

Marketing Research Priorities for Fishery Ecosystem Protection

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**FISHERIES
RESEARCH &
DEVELOPMENT
CORPORATION**



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Table of Contents

Non-Technical Summary	1
Objective	1
Non-Technical Summary	1
Keywords	1
Background	2
Need	2
Objective	3
Method	3
Target	3
Products	3
Booklet	3
Full edition of the review	3
html edition of the review on CD-ROM	3
Publication of the review on the internet (NatMIS via ERIN)	4
Review copies	4
Launch	4
Advertising	4
Advertising poster	4
Advertising in the print media	4
Results/Discussion	6
Benefits	6
Further development	6
Conclusion	6
References	7
Intellectual property	7
Staff	7
Australian Institute of Marine Science Communications	7
Australian Institute of Marine Science	7

Table

Table 1. Advertisements placed	5
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Non Technical Summary

95/055.91 Marketing Research Priorities for Fishery Ecosystem Protection

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Objective

To market the review *A Review and Synthesis of Australian Fisheries Habitat Research* to promote coordinated fisheries research effort across industries, conservation and fisheries management sectors.

Non-Technical Summary

The publication *A Review and Synthesis of Australian Fisheries Habitat Research*, by Mike Cappo, resulted from a three-year review of fisheries habitat research. The report identified the stressors and responses that characterise fisheries habitats.

The FRDC requested AIMS to design a marketing strategy to optimise the results of the research and gain wide adoption and endorsement of the review.

The market target was all who have, or can have, an impact on the fisheries habitat: federal and state departments, agencies, industry organisations, Environment Australia, the National Heritage Commission, state environment agencies, research agencies, the Queensland Department of Primary Industries, PISA, CSIRO, South Australia RDI, New South Wales FRI, New South Wales Fisheries, Northern Territories Department of Primary Industries and Fisheries, TAFI, Western Australia Fisheries, universities, the Australian Institute of Marine Science, Cooperative Research Councils, Queensland CFO, WAFIC, TFIC, SAFIC, NTFIC, VFIF, AFMA, QFMA, and other Research and Development Corporations.

Mike Cappo and AIMS Communications brainstormed strategies for marketing the review, and put a proposal to the FRDC which was accepted.

The marketing strategy consisted of a booklet, *Research Priorities for Fisheries Ecosystems Protection*, a poster, a CD-ROM, and web publication of the review, launched by the Hon. Mark Vaile, Minister for Agriculture, Fisheries and Forestry on 4 November 1998 in Canberra.

Keywords: Fisheries ecosystem protection, marketing

Background

Research Priorities for Fisheries Ecosystems Protection results from a three-year review of fisheries habitat undertaken by Mr Mike Cippo of the Australian Institute of Marine Science. The review identifies strategic R&D areas relevant to the long-term requirement for information to support ecologically sustainable development of fisheries ecosystems.

Need

The review identified the complexity in management, funding, and research associated with fisheries habitats. The goal is to 'make things better - by cooperation, practical solutions-oriented planning, management, and research' (FRDC Draft Action Plan 20/11/98).

The need is for the review to be adopted and endorsed by all agencies, to avoid numerous reviews being developed rather than delivering the products.

The marketing strategy was designed to inform all organisations and individuals concerned with aspects of, or impacts on, fisheries ecosystems, and their protection.

Objective

To market the review *A Review and Synthesis of Australian Fisheries Habitat Research* to promote coordinated fisheries research effort across industries, conservation and fisheries management sectors.

Method

A poster, booklet and CD-ROM were produced, and launched at a forum for key clients.

A key feature of the strategy was the development of a brand image to represent Fisheries Ecosystem Protection, which was then used in advertising and identifying components of the marketing strategy.

Target

The target groups were diverse, and had a range of information needs, from a need for a brief overview of the issues, to a need for complete and detailed information.

Products were developed to address this range of needs.

Products

Booklet

An attractively designed, reader-friendly booklet *Research Priorities for Fisheries Ecosystems Protection*, which summarised the key features of *A Review and Synthesis of Australian Fisheries Habitat Research* by Mike Cappo, Daniel M. Alongi, David McB. Williams and Norman Duke, was produced.

The cover design incorporated the Fisheries Ecosystem Protection brand image and the text presented an overview of the key issues. The content was graphics-driven, stressed simplicity, with lots of 'white' space, and little copy. Graphic icons and images were used to illustrate and reinforce the text. Each key issue was identified by an icon.

The author of the review, Mike Cappo, AIMS, provided the text, and the Communications Section of AIMS designed and produced the booklet, which was delivered to the FRDC for distribution to organisations on their mailing list.

Full edition of the review

Thirty sets of the complete review, volumes 1, 2 and 3, was produced by AIMS for distribution by the FRDC.

html edition of the review on CD-ROM

A CD-ROM containing the full text of the three volumes of the report as html documents was produced.

The FRDC arranged conversion of the text to html, printing to CD-ROM, and distribution. AIMS designed and produced the disc imprint and the CD-ROM covers.

Publication of the review on the internet (NatMIS via ERIN)

The FRDC contracted the formatting of the document in html and arranged for publication on ERIN.

The Environmental Resources Information Network (ERIN) is the coordinating node for the National Marine Information System (NatMIS). The html document provides internal linkages (for example between citations in the text and the bibliography) and provides linkages to external web sites.

Review copies

Review copies of the booklet 'Fishery Ecosystem Protection Review' were provided to the following publications:

Boat Fishing, Fishing World, Boating Angler, The Handt Fishing Guide, Bush 'n Beach Fishing, Fish & Boat, Fishing Boat World, Professional Fisherman, Freshwater Fishing Australia, Modern Fishing, NSW Fishing Monthly, Queensland Fishing Monthly, Rex Hunt's Fishing Adventures, Sport Fishing Australia, Western Fisheries, The Conservation Gazette, EPA Review, Science Writer, West Australian.

Launch

The launch of the marketing products was aimed at key clients and provided an opportunity for them to hear about the results of the project first-hand from the project author. It was an opportunity to bring R&D agencies together and to plan national strategies in response to the review of issues. The launch was by the Hon. Mark Vaile in Canberra on 4 November 1998.

AIMS designed and produced the slide show and display posters for the launch.

Advertising

An advertising poster was produced, and advertising in the print media was placed to coincide with the launch, and during the following months.

Advertising poster

The advertising poster 'Research Priorities for Fishery Ecosystem Protection' provided specific information on how to access information (the www, FRDC, and AIMS) and featured the Fisheries Ecosystem Protection brand image.

AIMS designed and printed the poster, and FRDC distributed it in bulk lots to organisations on their mailing list.

Advertising in the print media

Advertisements in specialist publications and newsletters focused on around 182,000 readers in the target groups. The advertisements were placed to raise awareness of the 'Research Priorities for Fishery Ecosystem Protection' review, and to provide information on further sources of information (www, FRDC, AIMS).

AIMS designed and placed the advertisements over the period November 1998 to March 1999 (Table 1).

Table 1. Advertisements placed

Title	Circulation	Readership/Interests	Advertisement
<i>Australian National Sportfishing Association Rules and Records 1999</i>	20,000	ANSA members, tackle shops, fishing clubs, government fishing departments	Half page colour
<i>Fishing Boat World</i>	4,000	International commercial fishing, fishing boat industry	Quarter page mono
<i>Freshwater Fishing Australia</i>	18,708	Freshwater fishing, Australia, New Zealand and South East Asia	Half page colour
<i>Western Fisheries</i>	10,000	Commercial and recreational fishing and the aquatic environment in Western Australia: research, environment, legal and technical developments	Quarter page colour
<i>Australian Journal of Ecology</i>	1,400	Ecological Society of Australia	Quarter page mono
<i>Environment Business</i>	N/a	National, state and local government environment policies and issues, business and management news	Half page mono
<i>Habitat Australia</i>	15,000	Issues affecting the environment	Half page colour
<i>Lakes and Reservoirs</i>	600	Promote environmentally sound management of lakes consistent with sustainable development policies	Quarter page mono
<i>Sport Fishing</i>	12,000	Protection and conservation of Australia's fisheries	Half page colour
<i>Permaculture International Journal</i>	16,000	Ecological design, sustainable agriculture, appropriate technology, bioregionalism	Quarter page mono
<i>Waste Management and Environment</i>	5,970	Developments, trends and solutions in waste management and environmental industries	Quarter page mono
<i>Australian R&D Review</i>	N/a	Government policies on research and development programs and initiatives in the science and technology fields, research breakthroughs, technology commercialisation	Half page mono
<i>New Scientist</i>	20,402	Technologists and scientists	Half page colour
<i>Greening Australia Together 1999</i>	Na/	Individuals, organisations, companies, educational and research institutions, local, state, territory, national governments	Quarter page mono
<i>Australian Landcare</i>	38,000	Australian Farm Journal subscribers, Landcare groups, landowners	Quarter page mono
<i>Australasian Science Search</i>	20,000	Australia's brightest minds	Full page mono

Results/Discussion

Indications of the success of the marketing strategy are:

- A FRDC proposal to reprint 3000 copies of the booklet
- Media coverage of the launch (managed and reported by Hill and Knowlton)
- The number of requests to FRDC for the booklet, CD-ROM, and complete copies of the report
- The continued use of the icons developed for the six strategic R&D areas.

Benefits

The benefits of the marketing strategy to date are:

- Media coverage, reported separately to FRDC by Stephen Gilfedder of Hill and Knowlton
- Increased awareness of the Fisheries Habitat Review as measured by requests to the FRDC for the booklet, CD-ROM and complete copies of the review.

Further development

Regular surveys to determine if behaviour, attitudes or knowledge have changed as a result of the products would measure and evaluate the marketing strategy.

Because measurement and evaluation is such an important part of strategic communication, it should be given maximum attention by the FRDC.

Focus groups and telephone surveys are possible methods of measurement and evaluation.

Focus groups:

- 10 - 12 carefully targeted participants questioned extensively on their thoughts and opinions about the issue as well as the supporting products.

Telephone survey:

- survey of target audience to determine whether knowledge, attitudes and behaviour about the Fisheries Habitat review changed and how the participants heard about the Fisheries Habitat Review.

Conclusion

To market the review *A Review and Synthesis of Australian Fisheries Habitat Research* to promote coordinated fisheries research effort across industries, conservation and fisheries management sectors, a poster, booklet and CD-ROM were produced and launched at a forum for key clients.

A key feature of the strategy was the development of a brand image to represent Fisheries Ecosystem Protection, which was then used in advertising and identifying components of the marketing strategy.

The target groups were diverse, and had a range of information needs, from a need for a brief overview of the issues, to a need for complete and detailed information. Products were developed to address this range of needs.

References

Cappo, M, Alongi, DM, Williams, DMcB, and Duke, N, 1998 *A Review and Synthesis of Australian Fisheries Habitat Research* FRDC Report 95/055

Intellectual property

N/a

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