-4887		www.radionorthernbeaches.org	goodie@ozemail.com.au
Radio	Radio Skid Row	Earlwood	02-9560-4254		manager2rsr@bigpond.com	
Radio	Rhema Sydney	St Leonards	02-9944-7967		www.rhemasydney.com	admin@rhemasydney.com
Radio	SBS Radio	Sydney	(02) 9430 2828	(02) 9438 1114	www.sbs.com.au/radio	
Radio	The Edge 96.9	Sydney	02 88 999 961		www.961.com.au	
Radio	Triple M Sydney	Sydney	02 9367 1000		www.mrock.com.au	enquiries@mrock.com.au
Radio	Two Thousand FM	Burwood	02-9715-5422		www.2000fm.com	inokefotu@2000fm.com
REGIONAL						
Radio	2 C.O.W FM	Casino	02-6662-3796			cow107.9@bigpond.com.au
Radio	2 State FM	Barham	03-5453-3891		twostate@cybatech.com.au	twostate@cybatech.com.au
Radio	2AIR FM	Coffs Harbour	02-6652-1071		www.2air.web.com	langfordlodge@hotmail.net.au
Radio	2ARM FM 92.1	Armidale	02 6772 1486		users.northnet.com.au/~2arm/	2arm@northnet.com.au
Radio	2AY	Albury	02 6022 4600	02 6022 4665	www.radio2ay.com.au	mailbox@radio2ay.com.au
Radio	2BBB FM	Bellingen	02-6655-0718		www.2bbb.midcoast.com.au	2bbb@midcoast.com.au
Radio	2BOB RADIO	Taree	02-6552-6200		www.2bobradio.org.au/	admin@2bobradio.org.au
Radio	2CBD	Deepwater	02-6734-5000		www.2cbd.org.au	enquiries@2cbd.org.au
Radio	2CCR The Sound Of Style	Baulkham Hills	02-9686-3888		www.2ccr-fm.com	mail@2ccr-fm.com
Radio	2CUZ	Bourke	02-6872-1065	02 6872 1228		muda@lisp.com.au
Radio	2DRY FM	Broken Hill	02-8087-1077	08 8087 1077		dry2@inet.net.au
Radio	2HOT FM	Cobar	02-6836-1876			cobair@bigpond.com

Radio	2MC	Port Macquarie	02 6583 8088	02 6584 0406	www.2mcfm.com.au/	
Radio	2MCE	Bathurst/Orange	02-6338-4790			2mce@csu.edu.au
Radio	2MCR 100.3 FM	Macarthur	02-4625-2768		www.2mcr.org.au	admin@2mcr.org.au
Radio	2NCR FM - 92.9	Lismore	02-6620 3006			fm2ncr@scu.edu.au
Radio	2NIM FM	Nimbin	02-6689-0279		www.nimfm.org	nimfm@nimfm.org
Radio	2NURFM 103.7	Newcastle	02-4921-5555		www.2nurfm.com	2nur@2nurfm.com
Radio	2SSR	Sutherland	02-9545-1800		www.2ssr.com.au	info@2ssr.com.au
Radio	2TLC	Lower Clarence	02-6646-1100		www.yambaradio.org.au	sec2tlc@yambaradio.org.au
Radio	2WAY FM	Wauchope	02-6585-2233			2wayfm@ceinternet.com.au
Radio	2YOU	Tamworth	02-6766-6777			
Radio	88.9 FM Richmond Valley Radio	Richmond Valley	02-6683-2778		www.radio889.org.au	everybody@radio889.org.au
Radio	89.3 FM - Community Action	Liverpool / Fairfield	02-9601-4489		www.893fm.com.au	office@893fm.com.au
Radio	ABC Central West NSW	Orange	02 6393 2511	02 6393 2599	www.abc.net.au/centralwest	
Radio	ABC Illawarra	Illawarra	02 4224 5011	02 4224 5099	www.abc.net.au/illawarra	
Radio	ABC Mid North Coast	Port Macquarie	02 6588 1211	02 6588 1299	www.abc.net.au/midnorthcoast	
Radio	ABC New England	Tamworth	02 6760 2411	02 6760 2499	www.abc.net.au/newengland	
Radio	ABC Newcastle	Newcastle	02 4922 1200	02 4922 1222	www.abc.net.au/newcastle	
Radio	ABC North Coast	Lismore	02 6627 2011	02 6627 2099	www.abc.net.au/northcoast	
Radio	ABC Riverina	Wagga Wagga	02 6923 4811	02 6923 4899	www.abc.net.au/riverina	
Radio	ABC South East NSW	Bega	02 6491 6011	02 6491 6099	www.abc.net.au/southeastnsw	
Radio	ABC Upper Hunter	Muswellbrook	02 6542 2811	02 6542 2899	www.abc.net.au/upperhunter	
Radio	ABC Western Plains	Dubbo	02 6881 1811	02 6881 1899	www.abc.net.au/westernplains	
Radio	B FM	Padstow	02-9771-2846		www.2bfm.com/	bfm1009@bigpond.net.au
Radio	Bay and Basin FM	Sanctuary Point	02-4443-9644			spyc@shoalhaven.net.au
Radio	Bay FM 99.9 - Almost Perfect	Byron Bay	02-6680-7999		www.bayfm.org	info@bayfm.org
Radio	BLU FM 89.1	Blue Mountains	02-4782-9286		www.blufm.org.au	info@blufm.org.au
Radio	Braidwood Community Broadcasters	Braidwood	02-4842-2241			rothshir@sci.net.au
Radio	CHR FM	Cessnock / Maitland	02-4991-1286			chrfm@netcentral.com.au
Radio	CHY FM	Coffs Harbour	02 6651 1104		www.chyfm.midcoast.com.au	info@chyfm.com
Radio	Cool FM Community Radio Association Inc	Cabarita Beach	02-6676-1500			coolfm@norex.com.au
Radio	Coonabarabran Community Broadcasters	Coonabarabran	02-6842-5262			warfm@coonabarabran.com
Radio	East Coast Radio Pty Ltd	East Coast	02 6492 1633	02 6492 2614	www.2ec.com.au/2ecintro.html	traffic@2ec.com.au
Radio	Eden Community Radio	Eden	02-6496-4400		www.geocities.com/ecr104_7	ecr104_7@yahoo.com.au
Radio	EDGE FM	Bega	02-6492-4202			edgefm937@bigpond.com
Radio	Eurobadalla Radio 107.5	Moruya	02-4474-3443		www.earfm.com	2earfm@sci.net.au
Radio	EZY-FM	Lithgow	02-6351-4235			
Radio	FM 103.3	Goulburn	02-4822-1103		www.fm103.goulburn.net.au	fm103.3@goulburn.net.au
Radio	FM 107.1 AAA	Wagga Wagga	02-6925-3000		www.2aaafmradio.org.au	fm107@2aaafmradio.org.au
Radio	FM 107.5	Orange	02-6361-8877			fm1075@iinet.net.au
Radio	FM 92.1	Armidale	02-6772-1486		www.northnet.com.au/~2arm/	2arm@northnet.com.au
Radio	Gosford Christian Broadcasters	Gosford	02 4325 1000		www.rhemafr.com.au/gosford/	
Radio	Great Lakes FM	Great Lakes	02-6555-8433		www.greatlakesfm.org.au	info@greatlakesfm.org.au
Radio	Hawkesbury Radio	Windsor	02-4577-5662		www.hawkradio.org.au	info@hawkradio.org.au
Radio	Hay FM	Hay	02-6993-1205			radio2hayfm@hotmail.com
Radio	Highland FM	Wingecarribee	02-4872-1119		www.2wkt.org.au	gmoir@acenet.com.au
Radio	Hits & Country 94.1	Long Jetty	0415-616-431		www.coolcountry.com.au	941@coolcountry.com.au
Radio	i98FM	Illawarra	02 4226 4198		www.i98.com.au	
Radio	KRR	Kandos	02-6379-4360		www.winsoft.net.au/~krfrm	krfrm@winsoft.net.au

Radio - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

Radio	Lake Macquarie FM	Lake Macquarie	02-4973-5781			
Radio	Life FM ("Spirit of the West")	Bathurst	02-6334 4814		www.lifefm.com.au	mail@lifefm.com.au
Radio	Manning Great Lakes Christian Broadcasters Inc	Wingham	02-6553-0116			rhemaagl@tpg.com.au
Radio	MAX FM	Narrabri	02-6792-4884		www.2maxfm.com.au	maxfm@2maxfm.com.au
Radio	Milton Ulladulla Community Radio	Milton / Ulladulla	02-4454-0247			
Radio	Monaro FM	Nimmitabel	02-6454-6220			
Radio	Montreal Community Radio, Tumut	Tumut	02 6947 4150			
Radio	Mt Helen FM	Mt Helen	02-6747-1377			radio2ggz@bigpond.com
Radio	MTM FM	Coonamble	02-6822-2919			mtmfm@bigpond.com
Radio	Nambucca Valley Radio	Nambucca Valley	02-6564-7777		www.2nvr.midcoast.com.au	radio2nvr@midcoast.com.au
Radio	Nepean Riverlands Community Radio Ass	Kingswood	02-9623-1900			admin@airfm.com.au
Radio	New FM	Newcastle	02 4968 0105	02 4967 2129	newfm.hunterlink.net.au	
Radio	Ngarralinyi Radio	Taree	02-6551-3131			ngarralinyi@yahoo.com.au
Radio	ninefourone fm	Coniston	02-4228-1155		www.941.com.au/	info@941.com.au
Radio	Noosa Community Radio	Noosa	07 5449 7166	07 5449 7646	www.noosacommunityradio.org	admin@noosacommunityradio.org
Radio	Norfolk Island Radio	Norfolk Island	0011-6723-23298			2niradio@ni.net.nf
Radio	NX FM	Charlestown	02 49423333	02 49478713	www.nxfm.com.au	
Radio	Opal FM	Lightning Ridge	02-6829-2777			Opalfm1@bigpond.com
Radio	Outback Radio Bourke	Bourke	02-6872-2333		www.outbackradio.com.au	wreb585@ozemail.com.au
Radio	Paradise FM	Ballina	02-6686-0101			fm1019@bigpond.net.au
Radio	Port Stephens FM	Port Stephens	02-4984-6666		www.psfm.org.au/	
Radio	Power Fm Hunter Valley	Hunter Valley	02 6543 1588	02 6543 2360	powerfm.com.au/hunter	981powerfm@powerfm.com.au
Radio	Power FM Nowra	Nowra	(02) 4423 0055	(02) 4423 3188	powerfm.com.au/nowra	powerfm@powerfm.com.au
Radio	Power FM NSW South Coast	South Coast	02 6492 1633	02 6492 2614	www.powerfm.com.au/sthcoast	powerfm@acr.net.au
Radio	QBN FM	Queanbeyan	02-6299-6899		www.qbnfm.homepage.com	qbnfm@mak.net.au
Radio	Radio Five-O-Plus	Gosford	02-4325-1950		www.fiveoplus.com.au	info@fiveoplus.com.au
Radio	Radio Yesteryear	Kariong	02-43401740			radioyesteryear@integritynet.com.au
Radio	Rhema 94.3	Dubbo	02-6884-1715			rhemaamd@hwy.com.au
Radio	Rhema FM - Grafton	Grafton	02-6643-2660			rhemaam1031@tsn.cc
Radio	Rhema FM - Port Macquarie	Port Macquarie	02-6584-1246		www.myrhemaam.com	rhemaam@tsn.cc
Radio	Rhema FM 103.5	Orange	02-6361-7505			rhemaorange@cww.octec.org.au
Radio	Rhema FM 89.7	Tamworth	02-6761-2360			rhemaam@westnet.com.au
Radio	Rhema FM- Newcastle Christian Broadcasters	Newcastle	02-4962-2338		www.rhemaam.com.au	rhemaam@rhemaam.com.au
Radio	RPH Albury / Wodonga	Albury			www.visionaustralia.org.au	rph.albury@visionaustralia.org.au
Radio	Star 104.5	Central Coast	02 4365 7000	02 4635 7062	www.star1045.com.au	enquiries@star1045.com.au
Radio	Star FM Albury	Albury	02 6022 4600	02 6022 4662	www.starfm.net.au/abx/	
Radio	Star FM Coffs Coast	Coffs Coast	02 6652 8999	02 6652 6464	www.starfm.net.au/cfs	
Radio	Star FM Dubbo	Dubbo	02 6881 8104	02 6881 8148	www.starfm.net.au/dbo	
Radio	Star FM Griffith	Griffith	02 6964 0800	02 6962 0961	www.starfm.net.au/gff	
Radio	Star FM Holiday Coast	Port Macquarie	02 6583 8088	02 6584 0406	www.starfm.net.au/pqq	
Radio	Star FM Orange	Orange	02 6362 2144	02 6362 9439	www.starfm.net.au/oag	
Radio	Star FM Wagga	Wagga Wagga	02 6921 1022	02 6921 7193	www.starfm.net.au/wga	
Radio	Star FM Young	Young	02 6382 1133	02 6382 4403	www.starfm.net.au/yng	
Radio	SWR FM	Blacktown / Fairfield / Holroyd	02-9676-2723		www.swrfm.org	swr@swrfm.org
Radio	TANK FM	Macleay valley	02-6562-3009			tankfm@tsn.cc
Radio	Ten FM	Tenterfield	02-6736-3444		www.tenfm.org.au	twotenfm@halenet.com.au
Radio	Ten73 Border FM	Albury	02-6040-1482			ten73borderfm@hotmail.com

Radio	The Local One 95.1 FM	Griffith	02-6964-1033		www.2mia.dragnet.com.au	2mia@dragnet.com.au
Radio	The Rivers Radio - Dunedoo	Dunedoo	02 6886 6205			
Radio	Triple C FM	Gosford	02-4322-0072		www.2ccc.net	twoccc@tac.com.au
Radio	Triple H	Hornsby	02-9987-1800		www.hhhfm.org.au	hhhfm@hhhfm.org.au
Radio	Triple U FM	Nowra	02-4422-1193		www.tripleu.org.au	manager@tripleu.org.au
Radio	Tune! FM	Armidale	02 67731069	02 67727633	2une.une.edu.au	radio@tunefm.une.edu.au
Radio	Tweed Coast Country	Tweed Coast	0404 12 7770		www.tweedcoastcountry.com	info@tweedcoastcountry.com
Radio	Valley FM	Forbes	02-6852-4288			97.9fm@westserv.net.au
Radio	VOX FM	Wollongong	02-4227-3436		www.voxfm.org.au	vox@1earth.net
Radio	Wagga's Life FM	Wagga Wagga	02-6931-8689		www.waggaslife.com	admin@waggaslife.com
Radio	WAR FM	Warrumbungles / Gilgandra	02-6847-2989			warfmgil@bigpond.net.au
Radio	Warrumbungles Community Broadcasting Assoc	Gilgandra	02-6847-2989			freshfield@bigpond.com.au
Radio	Wave FM	Illawarra	02 4275 2965	02 4274 2000	www.wavefm.com.au/	wavefm@wavefm.com.au
Radio	Way Out West Fine Music	Penrith Valley	02-9833-1444		www.wowfm1007.com.au	wowfm1007@uvtc.net.au
Radio	YAAMA FM Aboriginal Radio	Walgett	02-6828-2808			aces@ceinternet.com.au
Radio	Yass FM	Yass	02-6226-5266			yassfm@ruraloz.com.au
NT						
Media	Name	City	Phone	Fax	Website	Email
Radio	104.1 TOP FM	Darwin	08-8946-6266			topfm@cdu.edu.au
Radio	8CCC FM - Upfront, Outback Radio	Alice Springs	(08) 8959 5331	(08) 8952 7722	www.8ccc.com.au/	eightccc@switch.com.au
Radio	8KIN	Alice Springs	08-8951-9720		www.caama.com.au/	radiomgr@caama.com.au
Radio	8KTR	Katherine	08-8971-1889			katherinecr@bigpond.com
Radio	94.5 FM 8KNB	Darwin	08-8948-2711			radiolarrakia@internode.on.net
Radio	ABC Central Australia	Alice Springs	08 8950 4711	08 8950 4799	www.abc.net.au/central/	
Radio	ABC Darwin	Darwin	08 8943 3231	08 8943 3235	www.abc.net.au/darwin	
Radio	ABC Kimberley	Broome	08 9191 3011	08 9191 3099	www.abc.net.au/kimberley/	
Radio	Gove FM	Nhulunbuy	08 8987 1500	08 8987 2144	www.govefm.com.au/	admin@govefm.com.au
Radio	Mabunji Aboriginal Resource Association Inc	Borroloola	08-8975-8746			
Radio	Rhema FM Darwin 97 Seven	Darwin	08-8927 8977		www.rhemadarwin.org/	info@rhemadarwin.org
QLD						
Media	Name	City	Phone	Fax	Website	Email
METROPOLITAN						
Radio	100.3 Bay FM	Brisbane	07-3821-0022		www.bayfm.org.au	office@bayfm.org.au
Radio	4 Triple Z FM	Brisbane	07-3252-1555		www.4zzzf.org.au	info@4zzzf.org.au
Radio	4AAA Murri Country 98.9 FM	Brisbane	(07) 3892 0100	(07) 3892 0101	www.4aaa.org.au/	info@4aaa.org.au
Radio	4BC	Brisbane	07 3908 8200	07 3908 8300	www.4bc.com.au	info@4bc.com.au
Radio	4BH	Brisbane	07 3833 0424	07 3833 0444	www.4bh.com.au/sites/4bh/	info@4bh.com.au
Radio	4EB	Brisbane	07-3240-8600		www.4eb.org.au	admin@4eb.org.au
Radio	4JQ	Brisbane	(07) 3394 0693	(07) 3394 4400	www.4kq.com.au/	
Radio	4MBS Classic FM	Brisbane	07-3847-1717		www.4mbsclassicfm.com.au	mbsfm@bigpond.com.au
Radio	4RPH - Information Radio 1296	Brisbane	07-3831-1296			radio4rphnews@uq.net.au
Radio	4ZZ	Brisbane	07 3252 1555	07 3252 1950	www.4zzzf.org.au/index.cfm	info@4zzzf.org.au
Radio	ABC Brisbane	Brisbane	07 3377 5222	07 3377 5612	www.abc.net.au/brisbane	
Radio	B105 FM	Brisbane	07 3837 1053		www.b105.com.au/	
Radio	Family Radio Ltd	Brisbane	07-3217-5999		www.96five.org.au	admin@96five.org.au
Radio	Nova 1069	Brisbane			www.nova1069.com.au/	us@nova1069.com.au
Radio	Switch - 1197am	Brisbane	07-3221-0197	(07) 3009 0524	www.switcham.com/	info@switcham.com
Radio	Triple M Brisbane	Brisbane	07 3361 0104		www.triplemrocks.com.au/	

Radio - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

REGIONAL						
Radio	101 FM	Logan City	07-3808-8101		www.101fm.asn.au	admin@101fm.asn.au
Radio	101.7 FM Stereo	Roma	07-4622-5415			radio4rrrRoma@bigpond.com
Radio	1071 AM	South Burnett	(07) 4162 1433	(07) 4162 4626		reception@darlingdownsradio.com.au
Radio	1073 Life FM (One O Seven Three Life FM)	Southport	07-5537-3957	07 5537 3951	www.life.fm	admin@life.fm
Radio	4CC & Hot FM	Rockhampton & Gladstone	0404291173	07 4922 2642	www.mrworks.com.au/	
Radio	4CRM	Mackay	07-4953-1411		www.4crm.com.au	info@4crm.com.au
Radio	4DDB	Toowoomba	07-4638-4171			ddbfbm@bigpond.com
Radio	4EEE - 96.3FM	Emerald	07-4982-4852	07 49821500	www.4eee.com.au	office@4eee.com.au
Radio	4GR	Darling Downs	(07) 4632-3333	(07) 4638-3129		reception@darlingdownsradio.com.au
Radio	4K1G	Townsville	07-4772-5466		www.4k1g.org	mail@4k1g.org
Radio	4LG Outback Radio	Longreach	07 4658 3333	07 4658 1627	www.radio4lg.com.au/	radio4lg@bigpond.net.au
Radio	4MK & Hot FM Mackay	Mackay	07 49535353	07 49534470		
Radio	4OUR	Caboolture	07-5495-5915		www.4our.org.au	information@4our.org.au
Radio	4RO & Sea FM	Rockhampton & Gladstone	07 55914999	07 55915760		
Radio	4TTT	Townsville	07-4721-5333		www.4ttt.org.au	fourttt@austarnet.com.au
Radio	4YOU	Central QLD	07-4927-2444			radio4you@cqnet.com.au
Radio	92.9 THE LIGHT	Toowoomba	07-4639-4981		radio929.fm/	admin@thelight.org.au
Radio	99.7 FM	Redcliffe	07-3284-5000			station@red997.com.au
Radio	ABC Central Queensland	Rockhampton	07 4924 5111	07 4924 5199	www.abc.net.au/centralqld/	
Radio	ABC Far North Qld	Cairns	07 4044 2011	07 4044 2099	www.abc.net.au/farnorth/	
Radio	ABC Gold & Tweed Coasts	Gold Coast	07 5595 2917	07 5595 2999	www.abc.net.au/goldcoast/	
Radio	ABC North Qld	Townsville	07 4722 3011	07 4722 3099	www.abc.net.au/northqld/	
Radio	ABC North West QLD	Mount Isa	07 4744 1311	07 4744 1399	www.abc.net.au/northwest/	mtisa@your.abc.net.au
Radio	ABC Southern Queensland	Toowoomba	07 4631 3811	07 4631 3899	www.abc.net.au/southqld/	
Radio	ABC Sunshine & Cooloola Coasts	Maroochydore	07 5475 5000	07 5475 5099	www.abc.net.au/sunshine/	
Radio	ABC Tropical Queensland	Mackay	07 4957 1111	07 4957 1199	www.abc.net.au/tropic/	
Radio	ABC Western Queensland	Longreach	07 4658 4000	07 4658 4099	www.abc.net.au/westqld/	
Radio	ABC Wide Bay	Bundaberg	07 4155 4911	07 4155 4999	www.abc.net.au/widebay/	
Radio	B Double R	Gayndah	07-4140-8915			beaufm@hotmail.net.au
Radio	BEAU FM	Beauesert	07-5541-4235			
Radio	Bumma Bipperra Radio	Cairns	07-4052-1155			bbm98.7@bigpond.net.au
Radio	Cairns FM 89.1	Cairns	07-4053-6891		www.cairnsfm891.org	president@cairnsfm891.org
Radio	CFM	Darling Downs & South Burnett	(07) 4632-3333	(07) 4638 3129	www.radiocfm.com.au	reception@darlingdownsradio.com.au
Radio	Cooloola Christian Radio Association Inc	Gympie	07-5482-1769			ccr@qldwide.net.au
Radio	Coral Coast Community Radio 94.7 FM	Coral Coast	07-4151-0947			coralcoastradio@hotmail.com
Radio	Coral Coast Country Community Radio Inc.	Coral Coast	07-4033-6794			
Radio	CROW FM	Burnett region	07-4169-0700		www.crowfm.com.au	info@crowfm.com.au
Radio	Cunnamulla Aboriginal Media Assoc	Cunnamulla	07-4655-2188			
Radio	Dalby Broadcasting Association	Dalby	07-4662-5391			dcrfm@bigpond.com
Radio	EXPLORE FM	Bowen	07 4948 1096		www.tcmedia.com.au/	info@tcmedia.com.au
Radio	Fraser Coast Community Radio	Fraser Coast	07-4128-1079		www.4fcr.webjump.com	4fcr@mary.big.net.au
Radio	GEM FM	Bowen	07-4785-0218			
Radio	Hot 91	Maroochydore	07 54 751911	07 54 751961	www.hot91.com.au/	info@hot91.com.au

Radio	KOOL FM	North QLD			www.koolfm.com.au/	
Radio	LIVE FM	Aitkenvale	07-4725-1299		www.livefm.com.au	admin@livefm.com.au
Radio	Living Waters Radio	Mareeba	07-4092-6888			cnn_radio@yahoo.com.au
Radio	Macquarie Regional Radio Works	Macquarie	07 47292333	07 47292365		
Radio	MOB FM	Mt Isa	07-4749-1338			miana@bigpond.com
Radio	Noosa FM	Noosa	07-5449-7166		www.noosacommunityradio.org	admin@noosacommunityradio.org
Radio	Radio 4CRB	Burleigh Heads	07-5520-8888		www.4crb.com	fourcrb@bigpond.net.au
Radio	Radio Hope Island	Sanctuary Cove	07-5577-9999		www.radiohopeisland.com	gc94.1@bigpond.com
Radio	Radio Metro	Gold Coast	07-5539-0009		www.radiometro.com.au	
Radio	Radio NAG	Yeppoon	07-4939-8211			radionag@inet.net.au
Radio	Radio Torres Straight	Thursday Island	07-4069-1326			aven@tsima4mw.org.au
Radio	RG Capital Radio Sea FM - Mackay	Mackay	07 55914999	07 55915760		news@mrworks.com.au
Radio	Rhema FM - Gladstone	Gladstone	07-4972-9355			rhemafmg@selcon.com.au
Radio	Rhema FM - Mt Isa	Mt Isa	07-4743-7460			rhemami@tpg.com.au
Radio	Rhema FM Sunshine Coast	Sunshine Coast	07-5442-2833			rhemasuncoast@bigpond.com
Radio	Rhema FM Wide Bay	Wide Bay	07-4124-2024		www.rhemawidebay.com	admin@rhemawidebay.com
Radio	Rim FM 100.1	Fassifern	07-5463-1228			
Radio	Sunshine FM	Buderim	07-5450-1049			starlight8@bigpond.com
Radio	US FM	Rockhampton	07-4921-4648			
Radio	Yarraman Community Broadcasters	Yarraman	(07) 4163 8111			
SA						
Media	Name	City	Phone	Fax	Website	Email
METROPOLITAN						
Radio	1197am RPH Adelaide	Adelaide	08-8231-1197		www.rphadelaide.org.au	admin@rphadelaide.org.au
Radio	5AA	Adelaide	08 8224 0000	08 8224 0022	www.fiveaa.com.au	onair@fiveaa.com.au
Radio	5DN	Adelaide	(08) 8305 1300	(08) 8300 1020	www.5dn.com.au	community@5dn.com.au
Radio	5EBI	Adelaide	08-8211-7635		www.5ebi.com.au	ebiradio@senet.com.au
Radio	5MBS	Adelaide	08-8232-6566			
Radio	5RAM	Adelaide	08-8244-6800		www.life.on.net	email@life.on.net
Radio	ABC Adelaide	Adelaide	08 8343 4000	08 8343 4896	www.abc.net.au/adelaide	891@your.abc.net.au
Radio	Coast FM	Adelaide's Coast	08-8371-5887			info@coastfm.com.au
Radio	Fresh FM	Adelaide	08-8232-7927		www.freshfm.com.au	admin@freshfm.com.au
Radio	Mix 102.3	Adelaide	(08) 8300 1000	(08) 8300 1040	www.mix1023.com.au	community@mix1023.com.au
Radio	Nova 919	Adelaide	08 8419 5919		www.nova919.com.au	us@nova919.com.au
Radio	PBA-FM	N, N/E Adelaide	08-8250-3735		www.pbafm.org.au/	pbafm@pbafm.org.au
Radio	Power FM Adelaide Hills	Adelaide	(08) 8391 3174	(08) 8391 3520	powerfm.com.au/hills	hills@powerfm.com.au
Radio	Radio Adelaide	Adelaide	08 8303 5000	08 8303 4374	radio.adelaide.edu.au	radio@adelaide.edu.au
Radio	SA FM	Adelaide	(08) 8301 1071	(08) 8373 3733	www.safm.com.au	mail@safm.com.au
Radio	Three D Radio	Adelaide	08-8363-3937		www.threedradio.com	mail@threedradio.com
Radio	Triple M Adelaide	Adelaide	(08) 8290 1047	(08) 8373 3733	www.mytriplem.com.au	mail@mytriplem.com.au
REGIONAL						
Radio	5EFM	Fleurieu Peninsula	08-8552-5655		www.fleurieuservices.com.au/5efm	radio5efm@bigpond.com
Radio	5GTR	Mount Gambier	08-8725-9833		www.5gtr.net	5gtr@icisp.net.au
Radio	5KIX	Kangaroo Island	08-8553-2349		www.sitesbysha.com.au/kixfm	sha@kin.net.au
Radio	5RRR	Woomera / Pimba	08-8674-3227			
Radio	5TCB	Tatiara	08-8752-2777		www.5tcbfm.org.au	radiotcb@lm.net.au
Radio	5THE	Millicent	08-8733-4077			radiofive@internode.on.net
Radio	5UMA	Port Augusta	08-8642-2422		www.umeewarra.com.au	umeewarra@umeewarra.com.au
Radio	5YYY	Whyalla	08-8644-0074	08 8644 1189	www.5yyy.com	fiveyyy@bigpond.com
Radio	ABC Broken Hill	Broken Hill	08 8082 4011	08 8082 4099	www.abc.net.au/farwest	
Radio	ABC North and West SA	Port Pirie	08 8638 4811	08 8638 4899	www.abc.net.au/northandwest	
Radio	ABC Riverland	Renmark	08 8586 1311	08 8586 1399	www.abc.net.au/riverland	

Radio - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

Radio	ABC South East SA	Mount Gambier	08 8724 1011	08 8724 1099	www.abc.net.au/southeastsa	
Radio	ABC West Coast SA	Port Lincoln	08 8683 2611	08 8683 2699	www.abc.net.au/eyre	
Radio	CCR FM	Ceduna	08-8625-3945			fiveccrfm@bigpond.com
Radio	Dusty Radio	Cooper Pedy	08-8672-5200	08 8672 5022	www.dustyradio.org	
Radio	Great Southern FM 90.1	Fleurieu Peninsula	08-8552-7999			gsmf901@internode.on.net
Radio	Peninsula Community Broadcasters Inc	Kadina	08-8821-2000			gulffm@yp-connect.net
Radio	Radio Rhema	Mount Gambier	08-8723-9996			rhema@secb.org.au
Radio	Rox FM	Roxby Downs	08-8671-2545		www.rox_fm.net	rox_fm@rox_fm.net
Radio	Star FM Limestone Coast	Mt Gambier	08 8725 5155	08 8724 9233	www.starfm.net.au/mgb/	
Radio	TRAX FM	Port Pirie	08-8633-2111			trax@tell.net.au
Radio	Triple B FM	Barossa	08-8563-3788		www.bbbfm.cjb.net	mail@bbbfm.com
Radio	WOW FM 100.5	Semaphore	08-8449-3007			radiowow@wowmail.com
TAS						
Media	Name	City	Phone	Fax	Website	Email
METROPOLITAN						
Radio	7RPH	Hobart	03-6224-1864		www.7rph.org.au/	7rph@tassie.net.au
Radio	92 FM - Sound of The City	Hobart	03-6244-1900			manager@7the.org
Radio	ABC Hobart	Hobart	03 6235 3217	03 6235 3220	www.abc.net.au/hobart/	
Radio	Edge Radio	Hobart	03-6226-7273		www.edgeradio.org.au/	info@edgeradio.org.au
Radio	Ultra 106 five	Hobart	03-6234-5900		ultra106five.com/	admin@ultra106five.com
REGIONAL						
Radio	ABC Northern Tasmania	Launceston	03 6323 1011	03 6323 1099	www.abc.net.au/northtas/	
Radio	Break O' Day FM	St Helens	03-6376-1306		www.bodfm.org.au/	bodfm@intas.net.au
Radio	City Park Radio	Launceston	03-6334-3344		www.cityparkradio.com/	admin@cityparkradio.com
Radio	Coast FM	N-W Coast	03-6442-3666		www.coastfm.org/	localradio@coastfm.org
Radio	Heart FM	Midlands	03-6397-8280			heartfm@fusion.org.au
Radio	HO FM	Huon Valley	(03) 6231 0277	(03) 6231 1141	www.hofm.com.au/	hofm@hofm.com.au
Radio	HUON FM	Huon Valley	03-6297-1706		www.huonfm.com/	huonfm@intas.net.au
Radio	Mid FM	Southern Midlands	03-6254-5000			smc@southernmidlands.tas.gov.au
Radio	Tasman Community Broadcasters	Tasman and Forestier Peninsulas	03-6250-1000		www.tasmanfm.com	info@tasmanfm.com
Radio	WAY FM	Launceston	03-6334-0100		www.wayfm.org.au	mail@wayfm.org.au
VIC						
Media	Name	City	Phone	Fax	Website	Email
METROPOLITAN						
Radio	3AW	Melbourne	03 9243 2000	03 9690 0773	www.3aw.com.au	contact@3aw.com.au
Radio	3CR	Melbourne	03-9419-8377		www.3cr.org.au	stationmanager@3cr.org.au
Radio	3KND - Kool and Deadly	Melbourne	03-9480-1888		www.3knd.org.au	admin@3knd.org.au
Radio	3RPH Melbourne	Melbourne	03-9864-9333			rph.melbourne@visionaustralia.org.au
Radio	3ZZZ	Melbourne	03-9415-1928		www.3zzz.com.au	manager@3zzz.com.au
Radio	89.9 Light FM	Melbourne	03-9899-1777		www.lightfm.com.au	friends@lightfm.com.au
Radio	ABC Melbourne	Melbourne	03 9626 1600	03 9626 1774	www.abc.net.au/melbourne	
Radio	Fox FM	Melbourne	(03) 9205 1111	(03) 9536 8899	www.fox.com.au	general@fox.com.au
Radio	Gold 104.3	Melbourne	(03) 9420 1043	(03) 9420 1250	www.1043fm.com.au	suelapetina@arn.com.au
Radio	Golden Days Radio	Melbourne	03-9257-7466		www.3gdr.asn.au	mail@3gdr.asn.au
Radio	Joy FM	Melbourne	03 9699 2949	03 9699 2646	www.joy.org.au	info@joy.org.au
Radio	Magic 693	Melbourne	03 9243 2000	03 9696 8111	www.magic693.com.au	unforgettablesongs@magic693.com
Radio	Mix 101.1	Melbourne	(03) 9420 1011	(03) 9420 1155	www.mix1011.com.au	
Radio	Nova 100	Melbourne	03 8420 3999	03 8420 3862	www.nova100.com.au	news@nova100.com.au
Radio	PBS FM	Melbourne	03 8415 1067	03 8415 1831	pbsfm.org.au	info@pbsfm.org.au
Radio	SBS Radio	Melbourne	(03) 9949 2121	(03) 9949 2385	www.sbs.com.au/radio	

Radio	SEN	Melbourne	03 8420 1116	03 8420 1144	www.3ak.com.au/	enquiries@sen.com.au
Radio	Sport 927	Melbourne	03 93478111	03 93478969	www.sport927.com.au	
Radio	SYN FM	Melbourne	03-9925-2414		www.syn.org.au	manager@syn.org.au
Radio	Triple M Melbourne	Melbourne	03 9230 1051		www.mrock.com.au/	general@triplem.com.au
Radio	Triple R	Melbourne	03 9419 2066	03 9417 1841	www.rrr.org.au	3rrr@rrr.org.au
REGIONAL						
Radio	100.7 Highlands FM	Kyneton	03-5422-3535		www.highlandsfm.com	thedesk@highlandsfm.com
Radio	102.1 The Edge	Wangaratta	03 5722 1566	03 5722 9614	www.edgefm.com.au	admin@edgefm.com.au
Radio	3 APL	Bacchus Marsh	03-5367-6671			threeapl@iprimus.com.au
Radio	3 WAY FM 103.7 Great Ocean Radio	Warrnambool	03-5561-2666		www.3wayfm.org.au	3wayfm@standard.net.au
Radio	3BBR	Drouin	03-5625-4995			3bbrfm@dcsi.net.au
Radio	3mfm	Inverloch	03-5674-3222			3mfm@dcsi.net.au
Radio	3MGB	Mallacoota	03-5158-0929		www.vicnet.net.au/~cootafm/	cootafm@vicnet.net.au
Radio	3MPH	Mildura	03-5023-5495			threemph@hotmail.com
Radio	3REG	Lakes Entrance	03-5155-1011			matchbox@nex.net.au
Radio	3RPP	Moorooduc	03-5978-8200		www.3rpp.asn.au/	rpp@peninsula.hotkey.net.au
Radio	3SER	Cranbourne	03-5996-6933		www.3ser.org.au	
Radio	3UGE	Alexandra	03-5772-2722		www.ugfm.org/	management@ugfm.org
Radio	3WBC	Whitehorse Boorondara	03-9808-0663		www.3wbc.org.au	info@3wbc.org.au
Radio	88.3 Southern FM	Moorabbin	03-9553-5444		www.southernfm.org.au/	info@southernfm.org.au
Radio	882 3YB	Warrnambool	03 5562 1088	03 5562 9746	www.3yb.com.au/	3yb@aceradio.com.au
Radio	895 Triple C FM	Bendigo	03-5442-7895			email@triplecfm.com
Radio	94.7 The Pulse	Geelong	03-5222-5947		www.947thepulse.com	thepulse@gecc.net.au
Radio	96.5 Inner FM	Heidelberg	03-9457-1718		www.listen.to/innerfm	
Radio	979 FM	Melton	03-9747-0450		www.979fm.net	info@979fm.net
Radio	98.9 North West FM	Glenroy	03-9304-1244		www.northwestfm.org	info@northwestfm.org
Radio	ABC Central Victoria	Bendigo	03 5440 1711	03 5440 1799	www.abc.net.au/centralvic/	
Radio	ABC Gippsland	Gippsland	03 5143 5511	03 5143 5599	www.abc.net.au/gippsland/	
Radio	ABC Goulburn Murray	Wodonga	02 6049 2011	02 6049 2098	www.abc.net.au/goulburnmurray/	
Radio	ABC Mildura - Swan Hill	Mildura	03 5022 4511	03 5022 4599	www.abc.net.au/milduraswanhill/	
Radio	ABC Western Victoria	Horsham	03 5381 5311	03 5381 5399	www.abc.net.au/westernvic/	
Radio	Alpine Radio 92.5 FM	Upper Kiewa Valley	03-5754-4554		www.mtbeauty.com/alpineradio	alpineradio@netc.net.au
Radio	Bendigo RPH	Bendigo				
Radio	Coastal FM	Portland	03-5523-4333			3rpcfm@anson.com.au
Radio	Country FM	Geelong	03-5274-2422		www.countrymusic.net.au/	info@countryfm.com.au
Radio	Eastern FM	Croydon	03-9722-9981		www.easternfm.com.au	info@easternfm.com.au
Radio	EM FM	Echuca	03-5480-2085		www.geocities.com/radioemfm	radioemfm@hotmail.com
Radio	Gippsland FM	Gippsland	03-5134-8444		www.3gcrfm.org.au	3gcr@gippsland.net.au
Radio	Good News Radio	Ballarat	03-5339-9958		www.goodnewsradio.org.au	manager@goodnewsradio.org.au
Radio	High Country Radio	Omeo	03-5159-1505		omeosown@net-tech.com.au	
Radio	HOT FM	Mildura	03-5022-1067		www.hotfm.org.au	hotfm@ncable.com.au
Radio	KLFM	Bendigo	03-5444-1377		www.klfm.com.au	klfm@klfm.com.au
Radio	Life FM Gippsland	Gippsland	(03) 5143 0355		www.lifefm.com.au/	admin@lifefm.com.au
Radio	Mallee Border Radio	Murrayville	03-5095-2045		www.riverland.net.au/~3mbr/	3mbr@riverland.net.au
Radio	Mountain District Radio	Emerald	03-5968-2727			info@fm97.org.au
Radio	NRG Radio	Sunbury	03-9218-3336		www.3nrg.org.au	3nrg@ssc.net.au
Radio	OAK FM	Wangaratta	03-5722-1569			wprfm@netc.net.au
Radio	ONE FM	Shepparton	03-5831-3131		www.onefm.com.au	gm@onefm.com.au
Radio	Otway FM	Otways	03-5232-1991			otwayfm@hotmail.com
Radio	Plenty Valley FM	Plenty Valley	(03)9404 2111	(03)9404 2122	www.pvfm.org.au/	pvfm@pvfm.org.au
Radio	Power FM Ballarat	Ballarat	03 533 11 333		www.powerfm.com.au/ballarat/2004/main.shtml	enquiries@sen.com.au
Radio	Radio 3CS/ Mixx FM 106.3	Colac and surf coast region	03 5231 5388	03 5231 1406	www.aceradio.com.au/Colac/Colac	3cs@aceradio.com.au

Radio - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

Radio	Radio 3HA	Hamilton	03 5571 9981	03 5572 3798	www.aceradio.com.au/Hamilton/Hamilton	3ha@aceradio.com.au
Radio	Radio 3SH and MixxFM107.7/ MixxFM98.7	Swan Hill	03 5032 9400	03 5032 9635	www.aceradio.com.au/SwanHill/SwanHill	3sh@aceradio.com.au
Radio	Radio 3TR-FM/3GV-AM	Gippsland	03 5176 1242	03 5176 1177	www.aceradio.com.au/Gippsland/Gippsland	3tr@aceradio.com.au
Radio	Radio 3WM/ MixxFM101.3/ MixxFM98.5	Wimmera/Mallee region	03 5382 1351	03 5381 1147	www.aceradio.com.au/Horsham/Horsham	3wm@aceradio.com.au
Radio	Radio 3YB	Warrnambool	03 5562 1088	03 5562 9746	www.aceradio.com.au/Warrnambool/Warrnambool	3yb@aceradio.com.au
Radio	Radio KLFM	Central Victoria on FM 96.5 & 106.3	03 5444 1377	03 5444 1388	www.klfm.com.au	
Radio	Radio Mansfield	Mansfield	03-5775-2333			
Radio	Radio Upper Murray	Walwa	02-6037-1410			secretary@radiouppermurray.com
Radio	Rhema FM	Geelong	03-5241-6550		www.rhemafm.org.au	rhema@rhemafm.org.au
Radio	RPH Geelong	Geelong	03-9864-9333			rph.geelong@visionaustralia.org.au
Radio	Shepparton RPH	Shepparton				shepparton@visionaustralia.org.au
Radio	Smart FM	Swan Hill	(03) 5032 5991		mc2.vicnet.net.au/home/smartfm/web/index.html	
Radio	Star FM Bendigo	Bendigo	03 5443 9300	03 5441 3937	www.starfm.net.au/bdg	
Radio	Star FM Mildura	Mildura	03 5023 0231		www.starfm.net.au/mql/	
Radio	Stereo 974	Sunshine	03-9318-0930		www.stereo974.com	
Radio	Triple H 96.5 FM	Horsham	03-5381-1011			tripleh965fm@hotmail.com
Radio	Voice FM	Ballarat	03-5333-1201		www.voicefm.com.au	voicefm@ncable.net.au
Radio	Warragul RPH	Warragul	03 5623 0100			rph.warragul@visionaustralia.org.au
Radio	Warrnambool RPH	Warrnambool	03 55612222			rph.warrnambool@visionaustralia.org.au
Radio	WYN FM	Werribee	03-9216-8089		www.wynfm.org.au	wynfm@wynfm.org.au
Radio	Yarra Valley FM 99.1	Yarra Valley	03-5961-5991		www.yarravalleyfm.com	info@yarravalleyfm.com
WA						
Media	Name	City	Phone	Fax	Website	Email
METROPOLITAN						
Radio	6AR	Perth	08-9440-4200			murray@1009fmperth.com.au
Radio	6EBA	Perth	08-9227-5958			admin@mrtawa.org.au
Radio	6PR	Perth	(08) 9220 1400	(08) 9325 2806	www.6pr.com.au	news@6pr.com.au
Radio	96 Fm	Perth	08 9323 9600	08 9323 9666	www.96fm.com.au	
Radio	98.5 Sonshine FM	Perth	08-9276-8744		www.sonshinefm.ws	bg@sonshinefm.ws
Radio	990 6RPH Information Radio	Perth	08-9470-4966		www.inforadio.com.au	6rph@inforadio.com.au
Radio	ABC Perth	Perth	08 9220 2700	08 9220 2727	www.abc.net.au/perth	
Radio	Curtin FM 100.1	Perth	08-9266-2121		www.curtinfm.com	radio@curtin.edu.au
Radio	Groove FM	Perth	08-9472-1900		www.groove.com.au	info@groove.com.au
Radio	Mix 94.5	Perth	08 9382 0945		www.945fm.com.au	
Radio	Nova 937	Perth	(08) 9489 1937	(08) 9489 1862	www.nova937.com.au	info@nova937.com.au
Radio	RTR FM	Perth	08-9380-3380		www.rtrfm.com.au	rttrfm@rttrfm.com.au
REGIONAL						
Radio	6CRA	Albany	08-9842-3455			1009fm@wn.com.au
Radio	6DBY	Derby	08-9193-1966			6dby@westnet.com.au
Radio	6FX	Fitzroy Crossing	08-9191-5132			wr936am@bigpond.com
Radio	6NEW	Newman	08-9175-1219			newman.radio@bigpond.com
Radio	6PRK	Halls Creek	08-9168-6416			prkradio@bigpond.com
Radio	91.3 CCFM	Fremantle	08-9414-1930			
Radio	ABC Goldfields	Kalgoorlie / Esperance	08 9093 7011	08 9093 7099	www.abc.net.au/goldfields/	
Radio	ABC Mid West	Geraldton	08 9923 4111	08 9923 4199	www.abc.net.au/wheatbelt	wheatbelt.midwest@abc.net.au
Radio	ABC North West WA	Karratha	08 9183 5011	08 9183 5099	www.abc.net.au/northwestwa	northwestwa@your.abc.net.au

Radio	ABC South Coast	Albany	08 9842 4011	08 9842 4099	www.abc.net.au/southcoast	
Radio	ABC South West WA	Bunbury	08 9792 2711	08 9792 2799	www.abc.net.au/southwestwa	
Radio	Bidyadanga BRACS	La Grange	08 9192 4962			
Radio	Capital 90.5	Booragoon	08-9364-9888			
Radio	Djarindjin BRACS	via Broome	08 9192 4940			
Radio	Harvey Mainstreet Community Radio	Harvey	08-9729-1982			info@harveyrec.com
Radio	Heritage FM Inc	Gosnells	08-9398-3100			siwanyk@ca.com.au
Radio	Hope FM	Esperance	08-9071-5123			Hopefm@wn.com.au
Radio	Hot FM	Bunbury	(08) 9726 5555		www.hot-fm.com.au	
Radio	KCR FM	Kalamunda	08-9293-0548		www.kcr-fm.com	committee@kcr-fm.com
Radio	Looma BRACS	Derby	08 9191 4764			
Radio	Meeka FM	Meekatharra	08-9981-1358			meekafm@westnet.com.au
Radio	Radio 6RCI	Christmas Island	08-9164-8422			6rci@pulaux
Radio	Radio Fremantle	Fremantle	08-9494-2100		www.radiofremantle.com	admin@radiofremantle.com
Radio	Radio Goolarri	Broome	08-9192-1325		www.gme.com.au	
Radio	Radio Mulba	Port Hedland	08-9173 4144			phimac@bigpond.com
Radio	Radio West	Western WA	08 97265555	08 97912661	www.radiowest.com.au	enquiries@radiowest.com.au
Radio	Soncity FM	Geraldton	08-9921-4973		www.soncityfm.net	973fm@modnet.com.au
Radio	Twin Cities FM	Wanneroo	08-9405-8970		www.twincitiesfm.com.au	general@twincitiesfm.com.au
Radio	Voice of the Cocos (Keeling) Islands	Cocos Keeling Islands	08 9162 6608			saeedvicki@cki.cc
Radio	Waljuwaa Radio	Wyndham	08 9161 4317			
Radio	Waringarri Media 6WR	Kununurra	08-9168-2214		www.members.westnet.com.au/6wr/	WMAc-admin@westnet.com.au
Radio	York FM	York	08-9641-2424			yorkfm@wn.com.au

Magazines - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

Genre	Name	Description/Readership	Distribution	Address	Phone	Fax	Internet	Email
Boating	Club Marine	With lifestyle relating to inland and off-shore water going activities	Bi-monthly	Brighton, Victoria	(03) 8591 1950	(03) 8591 1964	www.clubmarine.com.au	magazine@clubmarinemagazine.com
	Trailerboat Fisherman	Trailerboat boat tests, fishing tips and stories	Bi-monthly	Elanora, NSW	(02) 9913 2288	(02) 9913 1199	www.marineews.com	tbi@fl.net.au
	Work Boat World	For owners and operators of commercial and commercial vessels, boat builders and suppliers	Monthly	Southbank, Victoria	(03) 9645 0411	(03) 9645 0475	www.baird.com.au	marinfo@baird.com.au
Business	Asia Today International	Business opportunities and economic trends in Asia, Australia and USA	6 yearly, online	Sydney, NSW	(02) 9970 6477	(02) 9913 2003	www.asiatoday.com.au	asiatoday@bigpond.com
	Business Asia	News, current affairs, commentary on Asia's business and investment. Comes with Overseas Trading Magazine.	Monthly	North Sydney, NSW	(02) 9955 6299	(02) 9957 1512	www.charlton.com.au	pctc@charlton.com.au
	Business Life	Business, trade and industrial news and information; distributed to members of Business SA.	Monthly	North Adelaide, SA	(08) 8267 1222	(08) 5267 1566	www.business-sa.com.au	businesslife@faceworks.com.au
	Business Pulse	For business owners / employers	Monthly, 2nd week	East Perth, WA	(08)9365 7555	(08)9365 7550	www.cciwa.com	waldeck@cciwa.com
	Business Sunshine Coast	Sunshine Coast business news	Monthly	Maroochydore, Qld	(07) 5430 8000	(07) 5443 5150	www.sunshinecoastdaily.com.au	editorial@senews.com.au
	Dynamic Small Business Magazine	The voice of Australian small to medium business. DSB has published practical business information that assists readers improve their profitability	Bi-monthly	North Sydney, NSW	(02) 9955 6311	(02) 9954 7994	www.dsbnmag.com.au	rebecca@loyaltyaust.com.au
	Inside Business	Business news, ideas and information networks: Shires of Campaspe & Murray	Quarterly	Echuca, Vic	(03) 5480 1307	(03) 5482 1421		echucaprinters@bigpong.com.au
	International Business & Communication	Journal of international	Monthly	Epping, NSW	(02) 9876 5047			r.stanton@uws.edu.au
	Leading Business	Workplace health and safety, exporting and importing, industrial relations, legal services and training courses	Bi-monthly	Brisbane, Qld	(07) 3842 2244	(07) 3831 1017	www.commerceqld.com.au	leadingbusiness@commerceqld.com.au
	My Business	Australia's leading magazine for small to medium business.	Monthly	Chatswood, NSW	(02) 9004 8600	(02) 9004 8699	www.mybusiness.com.au	mybusinesseditor@palamedia.com.au
	National Business Bulletin	Business National	Monthly	Surry Hills, NSW	(02) 8399 1855	(02) 8399 2855	www.nationalbusiness.com.au	nbb@nationalbusiness.com.au
	Queensland Business Review	Independent Queensland business publication; Queensland	Monthly - 1st Friday	Fortitude Valley, Qld	(07) 3854 1286	(07) 3252 4579	www.qbr.com.au	klangridge@pubserv.com.au
	S.D. Queensland's Business Magazine	A profile on Queensland business, including advice and assistance from industry associations and the Department of State Development	4 issues p.a.	Brisbane, Qld	(07) 3224 2912	(07) 3234 1520	www.sd.qld.gov.au/sdmagazine	angela.spiegel@sd.qld.gov.au

	Tasmanian Business Reporter	News and information on Tasmanian business, distributed to most Tasmanian businesses and key decision-makers	Monthly, 1st Tuesday	North Hobart, Tas	(03) 6230 0685	(03) 6230 0555	www.tcia.com.au	tbr@cctas.com.au
	WA Business News	Business news, features; Perth CBD, newsagents	Weekly, Thursday	Perth, WA	(08) 9227 9544	(08) 9227 6503	www.wabusinessnews.com.au	general@wabusinessnews.com.au
Current Affairs	Australian Journal of Social Issues	Articles, reports, debate on significant social issues, book reviews	Quarterly	Redfern, NSW	(02) 9310 4844	(02) 9310 4822	www.acoss.org.au	ajsi@acoss.org.au
	Network News	Community activities	Quarterly	Surry Hills, NSW	(02) 9212 3244	(02) 9281 9645	www.netoosh.org.au	network@netoosh.org.au
Environment	Chain Reaction	National magazine of Friends of the Earth Australia. Issues covered include: environmental policy, social and cultural concerns	Quarterly	Collingwood, Vic	(03) 9419 8700	(03) 9416 2081	www.foe.org.au	chainreaction@green.net.au
Family	Australian Family Circle	Family, food and home beauty, health and fashion, kids, family matters; Australia and New Zealand	Monthly	McMahons Point, NSW	(02) 9464 3300	(02) 9464 3481	www.familycircle.com.au	fc@familycircle.com.au
Farm & Rural	Austasia Aquaculture	How's, where's & whys of aquaculture, farm profiles, research, technology, plus scientific & technical articles on a wide range of species.	Bi-monthly	Bellerive, Tas	(03) 6245 0064	(03) 6245 0068	www.austasiaaquaculture.com.au	austasiaaquaculture@netspace.com.au
Fishing	Bush 'n' Beach Fishing	Recreational fishing, boating, offshore, estuary, bay and freshwater	Monthly, last Monday	Cleveland, Qld	(07) 3286 1833	(07) 3821 2637	www.ausfield.com.au/bushnbeach	bnbmedia@bigpong.net.au
	Fish & Boat	Recreational fishing and boating in northern Australia	Monthly	Townsville, Qld	(07) 4772 2466	(07) 4772 2797	www.fishandboat.com.au	hbligh@fishandboat.com.au
	Fishing Boat World	News magazine of the international commercial fishing and fishing boat industry	Monthly	Southbank, Victoria	(03) 9645 0411	(03) 9645 0475	www.baird.com.au	marinfo@baird.com.au
	Fishing NSW	Articles about fishing locations and techniques NSW	Annual	Hamilton, Qld	(07) 3268 3992	(07) 3268 3993	www.fishingmonthly.com.au/magazines/mag-current/mags.html	editor@fishingmonthly.com.au
	Fishing World	Fishing National	Monthly	Surry Hills, NSW	(02) 9281 2333	(02) 9281 2750	www.yaffa.com.au	yaffa@yaffa.com.au
	Freshwater Fishing Australia	Freshwater fishing	Quarterly	South Croydon, Vic	(03) 8761 4044	(03) 9761 4055	www.freshwaterfishing.com.au	adverts@afh.com.au
	Modern Fishing	Freshwater and saltwater game fishing, boat tests and tackle evaluation	Monthly	Alexandria, NSW	(02) 9353 6666	(02) 9353 0613		dwiseman@ipc.com.au
	NSW Fishing Monthly	Area fishing reports from NSW, camping, boating, 4WDs features, how to's, what's new	Monthly	Hamilton, Qld	(07) 3268 3992	(07) 3268 3993	www.fishingmonthly.com.au	tzann@fishingmonthly.com.au
	Professional Fisherman	Australian commercial fishing industry	Monthly	Southbank, Victoria	(03) 9645 0411	(03) 9645 0475	www.baird.com.au	marinfo@baird.com.au
	Queensland Fishing Monthly	Area fishing reports from Qld, northern NSW, articles on fishing, camping, 4WD, boating; features, What's New section; travel	Monthly	Hamilton, Qld	(07) 3268 3992	(07) 3268 3993	www.fishingmonthly.com.au	editor@fishingmonthly.com.au
	Saltwater Sport Fishing Australia	Developments in sports fishing, locations, tackles and techniques	Quarterly	South Croydon, Vic	(03) 9761 4044	(03) 9761 4055	www.sportfishing.com.au	adverts@afh.com.au

Magazines - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

	Western Fisheries	Commercial and recreational fishing and the aquatic environment in WA; research, environmental legal and technical developments	Quarterly (seasonal)	Perth, WA	(08) 9482 7333	(08) 9482 7298	www.fish.wa.gov.au/wf/index.html	commaware@fish.wa.gov.au
Food & Dining	Australian Good Taste	Lifestyle and food: Distributed nationally through Woolworths and by subscription	Monthly; 3rd Wednesday	Alexandria, NSW	(02) 9353 3666	(02) 9353 6655		rcox@fpcliving.com.au
	Australian Gourmet Traveller	Food, wine and travel; national	Monthly; 3rd Monday	Sydney, NSW	(02) 9282 8000	(02) 9284 3621	www.acp.com.au/magazine/titles/foodwinetravel/agt	gourmet@acp.com.au
	Cuisine	Food, recipes, wine, travel restaurants	Bi-monthly	Potts Point, NSW	(02) 9360 9380	(02) 9360 3568	www.cuisine.co.nz	jacorn@bigpond.net.au
	Dining Around Sydney	Dining out	Bi-annual (Apr/Oct)	Edgecliff, NSW	(02) 9327 6088	(02) 9328 2675	www.bestrestaurants.com.au	dining@bestrestaurants.com.au
	Divine	Food and wine	Quarterly	Kyneton, Vic	(03) 5422 7500	(03) 5422 7522	www.divinemagazine.com.au	divinepl@bigpond.net.au
	Melbourne Palate	Melbourne's food and wine forum for industry and consumer; distributed to TAFE colleges, CBD residents, 850 restaurants and cafes, vineyards and hotels	Monthly; 1st week	South Melbourne, Vic	(03) 9686 4822	(03) 9686 9366		melbourne_palate@bigpond.com
	West Coast Magazine	Food and wine reviews, restaurant listings, maps	Monthly	East Perth, WA	(08) 9221 1344	(08) 9221 1348		publish@linet.net.au
	Delicious	Food, dining and wine	Monthly	Alexandria, NSW	(02) 9353 6666	(02) 9353 6611		delicious@fpcliving.com.au
General	Australian Geographic	Travel, adventure, wildlife, science and technology, conservation, environment, geography	Quarterly	Terrey Hills, NSW	(02) 9473 6700	(02) 9473 6701	www.australiangeographic.com.au	editorial@ausgeo.com.au
	The Bulletin	Australian and international current affairs, business, arts, education, sport, IT	Weekly, Wednesday	Sydney, NSW	(02) 9282 8000	(02) 9267 4359	www.acp.com.au/magazine/titles/business/bulletin	bulletin@acp.com.au
	Deadly Vibe	National: indigenous music; sport, entertainment and lifestyle	Monthly	Darlinghurst, NSW	(02) 9361 0140	(02) 9361 5850	www.vibe.com.au	info@vibe.com.au
	Reader's Digest	General interest	Monthly	Surry Hills, NSW	(02) 9690 6111	(02) 9290 6211	www.readersdigest.com.au	editors.au@readersdigest.com
Health	Arthritis Today	Published for the Arthritis Foundation of WA	Quarterly	Bullcreek, WA	(08) 9332 9222	(08) 9332 9122	www.arthritiswa.org.au	adrian@phoenix.com.au
	Conquest	Official magazine of Diabetes Australia. Includes research and technology updates, reader profiles, nutrition and lifestyle features, letters to the editor and recipes	Quarterly	Canberra, ACT	(02) 6232 3800	(02) 6230 1535	www.diabetesaustralia.com.au	vwhitmore@diabetesaustralia.com.au
	Conscious Living Magazine	Popular issues; practical ways of improving health, lifestyle and environment, advancing human potential, personal empowerment	Quarterly	Subiaco, WA	(08) 9388 8066	(08) 9388 8166	www.consciousliving.net.au	editor@consciousliving.net.au
	Diabetes Today	Diabetes management, health, information and education; lifestyle, diet and nutrition, sport and exercise	Quarterly	Melbourne, Vic	(03) 9667 1777	(03) 9667 1778	www.dav.org.au	mail@dav.org.au
	Good Medicine	Health, beauty, nutrition, fitness and body image	Monthly; 2nd Wednesday	Sydney, NSW	(02) 9282 8000	(02) 9261 1574	www.goodmedicine.ninemsn.com.au/goodmedicine	health@acp.com.au

Healthy Life News	Health	Bi-monthly	Brookvale, NSW	(02) 9905 8144	(02) 9905 8279	www.healthy-life.net.au	healthy-life@healthy-life.net.au
Issues	NSW member magazine. Covers all areas of concern for people with diabetes; discrimination, rights, research, funding, advocacy, etc	Quarterly	Glebe, NSW	1300 136 588	(02) 9660 3633	www.diabetesnsw.com.au/publications/default.asp?Contentid=339	info@diabetesnsw.com.au
Slimming	Diet, nutrition, health, fitness and weight loss	Monthly	Haymarket, NSW	(02) 9581 9400	(02) 9581 9570	www.emap.com.au	mary.kiley@emap.com.au
Weight Watchers Magazine	Slimming and lifestyle, recipe features, slimming success stories, motivational features, beauty and health	Bi-monthly	North Sydney, NSW	(02) 9928 1300	(02) 9923 2526	shop.au.weightwatchers.com.au/cgi-bin/WeightWatchersShop.storefront/en/product/WWW	reception@weightwatchers.com.au
Better Homes and Gardens	Home decorating and renovating, craft, cooking, gardening	Monthly, 4th Monday	Millers Point, NSW	(02) 8220 2000	(02) 8220 2264	www.mm.com.au/mmtrade.nsf/content/bhg_profile	jhaig@mm.com.au
Indigenous People	A fortnightly national newspaper focussing on issues of interest to indigenous and non-indigenous Australians, with a strong focus on politics, education and the arts	Fortnightly, Wednesday	Gorokan, NSW	1300 786 611	1300 786 622	www.indigenoustimes.com.au	nilines@bigpond.com
Lifestyle	Enroute is a lifestyle publication which is published for Renault owner/drivers. It covers lifestyle issues of fashion, beauty, finance, travel, golf, fishing, gardening, crime, renauld cards, grand prix and Haute Cuisine food and wine supplement	Quarterly	Richmond, Vic	(03) 9421 5222	(03) 9421 5333		youicom@bigpond.com
Gold Coast Magazine Panache	Gold Coast lifestyle: entertainment, motoring, health, beauty, homes and decorating	Monthly	Ashmore, Qld	(07) 5571 2577	(07) 5531 0733	www.goldcoastmagazine.com.au	info@goldcoastmagazine.com.au
Ocean Drive Australia	Luxury lifestyle	Bi-monthly	Surry Hills, NSW	(02) 8219 7978	(02) 9211 6346	www.oceandrive.com.au	info@oceandrive.com.au
Oyster Magazine	Fashion, lifestyle, music, film, arts, design, food, travel, profiles international catwalk	Bi-monthly	Surry Hills, NSW	(02) 9211 1222	(02) 9281 4193	www.oystermag.com	info@oystermag.com
Planet Newspaper	National, environment, nutrition, health, lifestyle, personal development, music, astrology service guide	Every 8 weeks	Alexandria, NSW	(02) 9669 4299	(02) 9669 4144	www.theplanet.com.au	nacson@theplanet.com.au
Victorian Lifestyle	Victorian Lifestyle offers readers the best that Victoria has to offer. Every edition features a different regional area, with an emphasis on lifestyle changes as well as property, wineries, restaurants, B&B's, gardens, cars, collectables and the different events and activities enjoyed throughout Victoria	Bi-monthly	Melbourne, Vic	(03) 9272 4700	(03) 9272 4711	www.textmedia.com.au	anne@lifestyleproperty.net
Nature Australia Magazine	Australia-wide: Natural history issues	Quarterly	Sydney, NSW	(02) 9320 6000	(02) 9320 6073	www.amanline.net.au	jenhys@austmus.gov.au
Park Watch	Environment, conservation, natural history, and bushwalking	Quarterly	Carlton, Vic	(03) 9347 5188	(03) 9347 5199	www.vnpa.org.au	vnpa@vnpa.org.au

Magazines - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

Sport - Diving	DiveLog Australasia	Diving	Monthly	Narre Warren, Vic	(03) 5944 3774	(03) 5944 4024	www.diveintheblue.net	ads@motpub.com.au
	International Freediving & Spearfishing News	Diving, spearfishing: articles on fish, equipment and spearfishing competitions	Quarterly	Narre Warren, Vic	(03) 5944 3774	(03) 5944 4024	www.diveintheblue.net	freediving@motpub.com.au
	Sportdiving	Dive travel, marine nature, wreck diving, equipment surveys, destination overviews, diving safety, underwater photography	Bi-monthly	Narre Warren, Vic	(03) 5944 3774	(03) 5944 4024	www.diveintheblue.net	sportdiving@motpub.com.au
Tourism / Travel	Best of the Gold Coast Magazine - Gold Coast Tourist Guide	Tourist information Guide on the Gold Coast	Quarterly	Mermaid Beach, Qld	(07) 5575 1599	(07) 5575 1672	www.bestofthegoldcoast.com.au	info@pointout.com.au
	Best of the Gold Coast Magazine - Japanese Tourist Guide	Tourist information Guide on the Gold Coast for Japanese	Quarterly	Mermaid Beach, Qld	(07) 5575 1599	(07) 5575 1672	www.bestofthegoldcoast.com.au	info@pointout.com.au
	Cairns Gateway Magazine	Tourism, published in English and Japanese	Bi-annual	Cairns, Qld	(07) 4051 1777	(07) 4051 1577	www.gatewaymedia.com.au	info@gatewaymedia.com.au
	Go...Discover Queensland's South-East	Brisbane's travel, leisure and entertainment guide	Monthly	Stafford, Qld	(07) 3352 0700	(07) 3352 0746	www.visit-queensland.com	sullivan@qst.newsnet.com.au
	Great Barrier Reef Guide	Great Barrier Reef Info Book	Annual	Mackay, Qld	(07) 4957 0357	(07) 4957 0406	www.dailymercury.com.au	news@dailymercury.com.au
	Hervey Bay & Fraser Island Tourist Guide	Entertainment, dining, maps, fishing, tide and moon times, tourist attractions, whale watching information, coming events	Quarterly	Hervey Bay, Qld	(07) 4124 1000	(07) 4124 2000		theindy@bigpond.net.au
	Melbourne Events	Events, festivals, attractions and activities in the City of Melbourne for locals, visitors and tourists	Monthly	Melbourne, Vic	(03) 9658 9970	(03) 9658 9166	www.melbourne.vic.gov.au	events@melbourne.vic.gov.au
	Restaurant & Catering Australia Magazine	The official publication of the Restaurant & Catering Association	Bi-monthly	Paddington, NSW	(02) 9326 9299	(02) 9326 9255	www.pinkysydney.com.au	admin@gensimultimedia.com.au
	Sapphire Sun	Tourism: covering from Victorian border to Central Tilba	Monthly	Merimbula, NSW	(02) 6495 3333	(02) 6495 4443		mail.sapphiresun@ruralpress.com
	Sightseeing South Australia	SA lifestyle, tourism, visitor information	Monthly	Crafers, SA	(08) 8339 0000	(08) 8339 0088	www.sightseeing.com.au	harvey@saint.net.au
	This Week in Brisbane	Visitor guide to shopping, Brisbane events and attractions	Quarterly	Mt Gravatt, Qld	(07) 3429 4480	(07) 3429 4482	www.thisweekinaustralia.com	pviney@twmedia.com.au
	This Week in Canberra	Canberra visitor's guide to attractions and events plus shopping and galleries	Quarterly	Kingston, ACT	(02) 9328 4144	(02) 9328 4166	www.thisweekinaustralia.com	critchie@twmedia.com.au
	This Week in Darwin	Visitor's guide to attractions, dining, shopping and events around Darwin, Katherine and the Top End	Quarterly	Sanderson, NT	(08) 8941 3800	(08) 8942 3811	www.thisweekinaustralia.com	cgrey@twmedia.com.au
	This Week in Melbourne	Melbourne visitor guide covering shopping, galleries, attractions and events	Quarterly	Niddrie, Vic	(03) 9848 6262	(02) 9328 4166	www.thisweekinaustralia.com	esther@twmedia.com.au

	This Week in Sydney	Visitor's guide to Sydney attractions, shopping, galleries and events	Quarterly	Edgecliff, NSW	(02) 9328 4144	(02) 9328 4166	www.thisweekinaustralia.com	twis@twmedia.com.au
	This Week in Tasmania	Tasmanian visitor's guide to attractions, shopping, galleries and events	Quarterly	Rosny, Tas	(03) 6247 6888	(03) 6247 6999	www.thisweekinaustralia.com	thisweekintas@bigpond.com
Women	The Australian Women's Weekly	Women's general interest, food, fashion, craft and family	Monthly	Sydney, NSW	(02) 9282 8000	(02) 9267 4459	www.ninensn.com.au/aww	womensweekly@acp.com.au
	New Idea	Women's general interest	Weekly	McMahons Point, NSW	(02) 9464 3300	(02) 9464 3202	www.pacificpubs.com.au	newidea@pacpubs.com.au
	New Woman	Lifestyle, fashion, health, beauty, career, money, food, relationships, travel, self development	Monthly	Haymarket, NSW	(02) 9581 9400	(02) 9581 9570	www.emap.com.au	firstname.lastname@emap.com.au
	Woman's Day	Women's interest, celebrities, food, fashion and cooking	Weekly	Sydney, NSW	(02) 9282 8000	(02) 9267 4360	www.acp.com.au/magazines/titles/Women/WD	womensday@acp.com.au
Education	APN Education Review	News, features, opinion regarding all areas of education, special reports & supplements	Bi-monthly	North Sydney, NSW	(02) 9936 8713	(02) 9954 0565	www.edreview.camrev.com.au	adrian@camrev.com.au
	Education	NSW public school teachers, education and industrial issues, public schools, retired teachers, TAFE and AMES		Surry Hills, NSW	(02) 9217 2100	(02) 9217 2470	www.nswtf.org.au	carol@nswtf.org.au
Environment	Austral Ecology	Premier journal in the Southern Hemisphere for basic and applied ecological research	Bi-monthly	Carlton, Vic	(03) 8359 1011	(03) 8359 1122	www.blackwellpublishing.com	vesna.josevska@blackwellpublishingasia.com
	Ecos	Science and sustainability in industry and environment	Quarterly	Collingwood, Vic	(03) 9662 7500	(03) 9662 7555	www.publish.csiro.au/ecos	james.porteous@csiro.au
	Environment Business	National, state and policies and issues, business and management news, research	Monthly	Brighton, Victoria	(03) 9530 8900	(03) 9530 8911	www.halledit.com.au	halmark@halledit.com.au
	Habitat Australia	All issues affecting our environment from urban pollution to sustainability	Bi-monthly	Carlton, Vic	(03) 9345 1111	(03) 9345 1166	www.acfonline.org.au/docs/publications/habitat.asp	habitat@acfonline.org.au
	Lakes & Reservoirs: Research & Management	Aims to promote environmentally sound management of lakes consistent with sustainable development	Quarterly	Carlton, Vic	(03) 9347 0300	(03) 9347 5001	www.blackwellpublishing.com	lakes@blackwellpublishingasia.com
	Natural Resource Management	Natural resource management		Lyneham, ACT	(02) 6247 4137	(02) 6247 4137	www.soil-water.org.au	badenw@ozemail.com.au
	ReNew Technology for Sustainable Future	An environmental technology magazine which features solar, wind, micro-hydro and other renewable energy sources. Also provides practical information about sustainable home design, energy and water saving	Quarterly	East Brunswick, Vic	(03) 9388 9311	(03) 9388 9322	www.ata.org.au	ata@ata.org.au
	Trees & Natural Resources	Technical but practical trees and the environment	Quarterly	Springvale South, Vic	(03) 9546 9200	(03) 9562 4348	www.nrcl.org.au	nrcl@nrcl.org.au
	Waste Management & Environment	Australia's highest circulation environment business magazine, providing independent coverage of news, events and issues on the environment and the business of the environment	Monthly	Eastwood, NSW	(02) 9804 1588	(02) 9804 1788	www.wme.com.au	ross@wme.com.au

Magazines - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

	Wildlife News	Australian wildlife conservation, environmental issues, international news, WWF project information	Quarterly	Sydney, NSW	(02) 9281 5515	(02) 9281 1060	www.wwf.org.au	enquiries@wwf.org.au
Food Industry	Eatdrink	Foodservice Trade Publication	Monthly	Spring Hill, Qld	(07) 3831 0633	(07) 3831 0644	www.eatdrink.com.au	tracyk@atlanticgroup.com.au
	Food Management News	Food manufacturing and general food industry news	Monthly	Surry Hills, NSW	(02) 9281 2333	(02) 9281 2750	www.yaffa.com.au	kevinhoward@yaffa.com.au
	The Food Shop Journal	Prices, wages, changes in legislation, merchandising techniques, hygiene and advice	Bi-monthly	Clayton South, Vic	(03) 9562 6677	(03) 9562 6611		camba@camba.com.au
	Foodservice Direct	Advertiser-based, profiling major suppliers to food service	Quarterly	North Sydney, NSW	(02) 9954 4300	(02) 9954 4547		info@thearmory.com.au
	Foodservice Rep	Advertiser-based, profiling major suppliers to food service	Quarterly	North Sydney, NSW	(02) 9954 4300	(02) 9954 4547		info@thearmory.com.au
	Global Supermarket Magazine	Australasia's leading food, wine and beverage export magazine	Quarterly	Melbourne, Vic	(03) 9650 7611	(03) 9650 8131	www.globalsupermarket.com	pressroom@globalsupermarket.com
	Seafood Australia	Seafood trade and reseller, including food wholesalers, seafood retail shops, seafood restaurants, hotels, caterers and hospitals	Quarterly	Lindfield, NSW	(02) 9880 7010	(02) 9880 7016		seafood@fast.net.au
	Practical Hydroponics & Greenhouses	Hydroponics, aquaponics, greenhouse technology, farm management, export markets	Bi-monthly	North Manly, NSW	(02) 9905 9933	(02) 9905 9030	www.hydroponics.com.au	casper@hydroponics.com.au
	FoodService News	Nutrition, practical advice on canteen management, new products, services available to public and private school canteens, both primary and high schools nationally	Quarterly	North Parramatta, NSW	(02) 9890 1199	(02) 9890 1877	www.retailworld.com.au	kathleen@retailworld.com.au
Medical	Nutrition & Dietetics Journal of Dietitians Association of Australia	Refereed scientific journal specialising in nutrition and dietetics	Quarterly	Deakin, ACT	(02) 6282 9555	(02) 6282 9888	www.ajnd.org.au	journal@daa.asn.au
Property	Australasian Leisure Management	For professionals in aquatics, attractions, fitness, recreation, sport and tourism	6 issues p.a.	Collaroy Plateau, NSW	(02) 9984 8588	(02) 9984 8589	www.ausleisure.com.au	leisure@ausleisure.com.au
	Australasian Parks & Leisure	Official journal of Parks & Leisure Aust; all aspects of the parks and leisure industry in Australia and overseas	Quarterly	Kennington, Vic	(03) 5444 1763	(03) 5444 1783	www.parks-leisure.com.au	office@parks-leisure.com.au
Recruitment	Recruitment EXTRA	Trade magazine includes features, industry news, topical articles surrounding recruitment & HR issues, IT & industry careers	Monthly	Sydney, NSW	(02) 9283 8510	(02) 9283 6966		recruitmentextra@labarte.com.au
Shipping	Asia Pacific Shipping	Ports and shipping industry in Asia, Australia, NZ and the Gulf Pacific	Monthly	Southbank, Victoria	(03) 9645 0411	(03) 9645 0475	www.baird.com.au	marinfo@baird.com.au
	Asia Pacific Shipping	Overview of the world's	Bi-annual	Manly, NSW	(02) 9976 3438	(02) 9976 2830	www.stroudgate.net	admin@stroudgate.net
Travel Industry	RCI Endless Vacation	Travel and leisure, for members of holiday company	Quarterly	Bundall, Qld	(07) 5588 9999	(07) 5588 9965	www.rcipacific.com	kelly.nuss@rcip.com

Newsletters - For an updated media contact list, contact a media distribution service such as www.cannex.com.au or www.aapmedianet.com.au/lists.asp. Alternatively you could contact SSA.

Genre	Name	Description/ Readership	Distribution	Address	Phone	Fax	Internet	Email
Business	Businews	Print and internet publications how exporters perform, exporters initiatives to develop exports, government export-related programs and assistance	Tri-weekly	Deakin, ACT	(02) 6281 2484	(02) 6281 2484	www.binkowski.com	geoff@binkowski.com
Environment	Australian Environment Review	Addresses the effect of legislation on business operations	11 issues p.a.	Chatswood, NSW	(02) 9422 2222	(02) 9422 2408	www.lexisnexis.com.au	customer.relations@lexisnexis.com.au
	Environment and Science Update	Environmental standards and science news	Fortnightly	North Melbourne, Vic	(03) 9329 9800	(03) 9329 9698	www.crowncontent.com.au	esu@crowncontent.com.au
	Environment Business Australia (EBA News)	National and international environment management, industry news, policy and regulatory developments, education and training, export, corporate environmental practice	Monthly email news	Barton, ACT	(02) 6270 1333	(02) 6270 1300	www.environmentalbusiness.com.au	eba@environmentbusiness.com.au
	Environment NSW	Campaign updates by NCC staff and member groups. News of upcoming events	Quarterly	Sydney, NSW	(02) 9279 2466	(02) 9279 2499	www.nccnsw.org.au	ncc@nccnsw.org.au
	Environmental Defender	Environmental Issues with a legal focus	Quarterly	Sydney, NSW	(02) 9262 6989	(02) 9626 6998	www.edo.org.au	edonw@edo.org.au
	Greenweek	Environmental update for relevant to all organisations involved with environmental planning, marketing and services	Bi-monthly	Kenmore, Qld	(07) 3878 2734	(07) 3878 2764	greenweek.com.au	admin@greenweek.com.au
	Land & Water News	Independent, national in the land and water field	Monthly	Brighton, Victoria	(03) 9530 8900	(03) 9530 8911	www.lawnmedia.com.au	hallmark@halledit.com.au
	The Greening Australia	Reports on activities of Greening Australia and related environment and natural resource management issues	Quarterly	Marrickville, NSW	(02) 9560 9144	(02) 9550 0576	www.greeningaustralia.org.au	info@ga.org.au
	The Greening Australia	Greening Australia (WA) members, corporate, Govt agencies, conservation and media revegetation; book reviews	Bi-annual	Fremantle, WA	(08) 9335 8933	(08) 9335 9203	www.greeningaustralia.org.au	general@gawa.comdek.org.au
	The Greening Australia	Reports on activities of Greening Australia Qld and related environmental and vegetation issues	Quarterly	Norman Park, Qld	(07) 3902 4444	(07) 3902 4422	www.greeningaustralia.org.au	elow@qld.greeningaustralia.org.au
	The Greening Australia	Coming events, conservation and revegetation issues	Quarterly	Aranda, ACT	(02) 6253 3035	(02) 6253 3145	www.greeningaustralia.org.au	admin@act.greeningaustralia.org.au
	The Greening Australian	Vegetation establishment and management information for Tasmania	Quarterly	Hobart, Tas	(03) 6223 6377	(03) 6223 6392	www.greeningaustralia.org.au	general@tas.greeningaustralia.org.au
Food Industry	Food Monitor	Issues pertaining to regulations industry	10 issues p.a.	Chatswood, NSW	(02) 9422 2222	(02) 9422 2408	www.lexisnexis.com.au	customer.relations@lexisnexis.com.au
	Foodweek	Food industry news	46 issues p.a.	Sydney, NSW	(02) 8224 8300	(02) 8334 8333	www.foodweek.com.au	roberts@huntleys.com.au
Legal	Indigenous Law Bulletin	Legal issues of relevance to indigenous Australians	8 times p.a.	Sydney, NSW	(02) 9385 2256	(02) 9385 1266	www.ilb.unsw.edu.au	ilb@unsw.edu.au

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Use the following checklist to develop your approach to the media. Local support information, media contact lists and specific information about how to carry out each step is detailed in the Communication Compass.

☐ **Write a basic plan**

- **Who** are you targeting (eg. government, local community, other aquaculturists...)?
- **What** is the issue and your key messages?
- **When** is the best time to 'go public'?
- **Where** will you hold your event or be when journalists start to contact you?
- **How** will you approach the media?
- **Why** should the journalist (or their audience) be interested?

☐ **Designate one or two spokespeople to handle media enquiries**

Speak to your industry body to help identify a spokesperson and remember to make all spokespeople familiar with your key messages. Well qualified spokespeople are sought by the media and should understand the issue in detail.

☐ **Write a media release, letter to the editor or media advisory/note**

See **Section 6 of the Media Guide flipchart** for instructions on how to write a media release, see **Tip Sheet 2** for an example media release and consider producing a Media Kit (see **Tip Sheet 5**).

☐ **Send the draft material to your mentor, professional body or SSA**

Obtain feedback and make changes as necessary. **See Resource 10 for a list of seafood industry contact details.**

☐ **Prepare for an interview**

See **Section 11 of the Media Guide flipchart** for help with preparing for an interview.

☐ **Distribute the media release, letter or advisory**

Sending out a media release does not mean that you have to send out hundreds of faxes manually. Rather, you can pay professionals to distribute it for you through an internet service. For example, you could contact the following media distribution companies through their websites: www.cannex.com.au or www.aapmedianet.com.au/lists.asp. You will need to tell them which media outlets you want the release sent to. Refer to **Resource 11 for a list of media contacts (current 2006)**. Contact SSA on 1300 130 321 for advice and support on distribution.

☐ **Call the journalist/s to offer an interview, further information or photos**

Don't be offended if they are not interested this time. Try another radio station or newspaper!



What should you do when the media comes to you?

You cannot delay responding to the media if they approach you for an interview. The next day is usually too late. Use the following checklist and refer to **Tip Sheet 1: REACTIVE - responding to the media template** (there are electronic copies of these templates on the Seafood EMS website, www.seafood.net.au/ems) before you respond to an enquiry or if you see or hear about an issue that affects you.

☐ **Gather background information**

Find out as much as possible about the story they are working on. Ask the following questions:

What is your name? _____ What media outlet are you from? _____

What is the issue/event? _____

What is the focus of the story? _____

Who else are you talking to? _____

Would you like me to fax/email some background information about the company or topic? Yes / No

When is your deadline? _____ Can I get your contact information?

Phone: _____ Fax: _____ Email: _____

☐ **Contact your industry support person**

People often undertake training before they work with the media. Don't be afraid to ask your local professional body how to respond to the enquiry. You should discuss your key messages with them. If you do not feel comfortable working with the media, your professional body representative may act as a spokesperson for you on this issue. If you are being asked to provide comment on a serious issue that may negatively impact the future of your whole fishing sector, you may want to consider hiring a public relations (PR) or media professional to speak on your behalf. To find PR consultants near you, look up public relations consultants in your yellow pages.

☐ **Designate one or two spokespeople**

Your spokespeople will need to be available at short notice to talk with journalists and be familiar with your key message/s. Well qualified spokespeople are sought by the media.

☐ **Write a response statement and prepare answers to likely question/s**

- Think of the specific audiences you want to reach and prepare key messages;
- Prepare a specific example to support your case, or an analogy that the audience will be able to 'relate to'.

☐ **Prepare for an interview**

- Prepare two 'quotable quotes' – these should be short sentences incorporating your key message where possible; and
- Practise saying your answers.

Media releases are usually emailed or faxed to journalists the day before or on the day of an event. Follow this media release example for structure and format:

Organisation logo or letterhead

Contact name:
Contact number:

DATE: Day / Month / Year

For Immediate Release

FISHERS UNITE FOR CLEANER ENVIRONMENT

Twenty local fishers formed a co-op today with the goal of a cleaner environment to make sure seafood supply continues.

➔ INSERT KEY MESSAGE INTO QUOTE HERE - EXAMPLE: "We have banded together because we are serious about protecting our waterways," said Fishing For the Future Co-op founder Mr Joe Horton.

The fishers have been rivals in business for years but are forming a united front for the benefit of Lakes Entrance and the environment.

"We're doing this to ensure that our children can enjoy seafood for years to come," Mr Horton said.

"Right now seafood is treated as a commodity here in Victoria but unless we use environmentally safe practices, the industry won't survive."

The co-op has the backing of Lakes Entrance Tourism who promote the trawlers as one of the main reasons why the region has been such a popular holiday spot for more than 100 years.

"We are researching new trawling techniques to minimise bycatch. Other species that we aren't actually fishing for can sometimes get caught in our nets and we want to minimise that", Mr Horton said.

"The sustainability push comes from the new Environmental Management Systems (EMS) that the industry is driving to help us manage environmental impacts, risks and opportunities," Mr Horton said.

"Seafood Services Australia is helping fishers to adopt sustainable practices and tailor it to suit their individual businesses. The National Heritage Trust is funding a three-year project to build environmentally safe management systems.

➔ INSERT KEY MESSAGE INTO QUOTE OR SENTENCE HERE

"The environmental improvements will be good for Lakes Entrance because it will ensure a healthy supply is maintained for our children and theirs," Mr Horton concluded.

Ends.

For more information contact **FFF Co-Op, Joe Horton, Mobile 0408 xxx xxx**

Follow this media release example for structure and format:

Organisation logo or letterhead

Contact name:
Contact number:

DATE: Day / Month / Year

For Immediate Release

ADDING MORE AQUA “CULTURE”

International seafood industry professionals are descending on Port Stephens today to introduce sophisticated new techniques to local pearl farmers.

➔ INSERT KEY MESSAGE INTO QUOTE HERE - EXAMPLE: “Port Stephens seafood businesses are focused on the environment and this is just another way for us to ensure our products are the best in the world,” said spokesperson for the Oyster Farmers Association (OFA) Bob Atkinson.

“We want to do everything we can to improve our operations to secure the future of the pearling industry here in New South Wales. We are particularly interested in learning the latest oyster seed collection methods to minimise damage.”

The training will take place over two days and involve seminars as well as hands-on training in the water.

“A lot of new methods have come out since we started investigating operations in 1992. We need to catch up with the technology.”

OFA started this process by providing a vision of the future seafood industry and has carried this through with research and policy development. The next stage is to implement the new training methods into daily operations.

The training seminar is part of the environmental management system (EMS) process dedicated to managing environmental impacts, risks and opportunities. Seafood Services Australia is encouraging businesses to adopt an EMS to ensure Australian seafood will always be available.

➔ INSERT KEY MESSAGE INTO QUOTE OR SENTENCE HERE

Ends.

For more information contact **Oyster Farmers Association, Bob Atkinson, Mobile 0408 xxx xxx**

Use this sample letter to the editor when you want to comment on a current issue:

LETTER TO THE EDITOR

October 12

To the Editor,

I strongly disagree with the article, "Fishing is killing our future" (12 Oct, 2006). Despite this speculative article, the fishing industry is going to great lengths to ensure that seafood is sustainable for decades to come. I work as a commercial fisher and am involved in monitoring Australian commercial fishing laws. The current laws restrict fishing of species during spawning and growth periods to ensure their survival. There are also restrictions on the number of species taken from our oceans for the same reason. Much research goes into developing these laws to guarantee that our oceans are sustainable for the future.

George Stanton

Tasman Seafood Association

Ph: 0408 XXX XXX



Media Advisories are usually emailed or faxed to journalists one to two weeks in advance. Follow this example to write a media advisory whenever you want to invite the media to an event. See **Tip Sheet 4 for a template** (there are electronic copies of these templates on the Seafood EMS website, www.seafood.net.au/ems).

Organisation logo or letterhead

Contact name:
Contact number:

DATE: Day / Month / Year

For Media Diary

MEDIA ADVISORY

SEAFOOD COOKBOOK LAUNCH & FAMILY FUN DAY

When: March 17, 10:00am – 2:00pm

Where: Alderton Wharf, Ground Floor, Pilot Station Boardroom (ph: XXXX XXXX)

Who: **Special guest Ita Buttrose**

The Alderton Fishers Women's Society is releasing their new seafood cookbook in conjunction with a family fun day on the wharf. Highlights include:

- Dedication of the Alderton Fishers Women's Society Cookbook;
- Naming and launch of new trawler;
- Announcement of the recipient of the Young Trout Scholarship;
- Face painting, octopus jumping castle and games;
- Recipe tasting booths;
- Wharfside Mural Competition winner announced; and
- Entertainment by the students of Alderton High School.

Contact: Joanne Boddie

Position: Vice-President – Alderton Fishers Women's Society

Ph: 0408 XXX XXX



Media Kits are used to provide more detailed background information to journalists about your business, industry or issue. Simply fill in the templates (there are electronic copies of these templates on the Seafood EMS website, www.seafood.net.au/ems), check with SSA for the latest industry fact sheets, print out copies of the templates you have filled out (from the website) and slip each copy into a plastic folder with your business card. Give these folders to journalists who attend your event to ensure they have specific corporate information as well as correct industry facts and statistics. You could also mail media kits to local journalists that you want to target.

Use the following checklist to make sure you have included all the details you want to:

☐ **Media release**

- Remember to include contact details for you and your key spokesperson. State on the release if photos or photo opportunities are available.

☐ **Business or organisation fact sheet/s**

- See following page for more detail on what this should include and use the template on the website, www.seafood.net.au/ems to make up your own!

☐ **Biography**

- A biography for your key spokesperson/s may help raise their credibility with the media. It also gives radio and TV journalists some background to help introduce them when they are being interviewed.

☐ **Seafood industry fact sheet/s**

- Industry Fact Sheets can be used to provide standard and/or technical information about the seafood industry and your sector in particular (eg. Rock Lobster, Abalone etc.). This is where you may decide to insert more detailed information about EMS.

☐ **Common terms & list of abbreviations**

- Please see the following pages for a current set (2003-04) of industry statistics, common terms and abbreviations. Ensure you have the most recent version as they change regularly and subtle changes can make a big difference! For up to date industry statistics, go to www.abare.gov.au/research/fisheries/fisheries.html



Company, organisation or co-op profile

A business fact sheet lists the basic information about your company or group. Use the following checklist along with the **Tip Sheet 5 Media Kit - Business Fact Sheet template** (there are electronic copies of these templates on the Seafood EMS website, www.seafood.net.au/ems) to make sure you have included all the details you want to:

☐ **Company/group details**

- Company/group name;
- Address;
- Phone number;
- Fax;
- Email; and
- Website.

☐ **Description of business (or group)**

- The species taken/farmed or harvested and their seasonal availability;
- Products and services offered; and
- Markets where your products are sold.

☐ **Value of the local industry to your community**

- State the number of people working directly in the industry;
- State the Gross Value of Production (GVP) for your industry sector
- The other industries that rely on your catch/harvest or produce in the local, state and national area;
- Any restrictions, problems or regulations placed on your industry;
- Describe what the industry is doing for the environment; and
- List the ways your advisory/business interacts with the local community or supports community events.

☐ **Biographies**

- Name and job title;
- A brief job description; and
- Qualifications and/or experience (note: academic qualifications not necessary).

☐ **Contact information**

- Ways to contact your spokesperson/s (phone, fax, email, address)

Phone: XXXX XXXX
Fax: XXXX XXXX
Mobile: XXXX XXX XXX
Email: XXX@XXXX.com

Seafood Industry Fact Sheet

ENVIRONMENTAL MANAGEMENT SYSTEMS (EMS)

As the future of the seafood industry relies on environmental sustainability, Seafood Services Australia (SSA) is promoting the use of EMS to improve and ensure long term availability of our seafood resources.

An EMS may cover:

- an **individual business**, such as an aquaculture business or fishing vessel
- several businesses with common interests, such as the members of an **industry association**
- all businesses in a particular fishery or aquaculture **sector**.

An EMS may be:

- as simple as a code of best practice supported by a clear plan for implementation and compliance, or
- as comprehensive as a third-party certified system complying with international standards such as ISO* 14000 or the Marine Stewardship Council certification scheme.

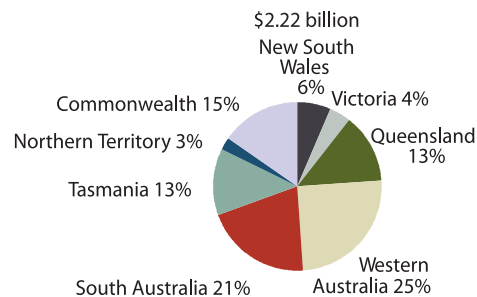
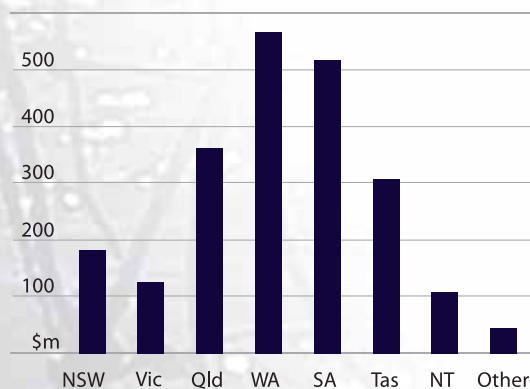
Key aspects of an EMS are:

- a vision for the future and a clear plan of action for achieving that vision
- capacity in your organisation to implement the action plan and to monitor progress
- capacity to demonstrate continual environmental and other improvements.

SEAFOOD FACTS AND STATISTICS

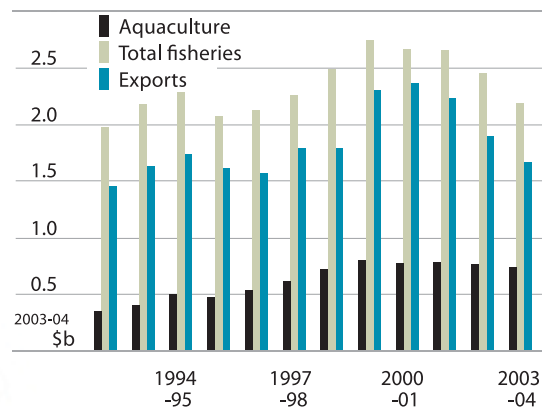
VALUE & EXPORTS

- Fisheries production is Australia's fourth most valuable food-based primary industry worth approximately \$2.2 billion (2003-04). ►



- Western Australia and South Australia each accounted for around a quarter of Australian production in 2003-04. ◀

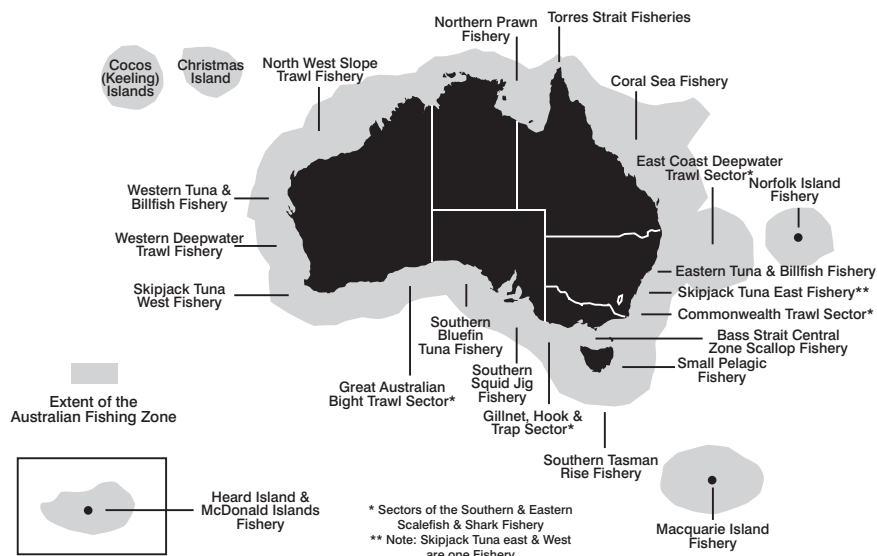
- Australia's total exports of fisheries products in 2003-04 were valued at \$1.7 billion. ►



* ISO is the International Organization for Standardization, which has developed internationally accepted standards for quality management (ISO 9000 series) and environmental management (ISO 14000 series).

AUSTRALIA'S FISHING ZONE

- Australia's fishing zone is the third largest in the world at 11 million square kilometres.
- Even though Australia's zone is quite large, our total commercial catch is only about 0.2 % of world tonnage.



HEALTH

- Research has proven that the omega-3 found in seafood has positive effects for the prevention of coronary heart disease, rheumatoid arthritis, diabetes, obesity and more.
- Seafood is low in fat, kilojoules and cholesterol, and high in protein, vitamins and minerals.

EMPLOYMENT

- The Australian seafood industry provides approximately 120,000 jobs directly and indirectly.

Specific industry careers include:

Aquaculturist	Farms seafood in controlled environments. Operations can be marine or land-based.
Fisher	Uses a variety of techniques and equipment to catch and maintain seafood in accordance with fisheries regulations.
Fisheries Manager	Governs fisheries resources and ensures they are maintained for the future.
Fisheries Officer	Manages and conserves fisheries resources by patrolling waterways and inspecting vessels.
Fisheries Scientist	Researches sustainability and development for the future of the industry.
Seafood Processor	Prepares, fillets, preserves and grades a range of seafood products.
Seafood Retailer	Sells fresh, frozen and live seafood.
Seafood Wholesaler, Exporter and Importer	Buys and sells seafood products for distribution locally, nationally and internationally.

Definitions and statistics sourced from the Fisheries Research and Development Corporation (2004).

FISH

- The total value of fish production in 2003-04 was \$826.4 million.
- The main methods of fishing include trawling, pond culturing, recirculation methods, raceway, set net, handline, trolling, netting and cage culturing.

ROCK LOBSTER

- The total value of rock lobster production in 2003-04 was \$405.6 million.
- Rock Lobster is Australia's single most valuable export.
- The main methods of fishing are by traps and pots. Controls focus on protecting breeding stock and include season closure, pot restrictions and total ban on catching breeding females.

PRAWNS

- The total value of prawn production in 2003-04 was \$354.9 million.
- Prawns spend most of their life on, or close to the seabed. They are nocturnal and as such, burrow into the seabed during the day and emerge at night to feed.
- The main methods of prawn fishing are trawling, pond culturing, mesh and haul, nets and beam.

SCALLOPS

- The total value of scallop production in 2003-04 was \$23.6 million.
- Scallops tend to be in peak condition during winter to autumn. Scallops spawn during the spring and early summer, with juvenile settlement in the late summer/autumn. Scallop fishing closes during these periods to protect scallops in spawning condition and protect newly settled larvae to maximise recruitment success.
- The main method of fishing for scallop is through dredging and trawling.

PEARLS

- The total value of pearl production in 2003-04 was \$460.4 million.
- Pearls are Australia's second most valuable non-edible export.
- Pearling is unique in that it mixes fishing and aquaculture in one industry. Pearl oyster fisheries are managed on a system of individual company quotas with a total allowable catch.

ABALONE

- The total value of abalone production in 2003-04 was \$196.1 million.
- Abalone are molluscs that live on rocky reefs and feed on both drifting and attached algae.
- Australia is the world's largest supplier of abalone. A large percentage of the abalone catch is exported to Japan and South East Asia either in cans, live, frozen, dried or boiled.
- Stringent management controls including quotas and strict size limits are enforced to manage the fishery and preserve breeding stock. Fishers first introduced the quota system on a voluntary basis and it has now been taken up as a prime management tool by government.
- Abalone is obtained by diving, raceways and ocean rafts.

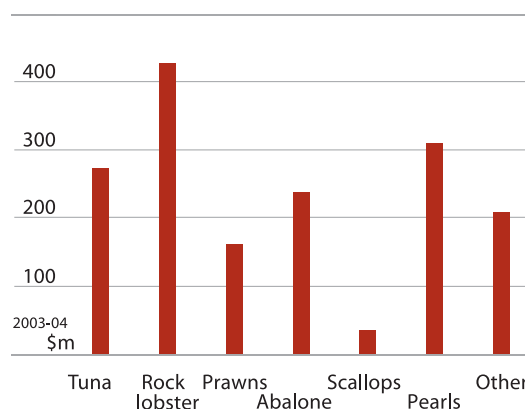
TUNA

- The total value of tuna production in 2003-04 was \$276.1 million.
- Tuna is a highly migratory species and is widely distributed throughout Australian waters.

OYSTERS

- The total value of oyster production in 2003-04 was \$71.8 million.
- New South Wales is the largest producer of edible oysters in Australia.
- Oysters are fished by rack tray and stick.

GROSS VALUE OF PRODUCTION BY SPECIES (WILD CATCH & AQUACULTURE)



Aquaculture Farming of fish or aquatic plants.

Australian Fisheries

The statutory authority responsible for the management of fisheries under Management Authority Australian Government jurisdiction.

Benchmark Point of reference against which change may be measured.

Beneficiaries of fisheries research and development (R&D)

The people who receive the economic, environmental and social benefits of fisheries R&D are the three sectors of the fishing industry, seafood consumers, and the people of Australia.

Biodiversity See ecologically sustainable development.

Crustacea or crustaceans

Arthropod animals, characterised by a hard, close-fitting shell that is shed periodically. Includes prawns, crabs, lobsters, shrimps, bugs and freshwater crayfish.

Customary sector (also referred to as the Traditional sector)

The customary sector comprises enterprises and individuals associated with fisheries resources from which Aboriginal and Torres Strait Islander people derive products in accordance with their Traditional customs.

Ecologically Sustainable Development (ESD)

Using, conserving and enhancing the community's resources so that ecological processes, on which life depends, are maintained and the total quality of life (now and in the future) can be increased. [Definition of the National Strategy for ESD, 1992].

Ecosystem A community of organisms interacting with each other, and the environment in which they live.

Environmental Management System (EMS)

An environmental management system (EMS) puts in place a continual process of planning, implementing, reviewing and improving the actions that an organisation undertakes to manage its risks and opportunities relating to: the environment; food safety and quality; occupational health and safety; profitability; public relations; and other aspects of the organisation.

EPBC Act The Environment Protection and Biodiversity Conservation Act 1999, which promotes ecologically sustainable development and seeks to conserve biological diversity through an effective, efficient national approach to environmental management at all levels of government.

Exclusive Economic Zone (EEZ)

The area between the lines 12 nautical miles and 200 nautical miles seaward of the territorial sea baselines. A lesser distance is declared where the distance between the baselines of Australia and another country is less than 400 nautical miles. The Australian Fishing Zone (AFZ) corresponds closely to the exclusive economic zone.

Fish In the broadest sense, living aquatic vertebrate and invertebrate organisms, including marine mammals and reptiles, and such organisms after they have been harvested.

Fish products All products derived from fish after the fish have been harvested for sale or consumption.

Fisheries managers

Persons appointed by government agencies to manage Commonwealth, State or Northern Territory fisheries.

Fishery A class of activities by way of fishing, including activities identified by reference to all or any of:

- a species or type of fish;
- a description of fish by reference to sex or any other characteristic;
- an area of water or seabed;
- a method of fishing;
- a class of boats;
- a class of persons; and/or
- a purpose of activities, as determined by the relevant management authority.

Fishing by Aboriginal and Torres Strait Islander people

Includes fishing and shell-collecting by Aboriginal and Torres Strait Islander people in accordance with their Traditional customs (the customary sector of the industry); their recreational fishing (that is, not using customary practices); subsistence fishing (following customary or recreational practices); and commercial fishing.

Fishing industry

Includes any industry or activity conducted in or from Australia concerned with: taking, culturing, processing, preserving, storing, transporting, marketing or selling fish or fish products. There are three principal fishing industry sectors:

- The commercial sector comprises enterprises and individuals associated with wild-catch or aquaculture resources and the various transformations of those resources into products for sale. It is also referred to as the 'seafood industry', although non-food items such as pearls are included among its products.
- The recreational sector comprises enterprises and individuals associated – for the purpose of recreation, sport or sustenance – with fisheries resources from which products are derived that are not for sale.
- The customary sector comprises enterprises and individuals associated with fisheries resources from which Aboriginal and Torres Strait Islander people derive products in accordance with their Traditional customs.

Harvest To catch or gather wild or aquacultured natural resources.

Key Performance Indicator (KPI)

A specification for measuring performance. Example: benefit-cost ratios for nominated projects.

Landed value The value of a product at the wharf or aquaculture tank, before value-adding. When referring only to aquaculture, the equivalent term of 'farmgate value' is usually used.

Ministerial powers

Powers exercised under the provision of legislation, especially the PIERD Act, by the federal Minister for Agriculture, Fisheries and Forestry; the Parliamentary Secretary to the Minister; or the Minister for Fisheries, Forestry and Conservation. All three ministers exercise ministerial powers in relation to the FRDC, either in their own right or by delegation.

Nutraceuticals Food components that provide demonstrated physiological benefits or reduce the risk of chronic disease, above and beyond their basic nutritional functions. They are similar to 'functional foods' – the distinction being that functional food is similar to a conventional food (examples are breads fortified with Omega-3 polyunsaturated fatty acids, fortified beverages, and cereals fortified with fibre, iron and calcium), whereas a nutraceutical is isolated from a food and sold in dosage form.

Output The goods and services (mainly knowledge, processes and technology) that the FRDC and its R&D partners produce for external organisations or individuals.

PIERD Act The Primary Industries and Energy Research and Development Act 1989, under which the Fisheries Research and Development Corporation (FRDC) is established.

Precautionary principle

Where there are threats of serious or irreversible environmental damage, lack of full scientific certainty should not be used as a reason for postponing measures to prevent environmental degradation. In the application of the precautionary principle, public and private decisions should be guided by:

- careful evaluation to avoid, wherever practicable, serious or irreversible damage to the environment; and
- an assessment of the risk-weighted consequences of various options.

Quality management

Management of all activities through a systematic and determined focus on continual improvement, above minimum levels of performance set by a formal Quality management standard. The standard against which the FRDC is certified is AS/NZS ISO 9001:2000. Other quality management standards suitable for the seafood industry are promoted by Seafood Services Australia.

Recfish Australia

Trading name of the Australian Recreational and Sport Fishing Industry Confederation, the peak body representing the recreational sector of the fishing industry.

Recreational sector

The recreational sector comprises enterprises and individuals associated – for the purpose of recreation, sport or sustenance – with fisheries resources from which products are derived that are not for sale.

Research and development (R&D)

In relation to the fishing industry: systematic experimentation and analysis in any field of science, technology or economics (including the study of the social or environmental consequences of the adoption of new technology) carried out to:

- acquire knowledge that may be of use in obtaining or furthering an objective of the fishing industry, including knowledge that may be of use for the purpose of improving any aspect of the production, processing, storage, transport or marketing of goods that are the produce, or that are derived from the produce, of the fishing industry; or
- apply such knowledge for the purpose of attaining or furthering such an objective; or
- create new or improved materials, products, devices, processes or services for the purpose of attaining or furthering such an objective.

Seafood

Products derived from aquatic natural resources, including fish and fish products, for human consumption.

Seafood industry

The commercial sector of the fishing industry: see fishing industry. Seafood Services Australia A company limited by guarantee, with the FRDC and the Australian Seafood Industry Council as its members, which aims to be proactive in providing an Australia-wide service for people who catch, farm, process, transport, wholesale, retail, export, import or cook seafood. The service includes:

- value-adding through seafood product and process development;
- product quality, food safety and consumer health;
- management systems and standards for quality and ecologically sustainable development;
- market development;
- seafood marketing names;
- seafood emergency management; and
- information and advice on other technical issues.

Social resilience

Relates to the social (including political) capacity of groups of people to effectively develop and represent their interests and to advocate their contributions to the Australian community. Having such a capacity is essential in our robust democratic society, especially if the group is likely to be affected by others who are better at representing their own self-interests. It is widely recognised that the social resilience of the three main sectors of the fishing industry is presently low.

Stakeholders People, organisations or groups with an interest or stake in a line of business. The FRDC's stakeholders are the fishing industry (see definition); the federal, state and the territory governments; and the people of Australia.

Strategy A focus for activities that produce the outputs required to achieve planned outcomes — in the FRDC context, in Program 4 (the Management and Accountability Program).

Supplier A person or organisation engaged by the FRDC to provide goods or services that affect the FRDC's delivery of its outputs. Includes consultants, who are described in the May 1999 issue of the Department of Prime Minister and Cabinet Requirements for departmental annual reports.

Sustainable A characteristic of a process or a state that can be maintained indefinitely. See ecologically sustainable development.

Sustainable development

Management and conservation of the natural resource base and the use of technological and institutional change to ensure the attainment of human needs for present and future generations. Such development is environmentally nondegrading, technically appropriate, economically viable and socially acceptable. [UN Food and Agriculture Organization, 2001]

Traditional sector (also referred to as the customary sector)

The customary sector comprises enterprises and individuals associated with fisheries resources from which Aboriginal and Torres Strait Islander people derive products in accordance with their Traditional customs.

Value-adding Any activity that results in products, processes and services becoming more valuable, competitive, effective and/or efficient, thus increasing financial returns or achieving other desired outcomes. Value-adding elements can include products, processes, packaging, equipment, quality, knowledge gaps and aspects of marketing. Although increased profits are the goal, sometimes new products and processes need to be adopted to enable a business to remain economically viable without increasing economic performance.

Source: FRDC Annual Report 2003-04, Australian Government, FRDC (2004).

ABARE

The Australian Bureau of Agricultural and Resource Economics

AFMA Australian Fisheries Management Authority

AFMF Australian Fisheries Management Forum

AGVP Australian Government Value of Production

ANAO Australian National Audit Office

AOP Annual Operational Plan

ASIC Australian Seafood Industry Council

ASCo Australian Seafood Co-products

ASI Australian Seafood Industries

BCA Benefit-cost Analysis

BRD Bycatch Reduction Device

BRS Bureau of Rural Sciences

CAC A.C.T. Commonwealth Authorities and Companies Act 1997

CRC Cooperative Research Centre

CSIRO Commonwealth Scientific and Industrial Research Organisation

DAFF Australian Government Department of Agriculture, Fisheries and Forestry

DEH Australian Government Department of the Environment and Heritage

EMS Environmental Management System

EPBC Environment Protection and Biodiversity Conservation Act 1999

ESD Ecologically Sustainable Development

ETBF Eastern Tuna and Billfish Fishery

FRAB Fisheries Research Advisory Body

FRDC Fisheries Research and Development Corporation

GVP Gross value of production

ISO International Organization for Standardization

NHT Natural Heritage Trust

NORMAC

Northern Prawn Management Advisory Committee

NPF Northern Prawn Fishery

NRM Natural Resource Management

OHS Occupational Health and Safety

PIERD Primary Industries and Energy Research and Development Act 1989

PIRSA Primary Industries Resources South Australia

QAIF Queensland Aquaculture Industries Federation

QDPIF Queensland's Department of Primary Industries and Fisheries

QSIA Queensland Seafood Industry Association

R&D Research and Development

RDC Research and Development Corporation

SARDI South Australian Research and Development Institute

SESSF Southern Eastern Scalefish and Shark Fishery

SIFTS Semi-Intensive Floating Tank System

SRL Southern Rock Lobster Ltd

SRO Sydney Rock Oyster

SSA Seafood Services Australia Ltd

TAFE Institute of Technical and Further Education

TAFI Tasmanian Aquaculture and Fisheries Institute

TED Turtle Exclusion Device

WTO World Trade Organization

WAFIC Western Australian Fishing Industry Council

VMS Vessel Monitoring System

Source: FRDC Annual Report 2004-05, Australian Government, FRDC (2004).

As you can never guarantee the media will be able to attend your event, a media launch should only be one part of your overall promotional effort.

INTRODUCTION

Launches can be an effective way of raising your profile and networking with the key influencers in the community. They can be as big (expensive) or small (cost effective) as you want. You will need a plan, so start to write down what you need to do and keep a record of who you have contacted. The following suggestions will help you develop your plan and are made with budget in mind.

1. Decide on your main message and who you need to target

Keep your message as simple as possible (eg. local aquaculture group leading the way). Review the key messages listed in the **Seafood EMS Media Guide - 4. What are key messages?** and speak with your local industry body or SSA as required.

Assuming you will want to target important people (eg. politicians and business leaders) and your local media, you will need to start compiling a list of contact details for these groups. A list of media outlets is contained in **Resource 11 - Media contact list (2006)** of this kit (these details will need to be confirmed as phone numbers change on a regular basis). Use your networks to establish who should be invited, contact your industry body or SSA for assistance as required.

Remember, the 'rank' or 'celebrity' of the host or spokesperson for an event can help attract interest so if you have a celebrity or political representative involved, ask them if you can use their name on the invitations!

2. Think about how to make your project/event newsworthy

Certain things can make your event more 'newsworthy'. Does it include:

- ☐ New products, equipment or interesting statistics;
- ☐ Celebrities or politicians;
- ☐ Children or animals; or
- ☐ Unusual images or bizarre messages.

Coming up with the right 'angle' can take time – discuss it with your friends, local industry body or SSA as required.

3. Agree with your group on how and where you want to 'launch' the news

One of the best ways is to 'piggyback' on an existing event to help attract the right people and reduce organisational costs (ie. Is there an existing event such as a fair, workshop or business lunch that you could get involved with?). Good media events could include:

- Open Day at the port, fisheries research facility or seafood market;
- Trade fair, seafood festival or industry awards dinner; or
- Farm/hatchery, touch & taste show/lunch.

If you decide to organise your own event, make sure the date you choose for your launch does not clash with holidays, other big events or announcements. It is less likely that media will be able to attend late afternoon or evening functions, as they are usually busy meeting deadlines. Also, you are more likely to get the media to attend a weekday event, rather than on a weekend.

When choosing your date, contact some of your local journalists and talk to them about their deadlines. For example, if a television journalist is interested in your launch they may prefer the event to be in the morning as this gives them the rest of the day to edit the story for a 20 second spot on the six o'clock news. A print journalist will have different deadlines and radio journalist may want to interview your spokesperson live. Try to organise your launch to meet their timing needs but don't be disappointed if something else takes priority for them on the day!

4. Consider allocating event planning to one member of your group and media to another

5. Launch/Event planning

Large events (over 200 people) are complex and often take months to organise. Consider professional assistance if you are planning a large event. Most communities have experience in event management (school fetes, fairs, trade shows etc), so try to tap into these networks if you don't have someone with these skills on-board already. **See Tip Sheet 12 - conducting workshops on the website, www.seafood.net.au/ems for a good event checklist.** The following checklist can also be used to guide you:

- ☐ Other events to 'piggy back' on considered;
- ☐ Funds to cover cost of desired event secured;
- ☐ Venue works for the number of people (including display space, power supply/points, etc.);
- ☐ Location is convenient and has plenty of parking (include a map on your invites);
- ☐ Spokespeople and key stakeholders are available;
- ☐ Shelter (including marquee, seating and/or lighting) arranged if required;
- ☐ Wet weather back-up arranged;
- ☐ Podium and steps arranged (if required);
- ☐ Sound equipment arranged (if required);
- ☐ Catering arranged;
- ☐ Temperature control (if indoors);
- ☐ Wheelchair accessibility considered;
- ☐ Signage/banners sourced (speak with your local industry body or SSA);
- ☐ Name tags and sign-in sheet printed;
- ☐ Running sheet for the day;
- ☐ Assistant/s available and briefed on the day;
- ☐ Overall safety of venue and activities assessed; and
- ☐ Necessary permits and / or approvals obtained (eg. Local Councils).

6. Media planning

Local journalists, producers and editors are usually interested in good local news stories and can be easier to contact and engage than state or national journalists. Speak with them early in your planning process. Talk to any journalists you might know, specialist publications, the editor of the local newspaper, presenters or producers at the radio stations and television news rooms about possible interview, photo or footage opportunities they might like to coordinate with you on the day of the launch.

Draft your Key Message/s (**see Media Guide flipchart - Section 4**), Media Release (**see Tip Sheet 2**) and Questions & Answers (**see Tip Sheet 1**) for your spokespeople. Run through some practice interviews with your spokespeople. Compile your Media Kit (**see Tip Sheet 5**). Seek assistance from your local industry body or SSA as required.

Newspapers – a picture tells a thousand words. Journalists like a good picture to help define a story. Create a photo opportunity on the same day as the launch, preferably before it begins. Your local newspaper might want to cover a celebrity ‘helping out’ at the docks, cleaning up the waterways or eating some of your product.

Television – news needs action. They need to film something actually happening. While cameras will often obtain brief footage of spokespeople speaking, this alone will rarely be enough for a television news story. This may link with the photo opportunity for the newspaper, for example television news might want to film the celebrity cooking with the chefs in the restaurant kitchen.

Radio – needs audio. Radio journalists will need access to a recording of your spokesperson talking, so that means a phone interview with the spokesperson/s or microphone at the launch. Make sure your spokespeople make time for these phone interviews (landlines are usually better than mobile phones for clarity so try to keep a quiet room with a phone available). You might need to leave some space at the podium for their microphone/recording equipment if they actually attend.

7. Promote your event

You need to raise the profile of the launch with the people you have already decided to target (and the broader community if this is appropriate). In addition to invitations, you should consider advertising, community bulletin boards, websites and articles/inserts into existing newsletters and meeting agendas. Promotional activities are best when they stand out so talk about it and have some fun!

Double check your invitations include speakers’ details, date, time, address, map and contact numbers (to RSVP and for the venue itself in case they have any last minute questions).



Meetings can be a small group having a chat over a cup of coffee, or a larger gathering sitting around a table, working to an agenda. Either way, it is important that you come up with some actions or produce a plan. **See Resource 2 - sample contact database and event planner on the website, www.seafood.net.au/ems** and use the following checklist to help organise the meeting:

☐ **Select a venue - the place you want to meet**

- Hold the meeting at a venue where everyone will feel comfortable (especially people coming for the first time). Consider access, parking and provision for children; and
- If the meeting is going to run over the lunch period, arrange for catering when booking the venue.

Possible venues for meetings:

- Coffee shop;
- Co-op;
- Someone's home (take turns to host meetings); or
- A meeting hall (if you expect more than 15 people).

☐ **Agenda - a list of the things you want to discuss at the meeting**

- It might help focus your thinking if you type up an agenda. An agenda is simply a list of the points that you want discussed at the meeting. See **Resource 6 - agenda template on the website, www.seafood.net.au/ems** for an example agenda.

☐ **Invitations - asking people to come to the meeting**

- The size of a meeting often affects the way we organise invitations. Ring people if it's only a small meeting (four to six people). A written invitation emailed or mailed to each person would be required for larger groups (for example: every southern bluefin tuna fisher from Port Lincoln or Streaky Bay);
- See **Resource 5 - letter invitation template on the website, www.seafood.net.au/ems** for a basic invitation;
- Include the agenda (if you have one) with the invitation; and
- Names and addresses can be obtained for most fishers/aquaculturists from your local or state seafood industry association, or from your State Fisheries Department. See **Resource 10** for a list of people who should be able to help.

☐ **Prepare the venue - arrive early to set up on the day**

- Arrange the seats and layout of the room (if this has not already been done for you). If you want good interaction between people, set up the chairs so that people sit around a table or in a circle – it makes a difference!
- Bring plenty of pens and paper (check if the venue can provide them).



Starting the meeting - introductions

- Talk to people as they arrive and get to know who they are and what their interests/issues are;
- At the beginning of the meeting, explain in layman's terms what the meeting is about and why they have been invited;
- Hand out an agenda (if you have one) or write one up on a board;
- Run through the meeting procedures being used, any jargon and abbreviations; and
- Circulate a sheet for everyone to write their name, contact phone, mobile phone number, email, postal address and licence type (this will become your contacts database).



Running the meeting - stay focused

- Agree to a time the meeting is going to end and watch the time;
- During discussion, stick to the main issues that need to be resolved and try to steer the meeting off topics that are not relevant;
- Ask for comments regularly and call on people who have not said too much;
- Be aware of people's different cultural backgrounds and acknowledge where appropriate;
- Get the group participating as much as possible, rather than dominating the floor with your own ideas;
- Consider asking someone else to chair or rotate the role each meeting;
- Read out the decisions made at the end of the meeting and identify who will action them; and
- Remember – good humour and avoiding conflict often helps.



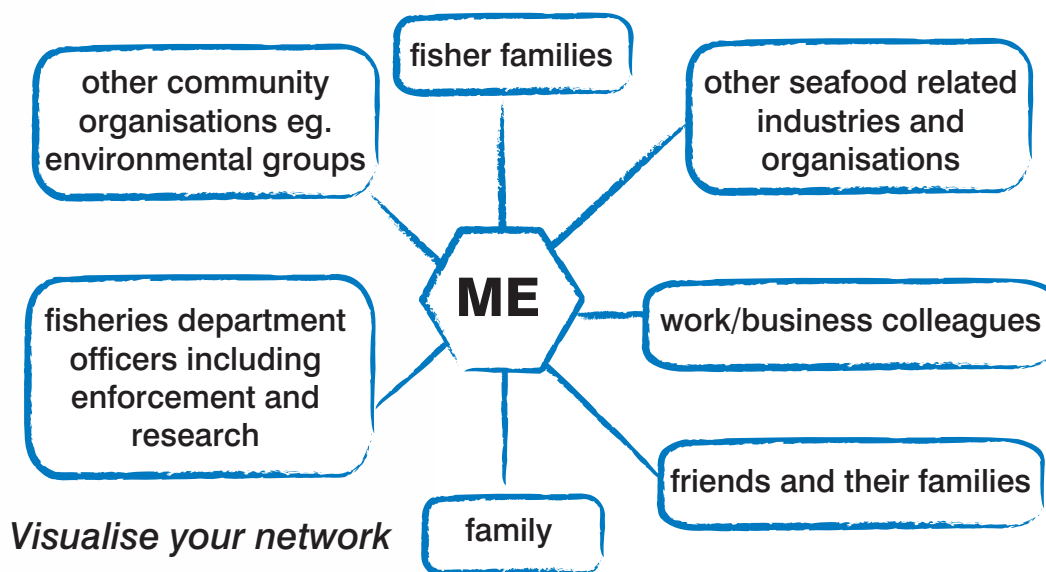
Follow-up - email or mail each person a list of what was agreed at the meeting

- After the meeting, follow up with people who attended and those who could not make it. Email or ring them to let them know what happens next, sending a letter/newsletter summarising what happened at the meeting or update the members at the beginning of the next meeting.



Prepare for the next meeting - send out a newsletter or reminder

It's no good just talking about what should happen. It's up to us to make it happen. That means we are going to have to change people's attitudes and perceptions about our industry. You know what the issues and problems are. Let's get organised and work together towards changing some of those attitudes with some facts and action.



Part of getting organised is not doing it alone. It is working with others in your community who have similar interests and objectives. Networking is about establishing communication links with other people as a means of exchanging ideas and information. It is as simple as six people having coffee and a chat. **See Resources 2, 5 and 6 for a contacts database template, letter invitation and agenda example.** Use the following checklist for setting up networks:

METHODS

- ☐ Use existing networks – like fishing meetings – to recruit helpers;
- ☐ Contact people who might be interested – the aim is to build up a network of willing workers to share and achieve your vision (be as inclusive as possible);
- ☐ Meet to discuss your ideas and develop a shared vision;
- ☐ Encourage everyone to spend time after the meeting to consider all the issues and the vision you've jointly created;
- ☐ Make a contact list with names, phone numbers and email addresses and distribute it to all those who attended the meeting and to others who may be interested;
- ☐ Make notes on the shared vision of the meeting and distribute this information widely; and
- ☐ Build on the strengths of the individuals in the team.

SKILLS REQUIRED

- ☐ Ability to communicate ideas to others;
- ☐ Ability to listen to the ideas of others;
- ☐ Survival level organisational skills for organising and running a meeting;
- ☐ Sense of humour, patience and persistence;
- ☐ Secretarial skills to record outcomes and compile contact list – computers are essential;
- ☐ Within the group it would also be helpful to have some skills or experience in the following:
 - media;
 - writing;
 - secretarial;
 - public speaking; and
 - a wide range of industry experiences and interests.

EVALUATION

- ☐ Is there anyone else who should be included?
- ☐ Do we have all the skills and resources we need to move on?

FOLLOW UP

- ☐ Circulate contact lists and meeting outcomes widely; and
- ☐ Recruit additional people with specific skills.



WHO ARE INDUSTRY LEADERS?

Industry leaders are the people in your industry or group who are active in attending industry meetings, are generally confident voicing their opinions and are forward thinkers. They tend to naturally encourage others to become involved in meetings and are leaders of the group.

You will need to identify and encourage your potential leaders and champions. Think about the people in your network and see who has some or all of the following:

- ☐ Self-confidence;
- ☐ Ability to speak in public;
- ☐ Understanding of the issues;
- ☐ Balanced view of the issues;
- ☐ Respect and or is reasonably well liked;
- ☐ Self-motivation;
- ☐ Competent writing skills; and
- ☐ Understanding of, or experience with, the media.

The challenge is often identifying these people and then encouraging them to take on a more formal leadership role. These leaders are likely to form the management group that will do a lot of the hard work in developing your EMS. They will also lead meetings with wider industry when communicating about your EMS progress or other project ideas.

You will also need to provide them with the support they need to help your group achieve its goals.

Ask them what they need!!

REMEMBER, SOME PEOPLE CAN'T SEE THEIR OWN POTENTIAL – POINT IT OUT!!!



A PICTURE IS WORTH A THOUSAND WORDS...

“I wouldn’t have believed it if I didn’t see it with my own eyes...”

“Every picture tells a story...”

“Give them the big picture...”

Every one of these sayings exists for a reason – a good picture tells us everything we need to know!

The use of your own (high quality) photos in newsletters, presentations, posters and brochures will tell a story that could take pages to tell!

A good image can also ‘make’ a story – so journalists will be interested if you can combine your news with a ‘newsworthy’ image.

Good images capture people, passion and products – all three are better.

So get yourself a digital camera and remember you may be able to claim a tax deduction (as this is a purchase for your business).

The key to taking good photos is to ensure that your digital camera is set to ‘highest quality’, otherwise photos will turn out grainy when printed. Always use a flash and make sure you centre the shot on your target (eg. person). A good photo will always include at least one of or all of the following:

- an aquaculturist/fisher;
- the aquaculture/fishing gear (eg. the farm or boat); and/or
- the product/seafood.

Getting the environment in the background can help to put it in context too. When taking photos of people, make sure they take their sunglasses and hat off if they are wearing them, so that you can see their face.

This is an example of what not to do.





*** Note:** contact your professional body or SSA on 1300 130 321 for assistance

There are many websites that provide images for free or for a very small fee. Check out the following:

- <http://www.seafoodservices.com.au/photos/gallery.html>
- http://bookshop.frdc.com.au/miva/merchant.mv?Screen=SFNT&Store_Code=photo
- <http://www.freeimages.com/>
- <http://www.photos.com/en/>
- <http://www.clipart.com/en/>

Or just call SSA on **1300 130 321** to enquire about their photo library.





See **Tip Sheet 12 - conducting workshops on the website, www.seafood.net.au/ems** to assist with your planning.

Workshops are a great way of getting industry members involved in your project. A workshop is more interactive than a meeting. Use the following checklist in conjunction with **Tip Sheet 12 on the website, www.seafood.net.au/ems** to help you plan your workshops.

☐ **Workshop Plan**

When planning activities and organising guest speakers, consider the interests of the participants. Write down some information on the following:

- Objectives (what you need to achieve);
- Content (information you need to provide – see **Resource 7** on the website, www.seafood.net.au/ems for sample PowerPoint presentations you can tailor to your own group's needs). Also consider guest speakers (for example: a Rock Lobster operator from Tasmania); and
- Activities (how will you engage the participants? – you may consider planning the day so that people break into smaller groups to work on different issues).

☐ **Participants and invitations**

The workshops you develop will be progress aspects of your business or profession. That means the people you want to invite will be those who are already involved or who have something to offer your business or profession. Think about the following:

- Who will attend (background, age and gender) and how many?
- What do they already know about the subject?
- Will they be familiar with the terms and words you use?
- Who should be a chairperson or facilitator (to help guide the process and keep everyone on time)?

☐ **Venue and equipment**

Tip Sheet 7 - holding a meeting provides you with a step-by-step process to assist with planning a meeting. Some specific things to consider for the venue include:

- Location and size of room, parking, tables and seating;
- Overhead projector or data projector (for a PowerPoint present⁺
- Butcher's paper, note pads, pens etc; and
- Catering.





See Resource 3 - Newsletter Template on the website, www.seafood.net.au/ems for a sample.

See Resource 8 for a sample brochure and Resource 9 for a fact sheet outline (hardcopy).

The best advice is to look at other brochures that you like and copy the style. It is possible to do a good job on simple brochures by being well organised and following some basic steps:

1. PLANNING

Once you have answered the following questions you can start writing a summary of what you want to say. Ask yourselves:

- ☐ Have we clearly defined what the brochure is needed for?
- ☐ Who do we want to read the brochure (ie. target audience)?
- ☐ What message/s do we need to get across?

2. WRITING

Write to suit your audience (eg. general community or your peers). Ask yourselves:

- ☐ Are we using simple words?
- ☐ Have we taken or found some pictures to suit the content?
- ☐ Have we had someone else read it and give us feedback?

3. PRINTING

Ask yourselves:

- ☐ What other brochures have we seen that we like the look of?
- ☐ How should we lay out the information and pictures?
- ☐ Who can help with printing/photocopying and emailing/mailing?

IF YOU DON'T HAVE DESIGN SKILLS, FIND SOMEONE WHO HAS. IT WILL SAVE A LOT OF HEARTACHE, BE MORE COST EFFECTIVE AND PRODUCE A BETTER RESULT.



See Tip Sheet 14 - Giving Presentations and Talks on the website, www.seafood.net.au/ems and print out a blank copy.

See Resource 7 on the website, www.seafood.net.au/ems - PowerPoint presentation examples. Tailor the content to suit your EMS!

Giving short talks is a great way to raise the profile of your group. This may be as informal as telling a group of primary school students about oysters, or as formal as presenting at a conference. Seek support if you feel uncomfortable or would like some assistance with your planning.

Please see the following tips on how to improve your presentation skills:

- Prepare a written draft of your presentation well before the event (see 'Talk Structure' overpage);
- Think about who your audience is and write down the key messages you want to get across;
- Give examples to illustrate your points;
- Gather ideas, facts and figures to support your key messages;
- Don't assume the audience knows industry language (so avoid acronyms like EMS!);
- Practice your talk with friends and family (or in front of a mirror!);
- Consider using a PowerPoint presentation or bring part of your fishing/farming equipment with you, for example – a turtle excluding device (TED) or even a copy of your EMS;
- Think about what you are going to wear – something you feel comfortable wearing (eg. you might want to wear something more formal if you are talking to government representatives);
- Talk slowly and DON'T RUSH!!!
- Don't fidget while you are giving your talk, stand tall and keep it simple;
- Smile as much as you can and be ready to answer questions; and
- BE POSITIVE! Your audience will remember your attitude as much as what you say.



TALK STRUCTURE

Introduction:

Attract the audience's attention (use a quote, anecdote or welcoming statement)

.....

Give the audience a reason to listen.....

Provide a clear outline of your talk

Linking phrase: "Now I would like to turn to my first point:....."

First point of talk

Heading:

Subheading:

Subheading:

Linking Phrase: "I have described X now let me turn to my second point, Y... .."

Second point of talk

Heading:

Subheading:

Subheading:

Linking Phrase: "Now I would like to turn to my final point Z....."

Third point of talk

Heading:

Subheading:

Subheading:

Linking Phrase: "Before I conclude, let me first summarise"

Conclusion:

Summary of talk

.....

.....

.....

Take home message

.....

.....

.....

Strong/memorable exit line

.....

.....

YOU MUST USE THE INTERNET AND EMAIL!

Although many people still try to avoid using the internet, it is one of the most important tools you can use when communicating with a large number of people.

THE INTERNET

If you've got access to the internet at home, you are half way there. Just ask a kid how to get onto the 'net. It is very easy to access once you've done it a few times.

If you don't have the internet at home, most libraries have computers with internet access. Ask a friendly librarian to help you through the basics. Alternatively you can go to an internet café – these are listed in the yellow pages.

Once you are using the internet, the key is to use what is called a 'search engine'. For example, type into the address bar **www.google.com**, **www.yahoo.com** or **www.live.com**.

Once you have the search page on your screen, simply type in the word "aquaculture", for example, and hundreds of sites will show on your screen.

EMAILING

Having an email address is essential. Without it, you will likely miss out on important information.

To get started you need access to a computer and the internet.

The first step is to set up an email address for yourself. You can set up an email address for free online. For example, you can go to the website www.hotmail.com or www.yahoo.com and follow the instructions for setting up a free email address. Many websites offer this service.

The website instructions will ask you to choose a name for your email address. Most people choose to use their name, for example, fredjones23@hotmail.com or DebrahSmith444@yahoo.com. You will also need to set up a password for your free email account.

Once you are set up, you can use the website and your new email address and password to check your emails on any computer anywhere (as long as it has access to the internet).

You should aim to check your emails daily and send emails to people when you first get set up to let them know what your new address is.



Websites that are VERY simple and easy to 'navigate' are ALWAYS the best. Planning, creating and maintaining a website is time consuming.

Find someone who knows how to do it or consider paying a professional!

Regardless, developing a website will involve six basic steps:

- STEP 1. Planning;**
- STEP 2. Content development;**
- STEP 3. Graphic design;**
- STEP 4. Web hosting and domain names;**
- STEP 5. Marketing and promotion; and**
- STEP 6. Maintenance.**

STEP 1. Planning

What will your website look like and what features will it contain? Write it down on paper using a stepwise approach:

- List desired features;
- Map preferred layout and navigation options;
- Write content text; and
- Prioritise visual preferences (ie. images, design etc.).

Many web development companies can help you with all phases of the process. Do an online search to identify local companies.

STEP 2. Content development

To formulate ideas, see how other companies have structured and designed their websites. Think about your target audience and what message/s you want to get across to them. Write down what you want on the site.

STEP 3. Web development

Building the webpages – you would need to understand web 'authoring' tools such as Microsoft Frontpage or Dreamweaver. This also involves using graphic elements and photos etc., Hyper Text Mark-up Language (HTML), uploading data and testing your site.

STEP 4. Web hosting and domain name registration

Choose a web hosting service that meets your website design requirements. Be sure to register a domain name (www.yourcompany.com) as soon as you are even thinking of building a website. Search the internet for domain name registration options and do a price comparison.

STEP 5. Promotion

Get your website indexed. Search engine promotion and submission strategies. Proper keyword selection. Search engine ranking and website optimisation rules.

STEP 6. Maintenance

Ongoing website promotion, traffic analysis, website performance, links testing, popularity testing, host performance.



“You can never be sure what people are thinking... until you ask them”.

Consulting with people can provide you with additional information to help inform decisions and build support for new ideas or products. There are a number of ways you can get feedback from people. The right approach will depend on who you need to consult with and what information you need from them.

1. Who do you need to consult with?

- Local community;
- Buyers/Agents;
- Advisory bodies/Environmental specialists;
- Industry/Professional groups/NGOs; or
- Government/Regulatory bodies.

2. What kind of information you need?

- Strategic (eg. how to plan for a new political, environmental or financial constraint);
- Professional/Technical (eg. how to improve your business or operational efficiency); or
- Marketing (eg. how to position your business or products).

3. Which approach is most appropriate for the task?

	Strategic	Professional / Technical	Marketing
Local community	<ul style="list-style-type: none"> • Meetings • Existing community groups (eg. Chamber of Commerce) 	<ul style="list-style-type: none"> • Newsletter 	<ul style="list-style-type: none"> • Focus groups • Exhibitions & displays • Surveys • Radio talk-back or advertising (requesting feedback) • Complaints mechanism
Buyers/Agents	<ul style="list-style-type: none"> • Surveys • Regular meetings • Working Group 	<ul style="list-style-type: none"> • Meet with key individuals • Site visit/tour 	<ul style="list-style-type: none"> • One-on-one discussions • Free telephone hotline • Focus groups • Advertising (requesting feedback)
Industry/ Professional Groups	<ul style="list-style-type: none"> • Advisory groups/meetings • Meetings with key individuals • Newsletter • Media releases 	<ul style="list-style-type: none"> • Letters • Submissions • Newsletter 	<ul style="list-style-type: none"> • Open days • Steering groups • Member surveys • Newsletter • Media releases
Advisory bodies/ Environmental Specialists	<ul style="list-style-type: none"> • Letters • Workshops • Conferences • Advisory groups/meetings 	<ul style="list-style-type: none"> • Meet with key individuals • Letters • Workshops • Conferences 	<ul style="list-style-type: none"> • Meet with key individuals • Advisory groups
Government/ Regulatory bodies	<ul style="list-style-type: none"> • Letters • Workshops • Conferences 	<ul style="list-style-type: none"> • Newsletter • Workshops • Advisory groups 	<ul style="list-style-type: none"> • Grant submission and feedback mechanisms • Meet with communication and/or policy advisors



An open day provides a high level of participation and usually has displays and activities.

Use your networks to see if there is another event you can 'piggy-back' on. If you can't team up with an organiser from another event, consider one of the following:

- Open day at the port, fisheries research facility or a seafood market;
- Shopping centre display;
- In-store demonstration;
- Farm/hatchery, touch and taste show or trade fair displays (industry or career);
- Seafood festival; or
- Seafood industry awards (refer to your state industry association for details).





Ideas and perceptions formed by children often stay with them throughout their life. See **Tip Sheet 19 on the website, www.seafood.net.au/ems** for an example of some basic seafood education handouts for school kids. However before you consider developing new seafood education resources, access the many that already exist (see the list below for examples, most of which can be sourced from SSA).

There will be people in your network with school children who can approach the school or a teacher to arrange some activities. Look for someone in your group with teaching experience to help guide your school seafood education activities.

Contact the careers guidance officers at your local secondary schools. Encourage industry visits, work experience placements, traineeships and high school marine studies. You should also inform them of the benefits of a career in seafood and the training opportunities and incentives available. The seafood industry can be studied as a primary industry in classes such as social studies, geography and economics.

Each high school in Australia can access a copy of the Seafood Industry Implementation and Assessment Guide, which is a great resource for vocational studies in seafood.

SOURCES OF SEAFOOD EDUCATION MATERIAL, ACTIVITIES AND IDEAS

- **Coastal CRC**
<http://www.coastal.crc.org.au/bibliography/list111.asp?theme=2&category=2&subcategory=8>
- **Fisheries Research & Development Corporation**
<http://www.frdc.com.au/bookshop/health.pdf>
- **Marine Education Society of Australasia**
<http://www.mesa.edu.au/comets/default.asp>
- **Reef Ed**
<http://www.reefed.edu.au/reefhq/downloads/3bSustainablefishing.pdf>
- **Seafood Industry Victoria**
<http://www.siv.com.au/STabout.htm>
- **Seafood Services Australia**
<http://www.seafood.net.au/>
- **Seafood South Australia**
<http://www.seafoodsa.com.au/education.htm>
- **Seafood Training Australia**
www.seafoodtraining.com.au
- **Tasmanian Fishing Industry Council**
<http://www.tfic.com.au/domino/tfic/tficweb.nsf/vwTitle/09.03.04%20Story%20of%20Seafood>
- **Women's Industry Network Seafood Council**
<http://www.winsc.org.au/>



SPONSORSHIP

Sponsorship is about getting a person or business to provide money in exchange for something else. You should therefore focus on what you can offer the sponsor, such as exposure to a new or existing market, sales and promotion, or just the opportunity to provide a community service.

Remind them that it would be a tax deduction. Another option is to have a joint project with a local service club. They are often looking for worthwhile community activities to be involved in.

This is particularly useful for seafood festivals and big events, as well as providing expertise and additional helpers in the project.

Steps for getting sponsorship:

1. Identify and list businesses or organisations that might be interested in supporting the activity. The most likely sponsors will be ones where you already have contacts;
2. Write a letter, phone or visit those on your list and explain what the project is about, providing details about the contributors (who, what, when, where, why and how); and
3. Offer them the opportunity to be a sponsor and highlight what is in it for them.

FUNDRAISING

First decide how much money you want (a fundraising target) and what you want the money for.

There are many ways of getting funding for local activities. For example:

- Raffles (get the prizes donated from local businesses and sell the tickets through places such as seafood retailers, service stations and pubs);
- Prawn or sausage sizzles (try to get goods donated or at reduced prices and use the event as a networking opportunity!!);
- Cricket matches (these events encourage community building and can involve the whole family);
- Selling a calendar or seafood cookbook;
- Golf days; or
- 'Casino' nights with finger food.



FUNDING MAJOR PROJECTS

If you are after 'big dollars', a more formal funding proposal will help. There are many government funding initiatives supporting worthwhile projects. It's a matter of finding them and then producing an application that's outstanding and meets the funding guidelines. You will need to make sure your group is a legal entity (see the SSA Seafood EMS Self-assessment and Training Manual for more details).

Department of Transport and Regional Services manages CRIS (Commonwealth Regional Information Service) which provides information on Commonwealth Government programs and services available to people living in regional, rural and remote Australia. It is produced in a booklet and available on their website at www.regionalaustralia.gov.au.

Grants link at www.grantslink.gov.au provides information on all granting programs available from the Australian Government. It should be noted that this site only contains information on Commonwealth assistance programs;

Business Entry Point at www.business.gov.au has a Government and business directory which contains details for federal, state, territory and local governments and business associations; and

The Australian Government, through AusIndustry and the Innovation Access Program, has funded the Australian Industry InnovationXchange Network www.innovationxchange.com.au through the Australian Industry Group. The website is constantly updated with the latest information on many aspects including information on government assistance across all jurisdictions.

Other funding programs currently available can be found through the following websites:

- www.daff.gov.au
- www.deh.gov.au
- www.frdc.gov.au
- www.seafoodservices.com.au
- www.nrm.gov.au



There are also many state-based funding programs available. Go to the state government websites for more funding options.

REMEMBER: ALWAYS CONTACT THE FUNDING BODY AND TALK THROUGH YOUR PROJECT WITH THEM TO ASK FOR GUIDANCE ON WRITING THE APPLICATION.

*** Note: contact your professional body or SSA on 1300 130 321 for assistance**

Few political decisions are made without pressure being applied via either the media or personal lobbying. Lobbying Members of Parliament (MPs) can be valuable if you want to:

- Influence a decision that is about to be made by Parliament; or
- Force consultation on an issue and gain the support of policy makers.

Meeting with an MP in person is an effective way to demonstrate how strongly you feel about a particular issue. It's also a good way to find out how they feel about the issue.

DUTIES OF MPs

Local MPs have duties towards you as a voter in their electorate. You can ask them for help in:

- Dealing with government departments; or
- Approaching local businesses;

You can also ask them to present a petition to Parliament and they are obliged to do this. If you ask an MP to take up an issue that falls in the responsibility of a Minister, your MP must pass on the information to that Minister.

MEETING WITH MPs

If you plan to meet with an MP, it helps to write first. Letters demonstrate the amount of interest you have for the issue. They also give the MP something to refer to in your meeting. Try to maximise your credibility by:

- Making your argument clear and reasonable;
- Being specific about your objections, aims and ideas for solutions;
- Providing evidence of local support for your issue; or
- Showing them relevant press clippings or a briefing paper on the issue.

Once you've written to an MP requesting a meeting, phone to make an appointment. Make sure you prepare for the meeting and have at hand all the information you need. It's useful to leave some information with the MP so they have something to refer to and pass on to relevant people.

Before you leave the meeting, try to get a clear commitment of the sorts of assistance the MP will provide. Don't settle for vague promises.

FOLLOW-UP

After the meeting, make sure you write back to the MP thanking them for the meeting and outlining what you discussed – particularly reminding them of any promises they may have made. Don't let them forget!

Helpful websites include:

- Commonwealth Government Entry Point – <http://www.fed.gov.au/>
(Links to all federal government departments and state and territory government pages)
- Australian House Of Representative MPs' Email Address List –
<http://www.aph.gov.au/house/members/EMail.asp>
- Australian Senators Email Address List – <http://www.aph.gov.au/Senate/senators/email.htm>

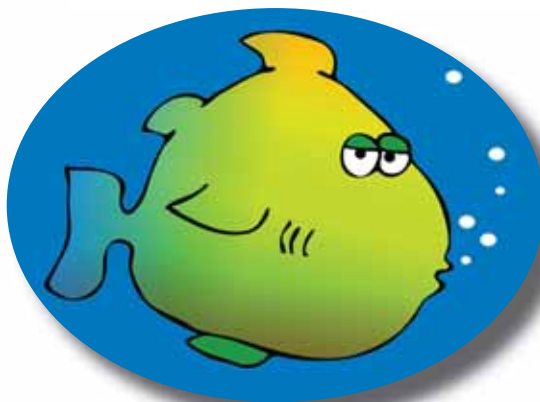


To be effective in reaching your audience (which includes other aquaculturists or fishers etc., government and the community), you will need to be prepared to discuss your EMS and other issues at any time.

You already 'live' your work – now you need to share it!

Some of the ways in which you can do this include:

- Make sure you always have a few copies of your newsletters, brochures or fact sheets in the car, on the boat or at work;
- Carry a small card (eg. business card size) with the name of your industry group, the key issues you're facing and the key messages you have about those issues;
- Ask your local retailers if you can leave promotional material in-store and think about ways to raise the profile of your environmentally superior product (eg. using chalk to draw a green fish on the footpath out the front of the shop and promoting the fact that this means they supply 'environmentally superior' products);



- Align and unite with national seafood promotion activities (eg. Clean Up Australia Day, Australia Day or World Environment Day etc.).

Three recommended key messages are:

1. Aquaculturists (or insert fishers, pearling or oyster farmers, etc.) are protecting Australia's waterways;
2. Australian seafood businesses are focused on the environment; and
3. Sustainable oyster farming (or insert your appropriate sector) means high quality Australian seafood will always be available.



SEAFOOD SERVICES
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Natural Heritage Trust
Helping Communities Helping Australia
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Australian Government
**Fisheries Research and
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