FISHERIES RESEARCH & DEVELOPMENT CORPORATION

Developing a
Community Communication Guide
and *Communication Resources*
for the seafood industry

Project 2001/310

Judith Ham
Principal Investigator

Final Report
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Developing a Community Communication Guide and Communication Resources for the seafood industry

September 2003

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NON TECHNICAL SUMMARY

2001/310
Developing a community *Communication Guide* and *Communication Resources* for the seafood industry

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OBJECTIVES:
1. To develop and produce a *Community Communication Guide* and *Resource Folder* that will provide appropriate tools and resources for the seafood industry to actively participate in developing a more positive image for the seafood industry.
2. To develop and implement strategies to distribute and implement the communication resources
3. To conduct a communication workshop at the 2001 WINSC national conference which encourages whole-of-industry participation.
4. To provide future direction and opportunities for the use of the communication resources.

OUTCOMES ACHIEVED

 The project provides strategies for all levels of the industry to effectively communicate with all levels of the community, including community leaders.

The communication resources provide practical, user-friendly information for individuals and groups to be active in consumer and community education about the seafood industry. It encourages community involvement in all aspects of the seafood industry.

These communication tools have enduring qualities and can be used and referred to in many current and future situations.

The whole-of-industry approach extended the ownership and commitment to the processes of community communication. ASIC and WINSC along with SSA, OceanWatch, state industry organisations and various sections of government have assisted in the broad implementation of the *Guide* and *Resources*.

Through the collaborative processes in the development, distribution and implementation of the *Guide*, R*esources* and workshops, many individuals, groups and organisations have had the opportunity to work together on a proactive project.

Key words: communication, community communication, communication strategies

NEED

One of the seafood industry's ongoing challenges has been about public perception of the industry. These attitudes and perceptions have had undue influence over fisheries management decisions, which has adversely affected the industry over the years.

Changing public perceptions about the seafood industry requires a broad and organised strategy aimed at all levels of the community. The *Guide* and *Resource Folder* provides a framework ,practical advice and guidelines for industry participants.

ACTIVITY

A reference group comprising industry representatives, with a broad range of interests and skills, was established to maximise the integrity and quality of the resources developed. This encouraged shared ownership of the project and the resulting collaborative effort is rich in content and ownership.

The *Community Communication Guide* works through steps for networking; setting objectives; shaping messages; developing activities; targeting audiences; developing action plans and evaluating successes.

The *Resource Folder* includes information for taming the media, lobbying for support, producing brochures and fact sheets, organising events and looking for funding and sponsorship.

These documents have been strategically placed with key industry leaders Australia-wide through the WINSC and ASIC networks.

The *Community Communication Workshop* provided a learning experience for developing communication and organisational skills, and confidence for addressing the demands of effective and timely communication with local communities.

The extension strategies facilitated the distribution and implementation of the *Guide* and *Resources*. The whole-of-industry approach extended the ownership and commitment to the processes of community communication.

BENEFITS

The main users of the *Guide* and *Resource Folder* are the proactive individuals and groups in the seafood industry (including aquaculture) participating in progressing a positive image for the industry.

The value of communication resources have been recognised by SSA and have been adopted as the core resource for communication in environmental management systems (EMS) development and training.

CONCLUSIONS

The communication tools produced have enduring qualities and can be used and referred to in current and future situations.

Delivering meaningful and useful communication strategies and resources with a whole-of-industry focus, has great potential to help industry participants take responsibility for how communities and community leaders perceive the seafood industry. They are the tools to help industry manage attitudes and perceptions about the industry.

The communication resources are readily accessible on the FRDC and SSA websites as free downloads.

ACKNOWLEDGEMENTS

BACKGROUND

A significant challenge for the seafood industry is to develop and maintain favourable community relations. The need to improve the industry's image and profile has been recognised at most fisheries forums for over the past decade.

There is a long held belief by the seafood industry that improving public perceptions about the seafood industry will encourage community support for the maintenance of a viable seafood industry.

The national study examining the seafood industry (the FINS study), the National Seafood Consumption Study 1991-2 , 'Empowering fishing women' 1999 (FRDC/WINSC) and the 1999 BRS 'Fishing for Women' are just a few of the research publications that indicate the need for greater community information about the seafood industry.

There is a growing willingness by grassroots industry to be more active in leadership, representation, decision making and community education. In particular women are emerging as a potential source of energy.

The BRS highlights issues relating to the nature of the fishing industry, especially the wild catch sector and its popular image. It states that 'there is a need for it to move away from

traditional stereotypes of *blokes in boats* to a more community and family-based image. Industry women have a major role in achieving this image change.'

NEED

One of the seafood industry's ongoing challenges has been public perception about the industry. These attitudes and perceptions have had undue influence over fisheries management decisions, which over the years has adversely affected the industry's development.

Changing public perceptions about the seafood industry requires a broad and organised strategy aimed at all levels of the community.

Interviews with industry participants, questionnaires with the Women's Industry Network (and other sectors of seafood industry), literature searches and anecdotal evidence, indicated that the industry has an under-utilised human resource that lacked the skills, motivation and confidence.

OBJECTIVES

Objectives of the project include:

1. To develop and produce a *Community Communication Guide* and *Resource Folder* that will provide appropriate tools and resources for the seafood industry to actively participate in communication

2. To develop and implement strategies to distribute and implement the communication resources

3. To conduct a communication workshop at the 2001 WINSC national conference which encourages whole-of-industry participation

4. To provide future direction and opportunities for the use of the communication resources.

A reference group was established to encourage shared ownership of the communication project and to maximise the integrity and quality of the communication resources.

The reference group comprised Jayne Gallagher (SSA), Anita Heijkoop (STA and ASIC), Trudy Huzcko (PIRSA and Principal Investigator 2001/311), Kylie Paulsen (FRDC and WINSC director), Barbara Radley (Radley Fisheries and WINSC director), Lorraine Rosenberg (South Australian Fishing Industry Council (SAFIC), WINSC and ASIC director) and Christine Soul (Ocean Watch Australia).

The reference group contributed to the development and production of the *Community Communication Guide* and *Resource Folder* and provided advice on the project's extension.

The project developed a cooperation agreement with a FARMBIS/WINSC training project and maintained information exchanges with the FRDC funded projects 2001/311 *Workboot series - Fishing* and BRS's 2001/309 *Community perceptions of fishing.* ASIC and WINSC representatives were briefed at every stage of the project.

The project delivered in two stages:

Stage 1: Develop and produce the communication resources
   Actions:

 - conducted literature searches and reviewed existing information on communications within the industry and outside
 - developed, designed and produced a useful *Community Communication Guide* and *Resource Folder.*

Stage 2: Develop and implement effective action plans for the distribution and adoption of the guide and resources
   Actions:
 - planned and provided a one day community communication workshop for the Women's Industry Network, Seafood Community (WINSC) and the broader industry
 - encouraged state WINSC directors to develop state based activities for the distribution, adoption and use of the *Community Communication Guide* and *Resource Folder*
 - encouraged Australian Seafood Industry Council (ASIC) to develop state based activities for the adoption and use of the *Community Communication Guide* and *Resource Folder*
 - provided support and media releases for the dissemination of the *Community Communication Guide* and *Resource Folder*
 - implemented a system for the tracking of resource folders distributed

(APPENDIX 1.1 RESOURCE FOLDER REGISTRATION AND DISTRIBUTION)

- provided additional and ongoing support and advice to developing WINSC groups
- identified opportunities for further exploitation of the communication resources by the seafood industry.

RESULTS AND DISCUSSION

Project results have been reported against the four project objectives:

1. To develop and produce a Community Communication Guide and Resource Folder that will provide appropriate tools and resources for the seafood industry to actively participate in developing a more positive image for the seafood industry.

The *Guide* is a user-friendly, 12 page booklet which progresses through seven steps for planning communication and implementation. The resource folder is a user-friendly 60 page loose-leaf document with a 'how to use' introduction. It is divided into three sections covering action and information sheets, and useful seafood facts. (APPENDIX 1.2 OUTLINE OF THE GUIDE AND RESOURCE FOLDER)

The *Guide* and *Resource Folders* have been widely distributed throughout the seafood industry. They have also been adopted by individuals and groups outside the seafood industry. The *Guide* and *Resources* are also available on the FRDC and SSA websites as free downloads.

2. To develop and implement strategies to distribute and implement the communication resources.

The *Guide* and *Resource Folders* were distributed through the state directors of WINSC with the exception of Queensland, where the peak industry body Queensland Seafood Industry Association (QSIA) took on this role in the absence of a state director.

The communication resources were also sent to each Australian Seafood Industry Council (ASIC) director for their use.

WINSC in each state and territory have been developing at different paces, which lead to most states being unable to effectively develop strategies within their state/territory.

Consequently, a combination of approaches have been undertaken to achieve a positive outcome for the implementation of the community communication project.

Significant support and encouragement was provided to the directors. (APPENDIX 1.3 GUIDELINES FOR FINALISING REGIONAL ACTION PLANS)

Through the Farmbis/WINSC training package for seafood industry women, the community communication project information was delivered as part of their training workshops in Queensland, Victoria and Western Australia.

State/territory implementation strategies

South Australia
South Australia Women's Industry Network (SAWIN) developed and implemented an effective plan with regional workshops in Adelaide, Meninge and Pt Broughton. These workshops were well promoted and received considerable local media.

Queensland
Workshops were delivered by QSIA who presented the community communication project outputs in nine ports to over 350 fishers and associated industry participants.

Farmbis workshops provided further training workshops covering the *Guide* and *Resources* in Mackay, Bundaberg, Townsville and Cairns.

Victoria
Communication training was delivered by Rural Directions as part of a Farmbis/WINSC project, using the *Guide* and *Resource Folder*. Workshops were held in the regional centres of Geelong, Lakes Entrance, and Shepparton. Between 12 - 16 attended each workshop.

Seafood Training Victoria conducted a communication workshop for industry women in San Remo.

Western Australia
Farmbis/WINSC communication training workshops were held in Carnarvon, Geraldton, Esperance, Albany, and Freemantle. *Guides* and *Resource Folders* were distributed. Between 10 -16 people attended each workshop. The delelgates were advised to contact their peak industry body or WINSC for further information.

Tasmania
Community Communication Guides and *Resource Folders* were distributed to delegates at the WINSC 2002 conference in Tasmania. Further extension was provided through Fisheries Department staff and to a lesser extent through the Maritime College.

Northern Territory
Northern Territory provided exceptional challenges that were finally met by the PI providing a briefing/training session directly to the president of the Northern Territory Industry Council (NTFIC). The *Guides* and *Resource Folders* have been distributed through NTFIC/WINSC to the NTFIC directors and the few WIN members.

New South Wales
The *Guides* and *Resource Folders* were distributed through NSW by the Master Fish Merchants Association(MFMA) to every fisherman's cooperative after a training session with MFMA. Further promotion of the communication project was undertaken by OceanWatch.

National

ASIC, through the executive and its directors has played a major role in promoting the communication resources by putting them into use and presenting them to their members. (APPENDIX 1.4 ACTIVITIES UNDERTAKEN BY ASIC)

Seafood Services Australia (SSA) has also been active in promoting the adoption and use of the *Guide* and *Resource Folder*, and have incorporated it into their key work areas of developing environmental management systems (EMS). Community communication has been set as a core skill in EMS training. (APPENDIX 1.5 SSA COMMITMENT)

3. To conduct a communication workshop at the 2001 WINSC national conference which encourages whole-of-industry participation.

The 'Working with our communities' communication workshop was held in conjunction with the WINSC annual conference and Seafood Directions Conference in November 2001. Sixty-five people attended.

ASIC members joined the workshop group during their lunch break to further establish shared ownership of the project.

Participants representation included:

- fishers/aquaculturists - women and men (10%)
- wives and partners of fishers (40%)
- participants in the marketing/processing and support industries (25%)
- government fisheries employees- fisheries managers, extension officers, researchers, compliance officers, stock assessment officers etc (25%)

The purpose of the workshop was to provide a learning experience for developing communication and organisational skills and confidence for addressing the demands of effective and timely communication with their local communities.

The workshop program was based on the *Community Communication Guide* and *Resource Folder*. (APPENDIX 1.6 WORKSHOP OUTLINE)

4. To provide future direction and opportunities for the use of the communication resources.

Through the extensive reporting of the communication project and its outputs, the *Guide* and *Resource Folder* ASIC and WINSC have been able to grow and develop in areas of communicating with local communities, as well as within their organisations.

BENEFITS AND ADOPTION

The ongoing benefits for the industry are in having useful communication resources to support every communication activity. All seafood industry stakeholders have access to these valuable communication resources through organisational networks such as ASIC and WINSC, and support agencies such as FRDC, SSA and OceanWatch.

ASIC and its member bodies receive regular enquires about the communication resources.

Various government departments including AFFA and QDPI, and community based groups including ECOFISH and SeaNet, have recognised the value of the resources and are actively using them.

The *Guide* and *Resources* have been adopted by a number of organisations outside the seafood industry. These include Women in Agriculture (nationally and in New South Wales, Victoria, Northern Territory, and Queensland) and several universities including QUT, UQ, and Southern Cross University.

FURTHER DEVELOPMENT

Since the *Guide* and *Resource Folders* were published, the industry's integrity and sustainability has continued to be challenged.

Industry needs to maintain positive communication with communities, organisations and governments. The concepts of community communication, promoted through this project, needs ongoing support and encouragement.

Following this project there is scope for further training in communication at grassroots industry level, as well as at organisational level. This responsibility is that of industry organisations such as ASIC and WINSC and the organisations and individuals they represent.

The communication information generated from this project is enduring and can be repackaged. Its use should be an essential part of peak body activities and promoted through the ranks.

PLANNED OUTCOMES

Planned outcomes include:

1. Community Communication Guide

The *Guide* provides strategies for all levels of the industry to effectively communicate with the community and community leaders.

2. Community Communication Resource Folder

The practical user-friendly *Resource Folder* has helped individuals and groups extend their knowledge and ability to communicate effectively within their communities. By increasing their involvement in community activities they are able to improve community awareness and attitudes towards the seafood industry.

3. Extension strategies

The strategies facilitated the distribution and implementation of the *Guide* and *Resources*. The whole-of-industry approach extended the ownership and commitment to the processes of effective community communication. ASIC and WINSC (along with SSA, Ocean Watch, state industry organisations and various sections of government) have assisted in the broad implementation of the *Guide* and *Resources*.

4. Community Communication Workshop

The November 2001 communication workshop attracted 65 participants from a cross-section of the industry from all states and territories. It provided training and motivation for the implementation of the *Guide* and *Resources.*

A survey regarding the success of the workshop indicated a high degree of satisfaction and enthusiasm for the principles and benefits of effective community communication.

5. Useful communication information and mechanisms for delivery

The content of the *Guide, Resources* and workshops provide industry with opportunities and motivation to extend their involvement in community communication. These communication tools have enduring qualities and can be used and referred to in current and future situations.
(APPENDIX 1.7 QSIA REPORT)

6. Promote better cohesion with other extension networks such as SSA and Ocean Watch programs

Through the collaborative processes in developing the *Guide and Resources*, along with the workshops, and in distributing and implementing the resources, many individuals, groups and organisations have had the opportunity to work together and increase networks on a proactive project.

CONCLUSION

As previously indicated, the project has delivered on its planned outcomes through its outputs:

- *Community Communication Guide published*
- *Community Communication Resource Folder published*
- *Regional Action plans implemented*
- *Community Communication Workshops undertaken*
- *Useful communication information and mechanisms for delivery provided*
- *Better cohesion with other extension networks such as SSA and Oceanwatch programs promoted.*

However, the outputs and extension did not go to schedule. The project has run to budget but 18 months over time.

Delivering meaningful and useful community communication strategies and resources with a whole-of-industry focus was executed with enthusiastic collaboration from a cross section of industry participants, as demonstrated by the wide distribution and usage of the resources.

The *Guide* and *Resource Folder* are important industry documents with great potential to help industry participants to take responsibility for how community leaders and the broader community perceive the seafood industry. They provide the tools for the industry to manage attitudes and perceptions about the industry.

Despite the industry's support and commitment to the project, the distribution and implementation of the resources required an unforseen amount of time, nurturing and management.

Every risk identified in the project application *risk assessment* came to fruition. Although every contingency was enacted, the time frame for completion of this project blew out by over 18 months.

Despite widespread industry support for the development of this project and widespread industry involvement in the project, communication appears to have remained a low priority by both WINSC and ASIC.

Possible reasons for low prioritising may be:
- benefits of good communication are not easy to quantify or put a cost benefit to in the short term
- the industry does not communicate effectively with stakeholders
- limited organisational human resources to follow through
- the industry lacks leadership to commit to communicating outside the industry
- the industry lacks self confidence
- the timing just wasn't right
- the original time frame for the project was unrealistic

What needs to be acknowledged is that community communication is vital for the industry, and industry must drive change in community attitudes. The resources have been developed to support industry action. The industry needs to take responsibility for how these resources are used in future.

REFERENCES

FRDC project199/116. PA Consulting Group. 'National Seafood Consumption Study'. FRDC

FRDC project 1993/212. Mojo Australia PtyLtd Consortium and SPC Fisheries Consultants Australi. 'Fishing Industry National Strategy'. (FINS study) FRDC.

FRDC project 1999/356. WINSC. Empowering fishing women to capitalise on networks'. FRDC.

Bureau of Rural Sciences 1999.'Fishing for women'.

APPENDIX 1: Relevant supporting material

1.1	**Folder registration and distribution**
1.2	**Outline of the Guide and Resource Folder**
1.3	**Guidelines for finalising Regional Action Plans.**
1.4	**Activities undertaken by ASIC**
1.5	**SSA commitment**
1.6	**Workshop outline**
1.7	**QSIA Report**

(**Note:** There are no relevant intellectual Property issues regarding this project. No staff were employed under the project.)

RESOURCE FOLDER REGISTATION AND DISTRIBUTION

Attention:

Community Communication Resource Folder caretaker

To ensure that we are able to provide you with further information or materials, it is essential that you register your name and contact details with the Australian Seafood Industry Council (ASIC).

Each time the folder is passed on to another member of the seafood community, the registration should be completed and returned.

Please photo-copy this page and complete the registration notice below. Return it to:

**ASIC
PO Box 533
Curtin
ACT 2605**

or **fax** 02 6281 0438
or **e-mail** your details to asic@asic.org.au

Thankyou for your co-operation.

Please keep this original with the folder

Community Communication Resource Folder Register

Name   _____

Organisation   _____

Postal address   _____

                            _____

                            _____

Email address   _____

Phone   _____

Fax   _____

Date of registration _____   **Folder number…...../200**

APPENDIX 1.1

RESOURCE FOLDER REGISTATION AND DISTRIBUTION

CCG and folder distribution

Recipient	Folder	Guides	Date	Rego number
ASIC Bob Lister	2	30	5/3/02	185-186
ASIC Brian Jeffriess	1	15	5/3/02	180
ASIC Duncan Souter	20	100	Queensland allocation 20 RF and 100 Guides delivered 11 March PDF files requested and supplied for QSIA to use	139-158
ASIC Executive Director, SIV-	3	50	5/3/02	058-059
ASIC Gail Richey	1	50	5/3/02 Additional 35 guides sent 19/3/02 for SETFIA distribution through newsletter	188
ASIC Hans Jusseit	1	15	5/3/02	189
ASIC Iain Smith	1	20	5/3/02	187
ASIC Lorraine Rosenberg/SAWINSC	24	100	100Guides sent 5/2/02 RF 5/3/02	060-079 080-083
ASIC Peter Pownall	1	15	5/3/02	181
ASIC Russ Neal ASIC	2 +4	250	5/3/02	177/8 187/90
ASIC Simon Bennison	1	20	5/3/02	182
ASIC Steve Gill	16	50	5/3/02	017-032
ASIC Vikki Gates	2	20	5/3/02	183-184
Astrid McCormick STV	2	20	RF 2 2/1/02	035-36
BRS –Heather Aslin	1	5	16/4/02	173
Clive Huggins consultant	1	5	20/3/02	190
Econnect	1	3	20/3/03	
FRDC	3	10	20/3/02	
John Squires Rural Directions-WINSC/FARMBIS	3	20 150	Sent 6/3/02 Guides sent 27/3/02	164-166
Judith Ham	1			179
Martin Breen Aquaculture	2	20	14/3/02	174-5
Ocean Watch Christine Soul	6	60	2/1/02	011-016
Peter Long DPI Rockhampton		20	26/3/02	xxx
QDPI - Peter Peterson	1	5		176
Seafood Directions delegates		200	27-29/11/01	xxx
Shelley Spriggs	1	5	16/4/02	167
Simon Thomas NZSIC	1	10	25/3/02	172
SSA Jayne Gallagher	12	222	2 /3/02	168-169 1-10
STA Anita Heijkoop	1	50	20/3/02	34
WINSC ACT Kylie Paulsen	5	20	1 Mar 02	159-163
WINSC conference/workshop participants		60	25-26/11/01	xxx
WINSC NSW Barbara Radley remaining NSW allocation split between Chris Soul OceanWatch and Steve Gill MFMA/NSWFIC	1	10	Sent 8/3/02	033
WINSC NT Jenny Scullion	15	50	1 Mar 02	124-138
WINSC Tas Sandra Phythian	20	100	Guides 100 5 Feb 02 RF 1/3/02	84-103
WINSC VIC Cate Bell/Katy Saunders	22	100 +30	Guides 100 13 Feb 02 22 RF +30 Guides1 Mar 02	037-059 (058/9 for SIV)
WINSC WA Jenny Shaw	22	90	1 Mar 02	104-123
TOTAL	**200**	**2000**		

Outline of the Community Communication Guide and Resource Folder

The guide is a use-friendly 12 page booklet which progresses through seven steps for planning communication and implementation. These include:

1. Using networks to get started
2. Setting objectives
3. Shaping messages for local communities
4. Deciding who to communicate with
5. Choosing activities
6. Developing an action plan
7. Evaluating success

The Community Communication Resource Folder is a 60 page document divided into three sections:

Action sheets
Information sheets
Seafood facts

Action sheet	Uses
Developing networks	helps broaden your ideas about networking and provides advice on how to broaden your networks
Conducting seminars, workshops, and open days	provides ideas and gives guidelines to follow
Organising displays and events	provides ideas and gives guidelines to follow
Promoting seafood education	provides ideas and gives guidelines to follow
Producing brochures fact sheets and websites	provides ideas and gives guidelines to follow
Taming the media	takes the mystique out of working with the media
Creating seafood cookbooks	provides ideas and gives guidelines to follow
Lobbying and representation	gives guidelines to follow and provides suggestions about increasing your say within the community
Presentations, meetings and proposals	gives guidelines to follow to make it less scary when approaching these activities
Gaining sponsorship and fund	gives guidelines to follow and provides funding options

Information sheets	Uses
Common terms used by the Seafood Industry	helps familiarise you with *industry-speak*

Outline of the Community Communication Guide and Resource Folder

Finding handout materials and further reading	gives advice on finding more information to support your activities
Making better use of communication technologies	demystifies and encourages you to consider communicating smarter
Contact details and websites	basic contact reference
Templates and checklists	*Contact list -* copy and use *Contact list of key people* – copy and use *Task list -* copy and use *Sample local industry profile* – prompts for doing your own *Sample fact sheet addressing an issue* - prompts for doing your own *Seafood cookbook task list -* prompts for doing your own *Staff briefing notes* -prompts for doing your own *Talk structure* – prompts for doing your own
Avoiding conflict	gives guidelines to follow

Seafood Facts	Uses
Seafood for the consumer	information about nutrition, handling and preparation - may be photocopied or use the information for presentations, displays, and media
Fisheries management	a brief overview that may be photocopied or use the information for presentations, displays, and media
From Antarctica to the Tropics: A snapshot of the Australian Fishing Industry, FRDC 1999	FRDC publication with information about fisheries production, users of the fisheries, seafood consumption, production and exports - use the information for presentations, displays, and media
Fishing methods	a brief overview of the main fishing methods - use the information for presentations, displays, and media
Seafood Services Australia	Green and Blue Choosers provide strategies for a smarter industry - use the information for presentations, displays, and media

Outline of the Community Communication Guide and Resource Folder

Careers and training	A brief overview of career and training opposites - use the information for presentations, displays, and media- particularly useful for school career events
Industry environmental initiatives	describes the activities of Fisheries Action Program, Ocean Watch and SeaNet - use the information for presentations, displays, and media to demonstrate the industry's commitment to the environment
Other networks and organisation	a brief overview of some of the organisations established that have links to the seafood industry - for your information

GUIDELINES FOR FINALISING REGIONAL ACTION PLANS

Information prepared by J Ham project PI and circulated to WINSC directors in August 2001 and again March 2002

Attention WINSC directors

Following is important information for the progression of the regional action plans by WINSC directors.

Action required

State WINSC Directors are responsible for:

1. Identifying and appointing a suitable State Community Communication Project (CCP) coordinator to organise the distribution of the CCG's and to provide appropriate follow-up on the use of the CCG and Resources.

Note: The State WINSC director may undertake the role of CCP Coordinator.

2. Creating a budget for the RAP implementation in your State and submitting this to Project Principal Judith Ham.

3. Overseeing the activities of the CCP coordinator and arranging payment for the CCP Coordinator and expenses through the CCP Expenses Claim forms.

4. Authorising the CCP Coordinators report of activities.

5. Completing an evaluation survey regarding the effectiveness of the CCP content

State CCP coordinators will be responsible for:

1. Compiling a contact list of names and contact details of appropriate people to receive a CCG and supporting Resource Folder (CCG Folder

2. Distributing CCG Folder to the targeted person/persons.

3. Conducting training workshops for the use of CCG at strategic regional locations. Depending on individual State structures and arrangements this may be done to a large or small group of people. These decisions need to be made at the State level.

4. Maintaining a record of expenses and providing receipts for re-imbursement. (procedures for this and claim forms are provided)

5. Providing a report of activities undertaken and list of people involved in CCP training to the CCP Project Principal.

GUIDELINES FOR FINALISING REGIONAL ACTION PLANS

WINSC State Director's Task List

Action	Date to be completed by	Completed
Develop an action plan for your state including • Who should be involved. • Activities to be undertaken-workshops, meetings, etc. • Any other events could this be incorporated with eg Training workshops. • Time schedule. Send your plan to Judith Ham for comment/approval (guidelines available on request)	ASAP no later than 20 May 2002	
Appoint a CCP Coordinator for the plan	ASAP	
Establish a distribution list for the CCG and Resource Folder already sent to you	ASAP no later than 20 May 2002a	
Create a budget for your regional action plan and submit it to Judith Ham	ASAP no later than 20 May	
Oversee the regional action plans implementation	As required	
Oversee the administration of regional action plan budget and provide approval for coordinators expenses.	As required	
Authorise the CCP Coordinators report of activities on completion Send to Judith Ham	ASAP	

A work schedule should be developed for the state coordinators based on the activities and circumstances in each state. This work schedule should be submitted to Judith Ham along with your budget outline for approval.

Guidelines for Regional Action Plan (RAP) expenses claims and reporting procedures.

Purpose: to provide state WINSC directors and ASIC directors with clear instruction for claiming funds and reporting obligations in regards to the regional action plans for the extension of the community communication guides and resource folders.

Up to two-thirds of your RAP budget may be claimed when your plan is approved by Judith Ham. The balance will be paid on receipt on a report and completed claim for(with receipts).

The Action Plans Expenses Claim form may be used as a budget planner/form.

Accompanying these guidelines were personal emails and follow up phone contact.

AUSTRALIAN SEAFOOD INDUSTRY COUNCIL

Support for dissemination of Communications Plan

FRDC Project: Judith Ham Consulting

This note refers to the FRDC-funded project: Community Communication Guide – Strategies for Positive Action. The guide was produced for the Women's Industry Network Seafood Community (WINSC) and the Australian Seafood Industry Council (ASIC).

The guide is an invaluable resource to the seafood industry. It outlines clearly and concisely the planning steps needed to communicate accurately and effectively with other stakeholders to industry, and with the broader community.

ASIC has taken an active role in the development of the guide. ASIC Deputy Chair, Mr Bob Pennington, formally launched the guide, on invitation of WINSC, in conjunction with the Seafood Directions 2001 conference in Brisbane,

ASIC has more recently undertaken an exercise aimed at maximising industry "buy-on" to the guide. Too often we hear concerns that FRDC research has produced important outcomes, but the implementation of those outcomes is less than optimal.

To this end, ASIC has:
- revisited progress in adopting the guide across industry, at the May ASIC meeting;
- engaged with Judith Ham Consulting to reinforce the availability of the guide;
- discussed with industry leaders the value of the guide, and sought fresh feedback;
- at their request, met with the board of one member organisation, Seafood Industry Victoria, for more detailed discussion on these points; and
- reprinted the summary guide for distribution direct by ASIC, widely to stakeholders.

Recent ASIC discussions (board, other industry leaders):

Feedback from the ASIC board was generally very positive. Some member organisations were uncertain how widely the guide had been distributed; some have since specifically re-checked their own distribution networks.

APPENDIX 1.4

There was a general view that it would help to distribute further copies of the summary guide, to ensure the widest possible knowledge and understanding of the guide's availability. It was further agreed around the ASIC table that professional communication of industry messages is a vital component of industry's potential for growth over the coming 10-20 years.

Seafood Industry Victoria (SIV):

The board of SIV specifically asked for more talks on the guide, to ensure SIV directors were adequately briefing their members. On 10 June ASIC Chair, Terry Moran, and Deputy Chair, Bob Pennington, attended a SIV meeting and led the discussions. Again, the feedback was generally positive. It is now clear that industry people in Victoria know the guide is available; some requests for the full guide were answered direct by the SIV office, using remaining stocks in that office.

Mail-out:

To conclude this project, ASIC is mailing further copies of the summary guide to a wide network of industry people who receive other ASIC communications. This will ensure the availability of the guide is acknowledged to all key sectors across the commercial seafood industry. The summary guide is accompanied by a personal letter from ASIC outlining the importance of this resource.

ASIC is now confident that the communications guide has been widely distributed through the industry. This should maximise the long-term benefit to industry from this FRDC project. In one sense it will be difficult to quantify the guide's value, as this may be as much of use in preventing the emergence of controversies and negative imagery as it will in promoting positive values and outcomes.

Nevertheless it is without question that the guide has contributed substantially to the future growth and development of commercial fishing, aquaculture and post-harvest activity in and beyond the Australian market, and that the guide is an investment for the long-term.

Russ Neal, CEO
Australian Seafood Industry Council

September 2003

(ends)

APPENDIX 1.4

SSA'S COMMITMENT

Seafood Services Australia (SSA) adoption of FRDC project 2001/310 Community Communication Guide and Resource Folder information

Effective communication strategies have been identified by SSA as fundamental to the successful implementation of Environmental Management Systems.

Accordingly, SSA has adopted the Community Communication Guide (CCG) as the communication plank for the Seafood EMS model. Developed under Green Chooser one and two and being rolled out under the recently funded Commonwealth Natural Heritage Trust project The Environmental Management Systems (EMS) National Pilot Program being rolled out nationally.

The CCG is an excellent communication tool developed through extensive industry consultation which meets the communication needs identified by the industry.

Quote from Adam Knapp, National Seafood EMS Coordinator: The CCG is an excellent resource that fits the bill for EMS communication and we see no sense in duplicating the wheel so we have adopted it lock stock and barrel".

The CCG is the resource that is underpinning a full unit of competency the Community Relations competency that has recently been imported to the S.I.T.P package along with other EMS units of competency.

It is now a valuable resource that will underpin the development and implementation of EMS communication training programs dealing with communication.

WORKSHOP OUTLINE

'Working with our communities' Communication Workshop outline

The workshop was held on Monday 26 November 2001 at the Brisbane Sheraton Hotel and was attended by sixty five people. The workshop was held in conjunction with the WINSC annual conference and Seafood Directions Conference.

ASIC members joined the workshop group during their lunch break to further establish shared ownership of the project.

The delegates came from the following areas
- Fishers/aquaculturists (women and men) 10%
- Wives and partners of fishers 40%
- participants in the marketing/processing and support industries 25%
- Govt fisheries employees- fisheries managers, extension officers, researchers, compliance officers, stock assessment officers etc. 25%

The purpose of the workshop was to provide a learning experience for developing communication and organisational skills and confidence for addressing the demands of effective and timely communication with their local communities.

The workshop program was based on the Community Communication Guide and Resource Folder.

Key messages from the workshop
- the Community Communication Guide and Resource Folder is a useful tool
- networks are valuable
- listen to all viewpoints before setting objectives
- design your message for the local community
- know who you want to communicate with
- choose your activities to suit the situation
- plan your actions carefully
- always evaluate your successes
- the media is powerful and helpful- work with them
- community leaders influence decisions – work with them
- funding and sponsorship are achievable

Workshop topics
The workshop was based around eight topics that provide a 'hands on' learning experience for delegates. Each delegate chose four topic sessions to attend from the following:
1. Becoming local media "talent" - media interview skills practice

WORKSHOP OUTLINE

2. Getting noticed by the media - developing a good media "yarn"
3. Communicating with the "heavies" - dealing with politicians and other leaders
4. Networking for influence - working with your community
5. Getting the messages right - determining objectives and shaping messages
6. Setting priorities - working out who to communicate with and how
7. Planning for control - action plans and crisis management
8. Funding all the action - preparing funding applications

Session topics
The following table shows the relationship between the workshop topics, the communication planning steps and the Action sheets from the Community Communication Guide and Resource Folder

Workshop topic and presenter	Communication planning communication steps from the guide covered in the workshop session	Relevant resource folder *action sheet*
1. Becoming local media "talent" - media interview skills practice Louise Ralph-communication consultant	Step 3.Shaping messages for local communities Step 4.Deciding who to communicate with Step 5.Choosing activities	6. Taming the media
2. Getting noticed by the media - developing a good media "yarn" Sandra Fry- ABC journalist	Step 3.Shaping messages for local communities Step 4.Deciding who to communicate with Step 5Choosing activities	6. Taming the media 5. Producing brochures, fact sheets and websites
3. Communicating with the "heavies" - dealing with politicians and other leaders Andrew Carroll-ABC presenter/journalist	Step 3.Shaping messages for local communities Step 4.Deciding who to communicate with Step 5.Choosing activities	8. Lobbying and representation, 9. Presentations, meetings and proposals, and 10. Gaining sponsorship and funding
4. Networking for influence - working with your community Shelley Spriggs-WIRIS director	Step 1.Using networks to get started Step 4.Deciding who to communicate with	1. Developing networks
5. Getting the messages right -	Step 2.Setting objectives 3.Shaping messages for local	3. Organising displays and events

determining objectives and shaping messages Jenni Metcalfe-communication consultant	communities	9. Presentations, meetings and proposals
6. Setting priorities - working out who to communicate with and how Anita Heijkoop- STA project officer	Step 3.Shaping messages for local communities Step 4.Deciding who to communicate with	2. Conducting seminars, workshops and open days 3. Organising displays and events 4. Promoting seafood education 5. Producing brochures, fact sheets and websites 7. Creating seafood cookbooks 8. Lobbying and representation 9. Presentations, meetings and proposals 10. Gaining sponsorship and funding
7. Planning for control - action plans and crisis management Lin Martin-communication Consultant	Step 5.Choosing activities Step 6.Developing an action plan Step 7.Evaluating your success	2. Conducting seminars, workshops and open days 3. Organising displays and events 4. Promoting seafood education 5. Producing brochures, fact sheets and websites 7. Creating seafood cookbooks 8. Lobbying and representation 9. Presentations, meetings and proposals,
8. Funding all the action - preparing funding applications Andrea Fleming-WIRIS project manager	Step 5.Choosing activities Step 6.Developing an action plan Step 7. Evaluating your success	10. Gaining sponsorship and funding

APPENDIX 1.6

Community Communication Action Plan in Queensland undertaken by Queensland Seafood Industry Association

Overview

QSIA conducted port visits with members encompassing nine ports between Cairns and Southport (21-29 July 2002).

A range of issues were canvassed at the meetings, most notably the imminent transition of the association's structure from a currently single statewide association to a peak council structure comprised of regional associations. Key amongst the challenges identified for regional associations will be to place increased emphasis on developing closer and more positive links with local communities. The FRDC Community Communication Guide (CCG) and Resource folder was discussed as the ideal tool to assist in developing those links.

Attendees were given a powerpoint presentation outlining the history of, and need for, the development of the CCG, and a comprehensive outline of the contents of the CCG and how to use it (presentation attached).

Almost without exception attendees recognised the need for stronger positive links with the community and the need for enhanced positive promotion of the industry as a key requirement to maintain resource access and increase the social resilience of the industry over the next decade.

Attendees acknowledged that on a strategic level commercial fishing industry community promotion could be improved and commended WIN, ASIC and FRDC on the development of the CCG. Attendees also acknowledged that much of the work in boosting the positive profile of the wild catch sector could only be done at the local level.

Attendees were taken through specific excerpts of the Resource Folder action sheets in detail to illustrate the use of the Guide and Resource Folder . These included how to write a good letter to the editor, and how to effectively promote the seafood industry within the school system.

Copies of the CCG and Resource folder were left with key identities in each of the each of the port regions – the aim of which was to ensure that each of the soon-to-be-formed regional associations had access to at least one hard copy of the folder.
Details of each of the port meetings include:

Cairns (21st June, 2002):

- 30-40 people in attendance; primarily from Port Douglas, Cairns and Innisfail
- CCG left with Ecofish – a well established seafood community cluster considering taking on the role of the far northern region regional association under the future QSIA structure.

Townsville (22nd June, 2002):

- 30-35 people in attendance; primarily from Townsville, Lucinda and Ayr
- CCG left with Trevor Purkis
- Copy of the CCG previously distributed to Michelle Williams

Bowen (23rd June, 2002):
- 30-40 people in attendance; primarily from Bowen but also many transient fishermen working in the area
- CCG left with Penny Williams, QSIA Bowen Branch Secretary

Mackay:

- 30 people in attendance; primarily from the Mackay regional area
- CCG left with Rhonda Marriage, QSIA Mackay Branch secretary.

Rockhampton:

- 30 people in attendance; primarily from Rockhampton, Yeppoon and Gladstone
- CCG left with Branch Secretary

Hervey Bay:

- 20 in attendance; primarily from Bundaberg, Hervey Bay, Maryborough and Tin Can Bay
- CCG left with Margaret Stevenson, QSIA Bundaberg Branch Secretary and Elaine Lewthwaite, QSIA Urangan Branch secretary.

Mooloolaba:

- 15 in attendance; primarily from Mooloolaba, Tewantin and Scarborough
- CCG left with Joan McIlwain, QSIA Mooloolaba Branch secretary and Jason Sgro, QSIA Tewantin Branch Crab delegate

Brisbane:

- 20 people in attendance; primarily from Brisbane, but also from Tewantin
- CCG left with Rob Brock, QSIA Sandgate Branch Chair, and Chair of the newly incorporated Moreton Bay Seafood Industry Association.

Southport:

- 8 in attendance; all from Gold Coast
- CCG left with Dennis O'Connell, QSIA Gold Coast Branch Chair

Additional access to CCG and Resource Folder

Attendees were also advised that the guide and folder could be downloaded from the SSA website or an electronic copy could be emailed to them by QSIA. Several requests for copies of the folder have been received since the visits.

Supporting media coverage of the CCG and Resource Folder

Articles about the port visits appeared in the *Queensland Fisherman*. Some local media reports were generated re the communication port visit.

In summary

The major outcomes of the community communication regional action was that the CCG and RF were recognized and adopted by the fishermen and women and other industry stakeholders as being useful and timely tools for industry to tackle the challenges ahead in regards to maintaining resource access and providing a positive public image. The industry was keen to take up the guide and folder.

Groups are now using the communication resources to launch media campaigns, organise events and run school talk programs. Several branchs have used the communication resources to prepare industry profiles and their own communication plans.

The CCG project has helped QSIA look beyond the usual industry issues- it's been an opportunity to be pro-active instead of reactive. The industry needs to develop its profile within communities and the state industry body is best placed to provide that sort of leadership to industry. With the help of such tools as the CCG and Resource Folder QSIA is much better placed to provide industry with this leadership.

On an organisational level the communication resources have been very useful and instructive for QSIA to develop its own communication plans.

APPENDIX 1.7