



Native Fish Strategy: Communication Plan 2003/2004

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This Communication Plan has been developed in accordance with the Murray – Darling Basin Initiative Communication Strategy 2000-2002 using the Communication Strategy Guide 2000-2002

1. Identification of Key Partners

Partner Category	Description	Desired Relationship
<p align="center">Basin Resource Managers and Users</p>	<ul style="list-style-type: none"> ♦ State Government environment and fishing agencies ♦ State Government water use agencies ♦ Catchment Management Authorities ♦ Indigenous users ♦ Commercial users e.g. fishers, aquaculture ♦ Community users e.g. fishers, campers ♦ Landcare Trusts ♦ Local Government 	<ul style="list-style-type: none"> ♦ Empathy for the needs of all individuals and organisations in the context of the sustainability of native fish communities ♦ Mutual understanding and trust based on knowledge and the opportunity for discussion ♦ Understanding and respect for people’s perspectives and cultural background ♦ Support for decisions on better native fish community management, based on a partnership approach ♦ Aligned prioritisation and implementation processes based on a partnership approach
<p align="center">Basin Resource Use Regulators or Policy Makers</p>	<ul style="list-style-type: none"> ♦ Commonwealth and State environmental agencies ♦ Commonwealth and State water use agencies ♦ Water regulators e.g. GMW 	<ul style="list-style-type: none"> ♦ Strategic alliances for sharing information and communicating across regional and state boundaries ♦ Understanding of a common purpose in the context of sustainability of native fish communities ♦ Clarity of networks within and between government agencies ♦ Aligned prioritisation and implementation processes based on a partnership approach
<p align="center">Basin Resource Use Advisors and Funders</p>	<ul style="list-style-type: none"> ♦ Commonwealth Funding e.g. NHT2 ♦ State Funding ♦ MDBC ♦ State government research agencies ♦ Scientists ♦ Conservation groups ♦ Community groups e.g. NCTF, CSG 	<ul style="list-style-type: none"> ♦ Confidence in and understanding of government decision making processes and decisions made ♦ Confidence in and understanding of scientific research which will be used in the decision making process ♦ Support for connecting with the networks that can facilitate change and on-ground actions ♦ Understanding of the integration of native fish management issues on a local, regional and Basin-wide scale ♦ Confidence to invest in native fish management ♦

Partner Category	Description	Desired Relationship
<p align="center">Broader Australian Community</p>	<ul style="list-style-type: none"> ♦ Conservation groups ♦ Indigenous community ♦ Recreational –fishers, campers etc ♦ Commercial –tourism, fishers, shops, hatcheries ♦ Educators ♦ Media ♦ Community groups ♦ Landholders ♦ Aquarists 	<ul style="list-style-type: none"> ♦ Confidence that the needs and concerns of all partners are heard and represented fairly ♦ Understanding of decision-making processes that are addressing the needs and concerns of partners ♦ Valued understanding and involvement in the Native Fish Strategy ♦ Support for a sense of belonging and ownership that leads to a “sense of duty” with regards to the Basin, where everyone sees themselves as being a part of the problem and the solution

2. Defined Objectives

Key Communication Outcome	Objective	Examples of success measures	Suggested Strategies	Partner categories			
				1	2	3	4
Communication networks and the roles of partners within those networks are clearly defined and generating effective dialogue	To ensure the roles of the Commission and its partners are clearly defined and communicated	Agreement about the role of the NFS and a high level of awareness of this role amongst partners	Integrated and coordinated partnerships	x	x	x	
	To identify and maintain defined but flexible pathways for communication	Clearly mapped networks and communication pathways	Network management	x	x	x	x
	To increase cooperation and communication between the various partners	High level of trust and satisfaction in interactions	Integrated partnerships	x	x	x	x
Information exchange about the basin and the management of native fish communities is coordinated, well managed and generating increased understanding about sustainable natural resource management	To ensure all information is relevant and timely, and accessible to all partners	Partner satisfaction in access to, and quality of, information	Coordination of information and publications	x	x	x	x
	To ensure accuracy and clarity of information	Low level of confusion or misunderstanding among partners	Message design and delivery	x	x	x	x
	Raise awareness and understanding of the NFS based on a common philosophy and partnerships	High level of awareness about the NFS, as well as an understanding and agreement about the NFS goals and objectives	Network management	x	x	x	x
	To increase awareness and understanding of the main issues in native fish management as well as best management practices	High level of interest in and understanding and support of the NFS	Awareness raising, education	x	x	x	x
	To encourage community support for the NFS	High level of support for native fish management activities	Awareness raising, education				x

Key Communication Outcome	Objective	Examples of success measures	Suggested Strategies	Partner categories			
				1	2	3	4
Involvement in native fish management: Basin communities and individuals are directing the management of their own natural resources with increased capacity and are adopting practices supporting sustainable natural resource management	To identify, clarify and manage the expectations of partners about the management of native fish communities	Reduced incidence of unsatisfied partners	Consultation, feedback and liaison	x	x	x	x
	To promote a shared vision, purpose and commitment to Integrated Catchment Management	High level of agreement about, and involvement in ICM	Consultation, feedback and liaison	x	x	x	x
	To strengthen community involvement in native fish management activities	High level of involvement in NFS activities	Consultation, feedback and liaison	x		x	x
	To ensure adoption of NFS objectives and priorities in policies and management of natural resources	Increased adoption of NFS objectives and priorities	Network management, integrated partnerships, consultation and liaison.	x	x	x	

3. Tactics to Achieve Objectives

Strategy	Typical Tactics
<p>Integrated and coordinated partnerships –clarify the communication roles for the parties that are involved</p>	<ul style="list-style-type: none"> ♦ Encourage senior managers of partner groups to agree on communication roles and level of commitment ♦ Negotiate communication responsibilities among partners ♦ Use an awareness campaign to promote the involvement and responsibilities for the partners, both internally and externally ♦ Evaluate the level of agreement and awareness among partners through interviews and focus group discussions
<p>Network Management –identify and support existing networks and pathways for communication</p>	<ul style="list-style-type: none"> ♦ Investigate and access existing natural resource networks, including communication pathways at catchment management levels ♦ Support partners to identify relevant networks, and gaps in those networks ♦ Support facilitators of natural resource community-based groups ♦ Provide access to other relevant networks and sources of information ♦ Monitor and evaluate the usefulness of the means of support provided
<p>Coordination of Information and Publications –coordinate the development and delivery of messages</p>	<ul style="list-style-type: none"> ♦ Coordinate an audit on information currently available on native fish management ♦ Produce a database of available information, where it's from, what format it's in and for whom the information is relevant ♦ Produce directories of information, communication resources and key contacts ♦ Promote database and directories through identified communication pathways ♦ Maintain and update database as required ♦ Evaluate the usefulness of database and directories through feedback sheets
<p>Message Design and Delivery –develop mechanisms to reach agreement on messages</p>	<ul style="list-style-type: none"> ♦ Identify relevant representatives to be involved in message development ♦ Identify the issues that need to be communicated ♦ Identify the partners involved in such issues and what their concerns and needs are with regards to these issues ♦ Ensure relevant representatives are involved, including representatives of partners, to develop key messages on issues

Strategy	Typical Tactics
Message Design and Delivery –develop mechanisms to reach agreement on messages	<ul style="list-style-type: none"> ◆ Ensure messages are relevant and are clearly understood ◆ Develop project specific and issues specific communication tactics to ensure the agreed messages are communicated
Awareness Raising –engage the mass media	<ul style="list-style-type: none"> ◆ Identify key media outlets across the Basin for improving relationships ◆ Identify key Basin spokespeople who can talk to the media about issues ◆ Hold regular briefings for key media representatives on native fish issues ◆ Put out regular and relevant media releases that target relevant local media ◆ Produce media releases of national significance ◆ Use media launches to promote specific programs or outcomes ◆ Use community regional TV and radio announcements to promote specific programs or outcomes ◆ Evaluate media coverage in terms of quality and quantity
Education	<ul style="list-style-type: none"> ◆ Assess and update current educational kits produced by the MDBC and other Basin partners and promote relevant kits through educational networks and special programs for teachers ◆ Identify relevant community and tertiary courses and liaise with course developers to insure incorporation of knowledge, understanding and principles of Basin sustainability
Consultation, feedback and liaison	<ul style="list-style-type: none"> ◆ Assess communication networks to ensure that there are clear lines of communication for all Basin partners to easily provide unsolicited feedback to activities ◆ Promote communication pathways for providing feedback using identified pathways ◆ Identify what liaison is needed, determine all those who should be involved and then prioritise those who should be involved ◆ Identify and use mechanisms for information exchange with targeted networks ◆ Identify local “champions” who can promote and improve understanding and ownership of native fish management issues ◆ Use a campaign to increase community involvement in sustainability issues

4. Proposed Specific Actions (2003-2004) for achieving Objectives

Integrated Partnerships

- ♦ Develop an agreed framework for ownership for the Native Fish Strategy, outlining all partner group responsibility
- ♦ Co-ordinate discussion among senior managers of partner groups at all key stages of implementation

Network management

- ♦ Identify representatives and points of contact for all partner groups who can carry forward important information, as well as assist in message delivery and awareness raising.
- ♦ Continue to support the Community Stakeholder Group as a communication pathway between the Commission and the community
- ♦ Continue to support the Fish Working Group as a communication network between the Commission and research and management agencies
- ♦ Describe existing communication networks at all levels and identify significant gaps
- ♦ Expand on existing communication networks where necessary

Co-ordination of information

- ♦ Develop a database of information (knowledge database) available on native fish which can be constantly updated
- ♦ Develop an internet website for the Native Fish Strategy which will serve as a source of information for all partner groups
- ♦ Maintain the knowledge database, resource lists, project updates as well as lists of contacts and other important information on the Native Fish Strategy website
- ♦ Promote knowledge database and internet site through communication networks

Message Design and Delivery

- ♦ Identify issues that need to be communicated on an ongoing basis
- ♦ For all identified issues, consult with representatives of relevant partner groups to determine what the concerns and needs are
- ♦ Ensure that representatives of relevant partner groups are closely involved with the design and delivery of messages, including the Fish Working Group and Community Stakeholder Group
- ♦ Communicate agreed messages through established communication networks

Awareness Raising

- ♦ Organise a Basin-wide group/club for concerned anglers (based on the US club Fishermen Interested in Sustaining Habitat –F.I.S.H) which can raise awareness among the broader community as well as co-ordinate activities, generate and share knowledge and actively liaise with partner groups
- ♦ Develop a database of media networks across the Basin

- ♦ Maintain a presence at all events identified by the Community Stakeholder Group (Table 1)
- ♦ Co-ordinate a Native Freshwater Fish Awareness Week
- ♦ Take part in the “Australian” series –sponsored journalist tour
- ♦ Regularly distribute media releases to publicise Native Fish Strategy activities, using the media network database
- ♦ Distribute nationally significant media releases to publicise key Strategy outcomes, such as the establishment of a Basin-wide fish kill protocol

Education

- ♦ Develop a static display to be utilised at key events identified in Table 1
- ♦ Give presentations and updates at key events identified in Table 1.
- ♦ Prepare up to date fact sheets on key threats to native fish in the Basin
- ♦ Publish native fish posters and pamphlets for identification purposes
- ♦ Maintain the Native Fish Strategy website with general information and updates
- ♦ Publish an “Australia’s Most Wanted” handbook with photos, identification keys and information on alien freshwater fish species
- ♦ Prepare an inland anglers native fish identification aid, printed on plastic card for durability and to fit tackle boxes
- ♦ Issue tactical information with fishing licenses
- ♦ Establish a recreational catch database, linked to the Native Fish Strategy website, which can be accessed by the general public
- ♦ Run a workshop for on-ground staff such as fisheries officers
- ♦ Publish brochures for education on Habitat Management Areas
- ♦ Publish brochures for education on Demonstration Reaches
- ♦ Develop a translocation and stocking education kit
- ♦ Distribute educational material through existing networks
- ♦ Liaise and work together with other organisations on education strategies, such as the National Carp and Pest Fish Taskforce

Consultation, Feedback and Liaison

- ♦ Provide follow-on meetings to the public forums to give updates and provide information on current activity
- ♦ Provide feedback forms at all events and with all distributional material
- ♦ Provide a feedback site on the Native Fish Strategy website
- ♦ Monitor feedback and act accordingly

5. Action List for 2003/2004 under budget constraint.

Activity	Priority
Continue to support the Community Stakeholder Group as a communication pathway between the Commission and the community	High
Develop a database of information (knowledge database) available on native fish which can be constantly updated	High
Develop an internet website for the Native Fish Strategy which will serve as a source of information for all partner groups	High
Identify issues that need to be communicated on an ongoing basis	High
Organise a Basin-wide group/club for concerned anglers (based on the US club Fishermen Interested in Sustaining Habitat –F.I.S.H) which can raise awareness among the broader community as well as co-ordinate activities, generate and share knowledge and actively liaise with partner groups	High
Maintain a presence at all events identified by the Community Stakeholder Group	High
Develop a static display to be utilised at key events identified	High
Publish an “Australia’s Most Wanted” handbook with photos, identification keys and information on alien freshwater fish species	High
Establish a recreational catch database, linked to the Native Fish Strategy website, which can be accessed by the general public	High
Improved Indigenous Communication	High
Develop a translocation and stocking education kit	High
Provide feedback forms at all events and with all distributional material	High
Provide a feedback site on the Native Fish Strategy website	High
Monitor feedback and act accordingly	High
Publish brochures for education on Habitat Management Areas	Medium
Publish brochures for education on Demonstration Reaches	Medium
Co-ordinate a Native Freshwater Fish Awareness Week	Low
Provide follow-on meetings to the public forums to give updates and provide information on current activity	On hold

Table 1. Calender of Events to attend for awareness raising, identified by the Community Stakeholder Group (updated constantly).

MONTH	EVENT
July	-National Local Government Environmental Flows Conference (Mildura) -9 th International Conference on River Research
August	-Henty Field days -Goolwa Youth Forum
September	-MDA National Conference (Cowra) -Toowoomba Ag Show
October	-Youth River Conference -National Water Week -Orange Youth Forum
November	-Broken Hill Youth Forum -Seafood Directions conference
December	-Symposium on Urbanisation and Stream Ecology
January	
February	-Toowoomba Youth Forum
March	
April	-Albury Youth Forum -Toowoomba Show
May	-Goondiwindi Show
June	-Toowoomba "Farm Fest"

