

Appendix 7 - ASBTIA FRDC Research Program Communication Policy

ASBTIA FRDC SBT RESEARCH PROGRAM COMMUNICATION POLICY

A strong communication strategy supports effective implementation of ASBTIA FRDC policies, dissemination of research, relations with stakeholders and continuous flow of information.

ROLE OF THE ASBTIA FRDC SBT RESEARCH PROGRAM'S COMMUNICATION STRATEGY

To make the link between researchers, the SBT industry and stakeholders by providing a framework for communication and extension of:

- research aims
- updates
- results
- final reports
- conference abstracts and presentations, and
- media releases

VISION AND GOAL FOR COMMUNICATION

Goals for Communication:

Outcomes of innovative, commercially focused research are effectively communicated, whilst adding value to the SBT industry and stakeholders.

1. To build a strong culture of collaboration involving all members and stakeholders.
2. To understand and address the needs of stakeholders and report promptly progress and outcomes.
3. To earn public support for the SBT industry and associated research and development.

METHODS AND PLANS

The following section outlines strategies the Program will use to achieve its communication goals.

Annual Workshop

Each year the Program will hold a workshop open for SBT industry members and stakeholders. The workshop will provide an opportunity for all researchers to present their work to a wider audience of both academic and industry members. It also provides a forum for researchers and industry members to interact and discuss current research and industry conditions. The final session of the workshop will allow participants to actively contribute concepts to guide future research planning for consideration by the SBT Research Council.

Databases

The ASBTIA Research Office will keep up-to-date databases in the following areas:

1. Contact Details
2. Publications
3. Education and Training
4. Research Reports

Newsletter

Newsletters will be produced and distributed electronically as required. Newsletters inform members and stakeholders of research results, news and events. Members and stakeholders will be strongly encouraged to participate in the newsletter and provide any contributions and feedback to the Research Manager.

Website

A website is part of the SBT Research communication strategy. The website can be found at www.asbtia.com.au and is designed to incorporate the SBT Ranching R & D Strategic Plan in the public access area and the industry members area will host research reports and information.

Examples of industry information can be found at the following links:

Department of Agriculture, Fisheries and Forestry

www.daff.gov.au/fisheries/international/ccsbt
www.daff.gov.au/about/media-centre/southern_bluefin_tuna
http://adl.brs.gov.au/data/warehouse/fishstatus20109abff00101/fishstatus20109abff00101_11a/24_FishStatus2010SthnBluefinTuna_1.00.pdf

Primary Industry and Regions South Australia

www.pir.sa.gov.au/aquaculture/aquaculture_industry/tuna

Australian Fisheries Management Authority

www.afma.gov.au/managing-our-fisheries/fisheries-a-to-z-index/southern-bluefin-tuna/

Commission for the Conservation of Southern Bluefin Tuna

www.ccsbt.org/site/

Fisheries Research and Development Corporation

www.frdc.com.au

ASBTIA/FRDC Research Program Policies

The ASBTIA Research Office will maintain and store an updated copy of the

- Industry Partnership Agreement
- SBT Research Program
- SBT Strategic Plan
- Communications Policy
- Facilitation Extension Management Project

These documents are available to all council members upon request.

Milestone Reports

All milestone, draft and final reports are provided to council members for consideration, comment. Approval or disapproval must be given by each member, either in writing or at the Research Council Meeting for project payments to be released.

Intellectual Property Registers

The SBT Research Council recognises Intellectual Property (IP) as an important and complex part of the operations of the SBT Research Program. IP registers will be required for all projects; covering background, third property and the intellectual property. The SBT Research Council will manage all IP issues. Further guidance can be sought from FRDC on IP issues.

Publications

The SBT Research Council strongly encourages scientific journal articles and conference presentations to document and disseminate the results of research. The SBT Research Program Communications Strategy specifies a publications process all stakeholders must adhere to. Please refer to Attachment 1 for information on the publications process; and to the Authorship Policy for statements of affiliation and acknowledgment as well as authorship.

Media Promotion

Except in circumstances of commercial sensitivity or confidentiality the SBT Research Program encourages use of media to increase public understanding of the SBT fishery and its R&D. To assist researchers and industry members in the most appropriate way of disseminating information to the media please refer to Attachment 2.

Technology Transfer

The SBT Research Program recognises the vital importance of transferring skills and research knowledge to industry. The Research Program will support training and technology providers to transfer research outcomes to industry, in addition to direct transfer to industry.

Communications Policy Awareness

This communications policy applies to all persons conducting or participating in research in the SBT industry. All members of the Research Council are individually and collectively responsible for providing a copy of this policy to anybody they are aware of conducting research in industry. This is to ensure persons conducting research or associated activities are fully aware of the policy requirements before any communication activities are undertaken.

Attachment 1

Publications Process

Note: “Publication” includes disclosures (to people who have not agreed to be bound to keep the information confidential), through papers published in the scientific literature, conference abstracts, circulation of reports, demonstration of methods, discussions in meetings and workshops, provision of materials or specimens, or announcements through the media.

1. Authors are required to involve the Principal Investigator (PI) and SBT Research Manager at an early stage in drafting research publications. The PI will provide a clear outline of the topic of the publication, scientific issues, intellectual property management, recognition of collaborators and any other information relevant to the publication to the Research Manager.
2. The request for approval to publish should be initiated by the PI by sending the proposed publication to the SBT Research Manager.
 - a. The request should normally occur when the publication is in final draft form.
 - b. The SBT Research Manager will circulate the proposed publication, in confidence, to members of the Research Council Communications Panel and anyone else he/she deems necessary for comment.
 - c. The Communications Panel will consider the publication.
 - d. Comments will be compiled and forwarded to the PI and Author for consideration.
 - e. The SBT Research Manager shall use their best endeavours to provide initial feedback to the authors within 28 days of receipt of the proposed publication.
 - f. Points raised by members of the Communications Panel will be dealt with in the following manner:
 - i. all requested amendments to the publication are made by the author, or;
 - ii. some amendments are made to the draft publication and the approval processes repeated
 - g. The way in which the Author has addressed reviewer’s comments shall be presented in tabulated format, along with the amended draft final report, back to the Research Manager following initial consultation (Figure 1).
 - h. If altering the publication is impractical, the publication may be delayed for a stipulated period not exceeding 24 months.
 - i. Failing a response from the SBT Research Manager within timeframes, the authors may request the Chair of the SBT Research Council to provide a response to the request. If the authors have not received a response from

either the SBT Research Manager or the Chair within a further 60 days, they shall be entitled to proceed to publication.

3. Notwithstanding the above, the SBT Research Manager and PI's will seek to expedite all publication approval procedures as far as is reasonable. (Conference abstracts, for example, should be approved within a few days in most cases; Final Reports, on the other hand, may require extensive and iterative scrutiny).
4. The SBT Research Manager will consult with whomever they deem necessary to consider whether benefits of publication outweigh any risks involved. Risks may include, but are not limited to:
 - a. potential loss of commercially valuable IP rights
 - b. release of commercially sensitive information
 - c. loss of competitive edge
 - d. distribution of publicly sensitive material
5. Prior to any publication being submitted to a publisher, the author(s) must submit the final version with tracked changes to the SBT Research Manager and obtain permission to publish the material.

The SBT Research Manager shall notify the authors if permission to publish has or has not been granted.

- a. If permission is granted publication may go ahead
- b. If the SBT Research Manager decides that benefits of publication do not outweigh potential risks, the SBT Research Manager shall either:
 - i. suggest alterations to the publication so that it does not disclose particular information; or
 - ii. if altering the publication is impractical, delay publication for a stipulated period not exceeding 24 months.
6. The SBT Research Manager is responsible for managing the publications approvals process. However, may delegate functions as approved by the SBT Research Council.
7. Deviation from the formal approvals process outlined in this document should be brought to the attention of the Chair of the Research Council, who will ensure procedures are observed.
8. An electronic copy and a hard copy of every scientific paper accepted for publication, and an abstract of every conference or workshop presentation delivered, which use material generated in ASBTIA/FRDC Projects, must be lodged at the ASBTIA Research Office.
9. A complete list of all publications and public presentations will be required for the SBT Research Program Management Final Report.

A basic outline of the publications review process is demonstrated in Figure 2.

Page	Issue raised by reviewer	Action taken	Before	After
Pg.3 Para 2 OR Line 113	What does average inwards weight mean?	Asterisk * inserted with footnote definition.	The industry average inwards weight was the lowest in the history of ranching.	The industry average inwards weight* was the lowest in the history of ranching. *Inwards weight is calculated at the time SBT enter static ranching pontoons from tow pontoon.

Figure 1. Example of tabulated account of amendments made to communications following review.

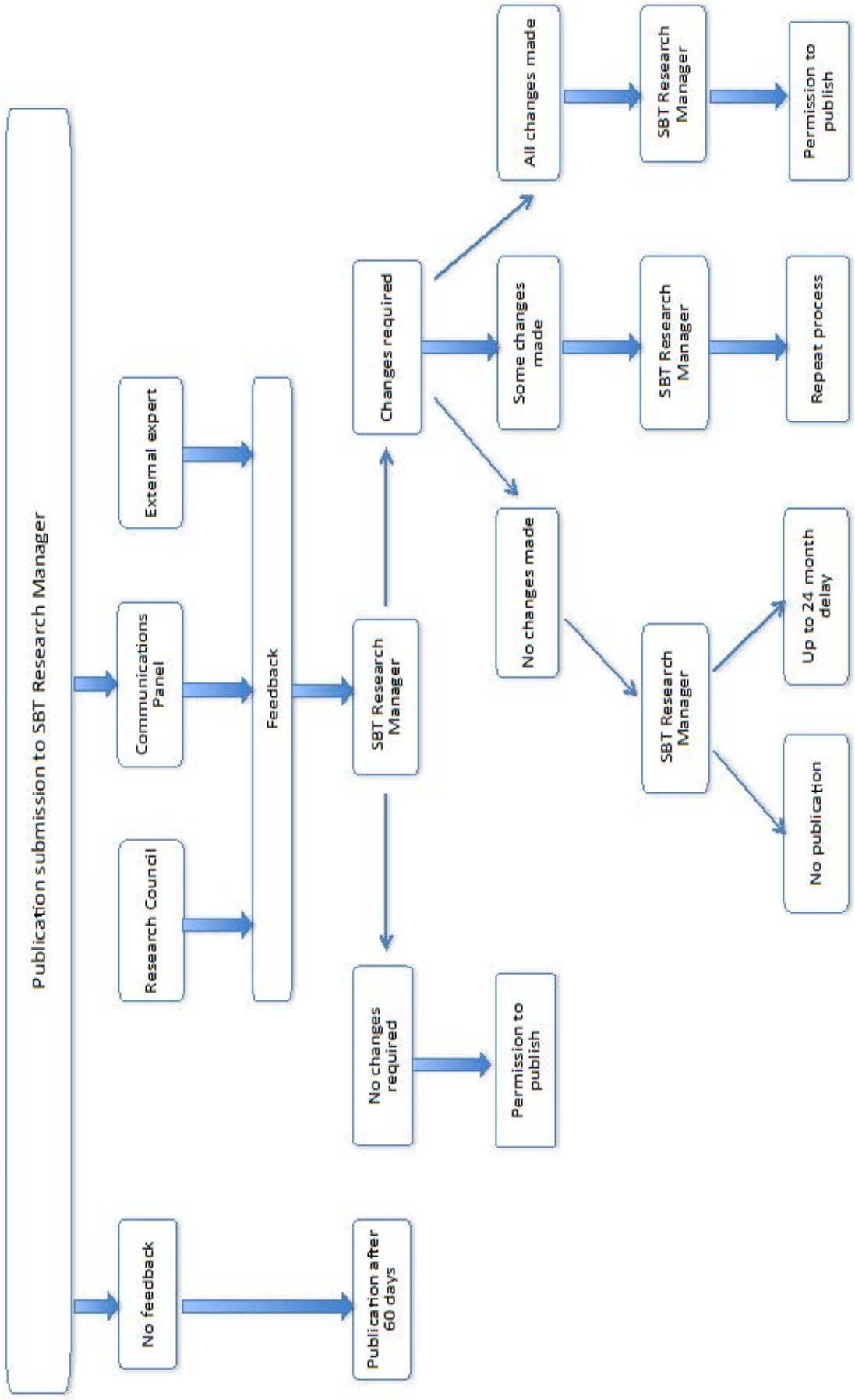


Figure 2. The publication review process

Attachment 2

Media Releases

Procedure

1. Media releases should be sent to the SBT Research Manager via e-mail for review and distribution to the Communications Panel.
2. The following guidelines are to be adhered to in the initial draft to minimise editing:
 - a. Appropriate terminology is used to ensure that it is understandable by the targeted audience
 - b. Contains no errors of fact
 - c. Appropriate acknowledgments given – ASBTIA & FRDC, other relevant bodies/relevant personnel
 - d. Meets contractual and intellectual property agreements
 - e. Wording is such as to avoid terms which may be misinterpreted by markets, media, stakeholders and the general public
 - f. Authors should recognise that it is their responsibility to first work through their organisations editorial/publication policy to ensure that scientific content, appropriate publication format and grammatical content are addressed prior to submission to the SBT Communications Panel.
3. Once reviewed by the Communications Panel, suggested editing will be forwarded to the SBT Research Manager for collation.
4. All editing will then be forwarded to the author for preparation of a final draft.
5. Media releases relating to ASBTIA/FRDC activities are to be released by the FRDC Secretariat and should be sent to Communications Manager, FRDC Deakin, ACT.

Interactions with Journalists

General Principles

Anyone participating in the ASBTIA/FRDC SBT Research Program and industry research projects that are contacted by the media will notify and provide both the SBT Research Manager and the FRDC Communications Manager by phone or email of the content and nature of the activity before any media activities are undertaken.

Should approval be given to conduct a media activity, the SBT Research Manager and FRDC Communications Manager will provide guidance and may request a brief

summary of what transpired. This feedback may be passed onto the Communications Panel.

Process for engaging with media

The Chair, ASBTIA Executive Officer, Research Manager and FRDC Communications Manager have permission to liaise with media on behalf of the Research Council in a coordinated approach.

What to do if you are a PI, researcher or involved with the SBT research program:

1. Try and organise a time at a later date (or even later the same day) to talk to the journalist. This will give you time to think about any possible response.
2. Be as prepared as you can. Find out:
 - a. the name of the media contact
 - b. what organisation they represent
 - c. contact details
 - d. topic(s) to be covered and details of what issues will be discussed
3. Discussion with the media should be restricted to research you have conducted or are conducting. If the questions are about SBT research generally or about industry issues or you suspect the inquiry to be of a sensitive or confidential nature, talk to or refer to the SBT Research Manager or ASBTIA Executive Officer.

Direct Contact with a Journalist at a Workshop or Conference

Limit your responses to your own project. Be aware of any confidential information or IP that is part of your research and avoid any discussion around it.

If more general questions are asked concerning the ASBTIA/FRDC SBT Research Program or enquiries are made that you consider being of a sensitive or confidential nature refer to the SBT Research Manager.

Films/Documentary Requests

The media source should be advised there is a formal procedure for any requests for filming or documentary work.

1. Obtain a submission by the media group of a request to film, including a brief on their company, the desired outcomes of the filming, the proposed audience, the level of involvement likely to be required and their time-line.
2. An email must be sent to the Chair of the Research Council, SBT Research Manager, ASBTIA Executive Officer and the FRDC Communications Manager informing them of contact and letting them know they will be updated once a submission is received.
3. The Chair of the Research Council, SBT Research Manager, ASBTIA Executive Officer and the FRDC Communications Manager will consider whether the proposal is appropriate before accepting/rejecting the request.
4. Provision by the media group of the final footage as to be shown for our records and available for use by the SBT industry and/or the FRDC for promotion or education etc
5. The SBT Research Manager must be notified and provided with the final footage as it becomes available.

NOTE:

Planned media releases are the preferred option whenever possible.

If at any stage you say something that you think is inappropriate, tell the journalist and ask them not to publicise the information in any way.

The ASBTIA Research Council prefers the Chair of the Research Council, SBT Research Manager, ASBTIA Executive Officer and the FRDC Communications Manager to have an appropriate level of experience with the media or have undertaken media training.