

Reef Rescue Water Quality Research and Development Program **Communications Strategy**



APPROVED DOCUMENT

Prepared by the Reef & Rainforest Research Centre
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1. Introduction

1.1 Background

Reef Rescue is a key component of *Caring for our Country*¹, the Australian Government's \$2 billion initiative to restore the health of Australia's environment and improve land management practices. It represents a coordinated approach to environmental management in Australia that is built on transparent and consistent national targets.

Queensland farmers, agricultural, tourism, fishing and aquaculture industries, Indigenous communities, conservation groups, research organisers and, most importantly, the Great Barrier Reef will benefit from *Reef Rescue*'s investment of \$200 million over five years in actions that protect one of the world's great natural wonders. *Reef Rescue*'s objective is to improve water quality in the Great Barrier Reef lagoon by increasing the adoption of land management practices that reduce the run-off of nutrients, pesticides and sediments from agricultural land.

One of the five integrated components of *Reef Rescue* is the \$10 million **Water Quality Research and Development Program** (referred to in this Communications Strategy as *Reef Rescue R&D*), which aims to improve our understanding of the link between land management practices and environmental impacts, and of the costs and benefits of innovations in practices. *Reef Rescue R&D*'s research project portfolio has been developed in consultation with the Queensland Government and universities and research organisations, along with a range of key stakeholders.

1.2 Overview of *Reef Rescue R&D*

Reef Rescue R&D involves 18 research projects and a program coordination and integration role. Over \$9 million is being invested between May 2011 and June 2013, with final reporting due in September 2013.

The overall objective of *Reef Rescue R&D* is to improve our understanding of the link between land management practices and environmental impacts, and to improve water quality across the Great Barrier Reef by supporting a reduction in the amount of nutrients, chemicals and sediments reaching the Reef from agricultural lands. *Reef Rescue R&D* will increase knowledge about the cost effectiveness and water quality outcomes of implementing improved agricultural practices that have water quality benefits, and the factors affecting practice adoption across industries and regions. Importantly, it will contribute to achievement of the five-year *Caring for our Country* outcomes and targets by informing the effective and efficient delivery of the Water Quality Grants Program, and will also contribute to scheduled evaluations of the program's effectiveness and achievements through linkages with the Water Quality Monitoring and Reporting program. It will utilise mechanisms established through the Reef Partnerships Program to ensure that the research is conducted in collaboration with landholders and managers, and that the results are communicated efficiently and effectively.

¹ <http://www.nrm.gov.au/>

Reef Rescue R&D comprises three main sub-programs:

1. **Adoption and development of sustainable practices that have water quality benefits:** The development, trial and validation of land management practices that are sustainable and have improved water quality outcomes in the sugar, beef grazing, horticulture and dairy sectors;
2. **Pesticide threat, delivery and management:** Investigation of pesticide management in the sugar, beef grazing and horticulture industries and pesticide transport pathways in freshwater and marine ecosystems; and
3. **Tracking change:** Development of robust and cost effective techniques for measuring and reporting key monitoring indicators.

The projects within the program are listed in Table 1.

Table 1: Summary table of research projects within *Reef Rescue R&D*.

Project No.	Project Title	Lead Researcher
Sub-Program 1: Adoption and development of sustainable practices that have water quality benefits		
<i>Grazing Practices</i>		
RRRD024	Quantifying the impacts of rehabilitating degraded lands on soil health, pastures, runoff, erosion, nutrient and sediment movement	Trevor Hall DEEDI
RRRD027	Getting ground cover right – thresholds and baselines for a healthier reef	Terry Beutel DEEDI
RRRD032	Improving grazing management practices to enhance ground cover and reduce sediment loads	Scott Wilkinson CSIRO
RRRD009	Runoff Nitrogen generation rates from pasture legumes – an enhancement to reef catchment modelling	Craig Thornton DERM
<i>Sugar Practices</i>		
RRRD056	Evaluating and improving A-Class practices to control nutrient losses from sugarcane	Peter Thorburn CSIRO
RRRD004	Advanced drip and optimised furrow irrigation to minimise sediment, nutrient and pesticide losses to the environment through deep drainage and runoff from sugarcane and banana industries of wet tropics in northern Queensland	David Midmore CQU
RRRD020	Mineralisation of nitrogen within the sugarcane cropping system following legume fallows and its effect on water quality	Bernard Schroeder BSES
<i>Horticulture Practices</i>		
RRRD049	Minimising off-farm movement of nitrogen in the north Queensland banana industry	John Reghenzani Terrain NRM

Project No.	Project Title	Lead Researcher
RRRD054	Development of a banana modelling capability to enhance reporting of Reef Rescue outcomes	Tony Webster CSIRO
<i>Dairy Practices</i>		
RRRD055	Validating the cost/benefits of improved fertiliser practices and quantifying nutrient loads and pathways from irrigated dairy pastures in the Wet Tropics and the Burnett-Mary regions	Ruth Chalk, Queensland Dairyfarmers' Organisation (QDO)
<i>Socio Economic</i>		
RRRD011	Capturing historic small catchment study (paddock scale) data to support quantification of management impacts on water quality on the Great Barrier Reef	David Freebairn RPS Australia
RRRD010	Factors affecting adoption of land management practices that have water quality benefits in the GBR catchments: Evaluation scenarios for Cane Farming	Delwar Akbar CQU
RRRD039	Integrated assessment of BMP cost-effectiveness and decision tool for regions and landholders.	Stuart Whitten CSIRO
Sub-Program 2: Pesticide threat, delivery and management		
RRRD037	Pesticide dynamics in the Great Barrier Reef catchment and lagoon: management practices in the sugarcane industry	Jon Brodie JCU
RRRD038	Pesticide dynamics in the Great Barrier Reef catchment and lagoon: management practices (grazing, bananas and grain crops) and risk assessments	Jon Brodie JCU
RRRD058	A novel biological method of monitoring herbicides	Ben Kefford University of Technology Sydney (UTS)
Sub-Program 3: Tracking change		
RRRD030	Pollutant load estimation for Great Barrier Reef (GBR) catchments: Accounting for the uncertainty in monitoring and modelled data using data assimilation techniques	Petra Kuhnert CSIRO
RRRD016	Developing integrated assessment metrics for reporting of water quality in the Great Barrier Reef lagoon	Vittorio Brando CSIRO

1.3 Objectives of this Communications Strategy

The Reef and Rainforest Research Centre (RRRC) has been engaged (as the Service Provider, herein referred to as the Science Coordination team) to coordinate and integrate *Reef Rescue R&D* on behalf of the Commonwealth Department of Sustainability, Environment, Water, Population and Communities ('the Department').

A key responsibility of the RRRC in providing a Science Coordination team for *Reef Rescue R&D* is to promote and facilitate the dissemination of *Reef Rescue R&D* objectives and outcomes. This Strategy outlines how this will be achieved. The team is also required to ensure that, to the extent practicable, the work undertaken is complementary and successfully integrated with related research initiatives. Approaches to integration of *Reef Rescue R&D* both within the program and with other related programs are identified in the companion document *Reef Rescue R&D Research Linkages Report*. Communication, both within the program and with related initiatives, plays a major role in the achievement of successful science coordination and integration for *Reef Rescue R&D*. This strategy outlines the scope of communications activities that will be undertaken as part of *Reef Rescue R&D* for the extent of the program until September 2013.

The objectives of this *Reef Rescue R&D* Communications Strategy are:

- To raise awareness and understanding of *Reef Rescue R&D* by communicating key messages and research outcomes with target stakeholders;
- To build internal and external networks and relationships;
- To ensure research users are aware of the knowledge, tools, data and products being generated by *Reef Rescue R&D* and that information generated by the program is available to them;
- To foster the exchange of information; and
- To capture and coordinate potential synergies across the communication activities of *Reef Rescue R&D* participants and with other relevant environmental research investments.

Approaches to the delivery of the objectives are described in more detail in the following section.

2. Plan for the Efficient, Cost-effective Achievement of *Reef Rescue R&D* Objectives

2.1 Target audience

It is important to identify and clarify the target audience for this Communications Strategy.

The **primary audience** includes industry bodies, regional Natural Resource Management groups, government, extension officers and other researchers. Through these groups, the **secondary audience** is individual landholders.

While behavioural change based on the best available science is the ultimate goal of *Reef Rescue R&D* (in conjunction with related *Reef Rescue* and *Reef Plan* initiatives), in the context of this program it is the agents within the primary audience who will facilitate and lead this change (through extension services and best management practice development and delivery).

2.2 Project level communication

As part of the Monitoring, Evaluation and Improvement (MERI) process for *Reef Rescue R&D*, Communication Plans have been developed for individual projects. These plans have been reviewed by the Science Coordination team to incorporate a number of common activities, and to ensure consistency in the identification of target audiences. **Attachment 1** provides an example of the standard requirements incorporated into each project-based Communication Plan. This Communications Strategy is intended to complement the individual project plans, coordinate these common activities and deliver actions for the program as a whole.

Building on the individual project Communication Plans, the Science Coordination team has worked in consultation with Project Leaders to identify key audiences, key messages and delivery mechanisms for each of the *Reef Rescue R&D* research projects. This will ensure a consistent approach between products developed by individual projects and the Science Coordination team to avoid mixed messages being communicated to stakeholders and research users. Refer to **Attachment 2** for this information.

2.4 Program level communication

Building on existing relationships and networks

In all activities, the Science Coordination team will seek to employ existing relationships, systems and dissemination networks (e.g. NRM extension officers, industry magazines) wherever these are available. Where necessary, the team will facilitate new relationships and links between researchers and research users. Wherever feasible their work will complement – rather than duplicate – that of

others operating in this arena, such as the Reef Water Quality Protection Plan's Extension and Education Strategy (Queensland Department of the Premier and Cabinet, 2010²).

Establishing and maintaining relationships with a number of related programs and initiatives will be critical in the early stages of the research. Such programs include the Reef Plan Integrated Monitoring, Modelling and Reporting Program ('Paddock to Reef Program'), the Reef Protection Program science framework (established to support the Queensland Government's *Great Barrier Reef Protection Amendment Act 2009*), the National Environmental Research Program (NERP) Tropical Ecosystems Hub, and the Great Barrier Reef Foundation's *eReefs* initiative. Further information on these programs and linkages to *Reef Rescue R&D* are outlined in the companion document, *Reef Rescue R&D Research Linkages Report*.

Facilitating new relationships and networks

The Science Coordination team will employ a range of engagement and delivery mechanisms to facilitate new relationships and networks between researchers and research users, thereby increasing the likelihood of information transfer and uptake, and impact of *Reef Rescue R&D* as a whole. These include:

- A dedicated *Reef Rescue R&D* website;
- Regular email newsletters;
- Extension activities;
- Conferences and workshops; and
- Generation of interpreted material and synthesis products.

Dedicated website

A simple yet informative website will provide rapid and efficient delivery of information to a wide range of stakeholders and research users. The *Reef Rescue R&D* website will be linked to the *Caring for our Country Reef Rescue* webpage (<http://www.nrm.gov.au/funding/2008/reef-rescue.html>) and the format and content will conform to all required guidelines, giving appropriate attribution to Australian Government funding and the contributions of program partners. Overarching program and project descriptions will be available, including contact details of all participating lead researchers, along with a variety of technical and interpreted information, the latter generated by the Science Coordination team (or researchers) with specific audiences and research users in mind.

Faceted searching will enable users unfamiliar with the program to find relevant information quickly, as content accumulates. For example, it is envisaged that an extension officer in the sugar industry could very rapidly identify all website content of interest to them and download relevant articles, factsheets and other resources as a convenient PDF 'briefing package'.

² Queensland Department of the Premier and Cabinet (2010) *Reef Water Quality Protection Plan Extension and Education Strategy: 2020 Focus on Best Practice*. Reef Water Quality Protection Plan Secretariat, Brisbane (<http://www.reefplan.qld.gov.au/implementation/assets/reefplan-extension-and-education-strategy.pdf>)

If desired, there will be the facility for researchers or research users to generate and add their own (moderated) content, with functionality to institute an automated process for pre-approval of that content before it is published to the live web. This will enable all website content to be moderated by the Department and/or the Science Coordination team in order to maintain quality and consistency of website content, while encouraging broad contribution to the website.

A news and events section will alert website users to upcoming events (e.g. field days or workshops) featuring *Reef Rescue R&D* researchers or activities, and allow for listing of other relevant activities elsewhere in Queensland and beyond.

The e-Atlas (www.e-atlas.org.au) will be integrated with the *Reef Rescue R&D* website in a metadata storage capacity.

Further detail of the proposed website has been provided to the Department separately for approval.

Email newsletter

Building and/or maintaining two-way communication between researchers and research users will be fundamental to the uptake of the new information generated by *Reef Rescue R&D*. A regular emailed news alert (similar in general format and content to the well-regarded MTSRF [Communique](#), which permits readers to navigate to more and more detailed information of interest via hyperlinks) will familiarise researchers and research users with key personnel and current activities (both researcher activities and research user activities) and increase opportunities for links both within and outside *Reef Rescue R&D* over time. Editions will be archived and available online as a resource.

Analysis of website statistics on frequency of views/downloads will enable content refinement over time for greater impact. Compilation of a database of email addresses (and an automated subscribe/unsubscribe facility) will be critical to the usefulness of this newsletter as a program-building tool.

Sample content (three 'stories' per edition) could include:

- Peak body representative (e.g. Canegrowers) on working with researchers; Farmers grill pesticide researcher at shed meeting; Objectives of the R&D program.
- Experiments commence at Innisfail banana farm; Opportunities in the extension officer participation program; BSES modifies BMP for herbicides.
- Profile of extension officer involved in research project; Making D-class lands profitable; Field sampling underway in the Burdekin catchment.

Extension

While web- and electronic-based media are cost-effective and efficient means of communicating with a wide variety of research users for *Reef Rescue R&D*, including some key landholders and others such as peak industry representatives, they may not be very effective for communicating information to many target farmers. Fortunately a variety of established networks for disseminating

new information to farmers already exist, most notably the considerable and effective extension officer programs run by industry, Regional NRM groups and government departments. This existing capacity will be used to deliver *Reef Rescue R&D* information to those at the coal face of practice change. See the *Action Plans for Engagement* table in Section 4 for more information about this existing capacity. Specific examples include:

- Extension staff within the Regional NRM groups, working in the Reef Rescue Water Quality Grants Program;
- The Reef Protection Package Education and Extension Program (DERM, DEEDI);
- The Reef Rescue Industry Working Groups, which manage incentive/practice changes within each industry and region; and
- The MLA Ambassadors program, in which individual farmers have already been selected by the peak body to represent best practices to their peers.

Conferences/workshops

An annual *Reef Rescue R&D* workshop will be convened with the objective being to maximise opportunities for two-way communication between researchers and research users. Symposia topics will focus on audience needs and synthesis questions. Provision of opportunities for informal conversations at these workshops will be important for building and maintaining useful two-way relationships between researchers and those in a position to use the new information. The possibility of including other industry-centric events such as field days and shed meetings as part of these workshops will be explored. Opportunities for *Reef Rescue R&D* participating in a large joint synthesis conference of all agencies and programs involved in *Reef Rescue* and *Reef Plan* (including *Paddock to Reef Program*, *Reef Protection Program* and NERP) towards the end of the two-year research program will also be investigated.

Interpretation and synthesis

Key research users have requested that research information be provided to them in a number of ways, including synthesised and interpreted formats. This could take the form of industry magazine articles, articles in regional and agricultural newspapers, fact sheets or synthesis reports. Importantly, topics need to be research user driven rather than research project driven, and written in accessible language. The Science Coordination team will assist researchers in this endeavour and may also take the lead in particular synthesis tasks towards the end of *Reef Rescue R&D*, for example by working with Queensland Government research users to generate synthesised content aimed directly at managers.

2.5 Timeline

A timeline for *Reef Rescue R&D* has been prepared to show key milestone dates for the program for the Science Coordination team and researchers (Figure 1). It is intended that this timeline will be expanded to provide a calendar of events for *Reef Rescue R&D* and related initiatives over the coming months.

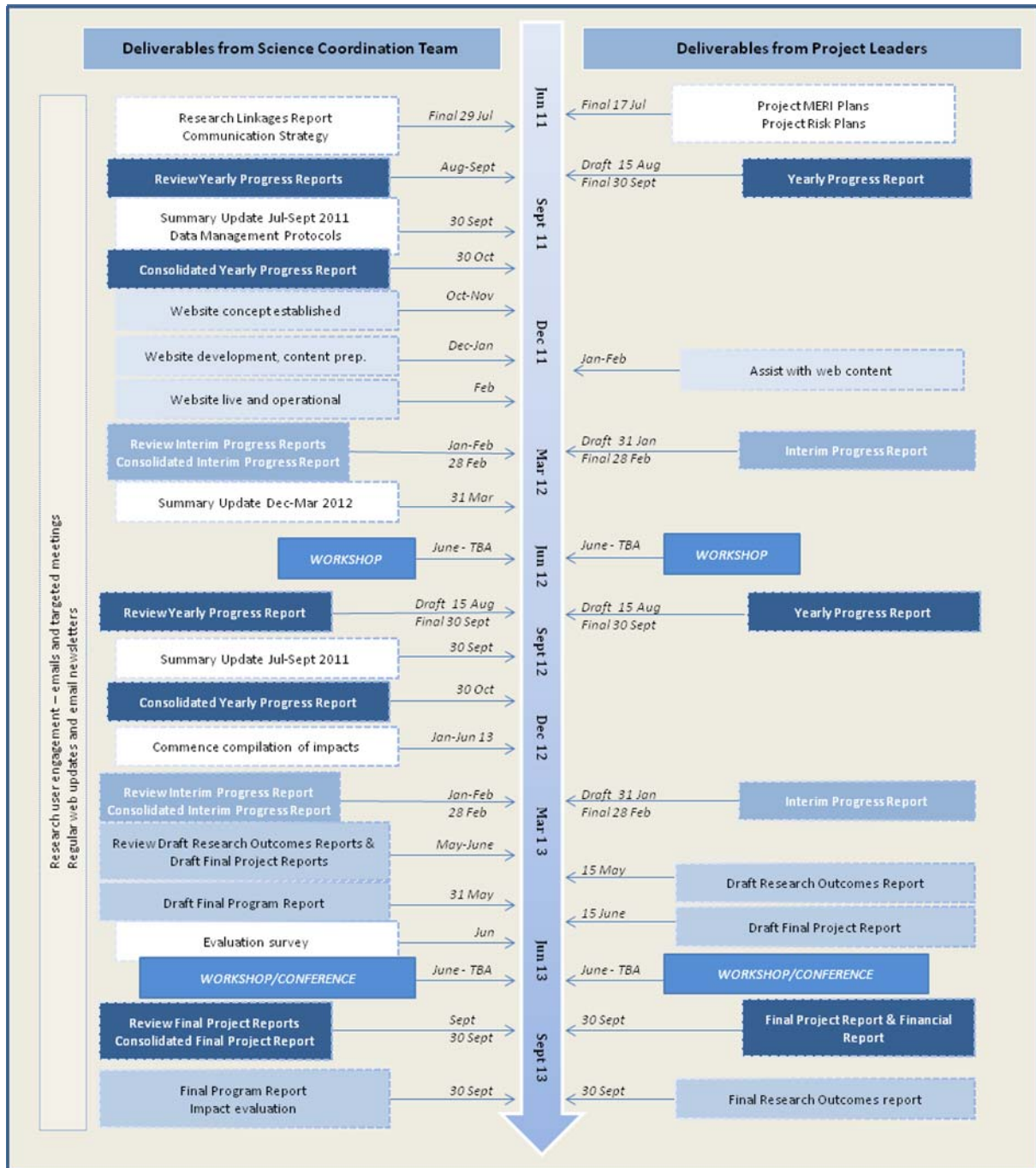


Figure 1: Timeline for Reef Rescue R&D administration and communications activities.

3. Roles and Responsibilities

To ensure a consistent and streamlined approach to the delivery of the *Reef Rescue R&D Communications Strategy*, this section outlines the roles and responsibilities of the *Reef Rescue* team within the Department, the researchers and the Science Coordination team in program communication.

3.1 Department

The Department will specify the guidelines for appropriate acknowledgement of Reef Rescue R&D and the funding source. A set of proposed guidelines are provided in **Attachment 3** of this document.

The Department will also work closely with the Science Coordination team to ensure that the website, email newsletters and other items generated by the Science Coordination team convey the appropriate branding for *Reef Rescue R&D*.

The Department will be responsible for all media related to *Reef Rescue R&D*. The Science Coordination team may assist with generating content for media releases if required. Researchers wishing to speak to the media about their *Reef Rescue R&D* funded work must follow the guidelines specified in **Attachment 3** of this document. These guidelines will not be designed to stifle research related activities – rather they will help to ensure appropriate, consistent and accurate information is provided through media interactions and that there are ‘no surprises’ for the Department or funding agency.

The Department will also bear primary responsibility for communicating the progress, achievements and outcomes of *Reef Rescue R&D* to the Minister. Assistance with this process may be provided by the Science Coordination team as required.

3.2 Researchers

Consultations during the preparation of this Communications Strategy indicated that many key research users considered direct engagement with researchers an extremely valuable way to influence both the direction of research and the take-up of new information relevant to their policy and practice. Researchers will therefore be expected to maintain their existing productive two-way relationships with key research users, and generate new relationships where needed. The Science Coordination team will facilitate this process where required.

As part of their six-monthly progress reporting of the Science Coordination team to the Department, Project Leaders are responsible for reporting on any communications or extension activities they have undertaken during that period, or have planned for the following reporting period. Such activities may include:

- When they have responded to requests for information – what and to whom;
- When they have given demonstrations/talks at field days, shed meetings or policy meetings, etc. on matters relevant to their Reef Rescue R&D project;

- When they have a paper accepted and published relevant to their project; and
- When an extension officer (or similar) works with them on their project.

This reporting will be facilitated by the MERI planning process.

Three months into each six-monthly reporting period, Project Leaders will also be asked by the Science Coordination team for an informal (verbal or email) and very brief report on project activities. With the agreement of the Project Leader, this information may then be used by the Science Coordination team in the production of regular email newsletters and/or as 'latest news' content for the *Reef Rescue R&D* website.

Project Leaders will also be periodically invited to contribute simple articles or other items to the *Reef Rescue R&D* website or newsletters, as needed/desired. The Science Coordination team will encourage project leaders to contribute to both.

Project Leaders are expected to participate in annual workshops.

The activities identified above and a suite of other standard activities have been specified in each of the project Communication Plans included in the MERI Plans to facilitate consistency across *Reef Rescue R&D*.

3.3 Science Coordination team

While consultation with researchers and key research users has indicated clearly that the bulk of the responsibility for communicating specific research information generated by projects should rest with the researchers, the Science Coordination team has important roles in facilitating this communication, and in presentation of *Reef Rescue R&D* as a whole. The Science Coordination team's roles in communication and extension activities for *Reef Rescue R&D* include:

- Construction and ongoing maintenance of the *Reef Rescue R&D* website, as well as ongoing generation of content;
- Ongoing compilation of a database listing the impacts of *Reef Rescue R&D* research on policy and/or practice;
- Through project management processes, identification of additional opportunities for *Reef Rescue R&D* funded research to make an impact on policy and/or practice;
- Designing, managing and reporting upon a research user survey outlined in Section 5 Evaluating Success;
- Generation of content for, and design of, regular email newsletters to inform stakeholders of *Reef Rescue R&D* findings and activities;
- Facilitating stakeholder subscriptions to the *Reef Rescue R&D* email newsletters and website RSS ('Really Simple Syndication') feeds (web feed formats used to publish frequently updated works);
- Facilitating effective engagement between researchers and key research users, e.g. through organising and running annual workshops;

- Facilitation or production of plain-English summaries of research findings (where required, and to the extent that resources are available, in concert with both researchers and key research-users); and
- Synthesis of research results across multiple projects (where required, and to the extent that resources are available, in concert with both researchers and key research users).

4. Action plan for Engagement with Key Research Users

Establishing and maintaining communication with a range of groups that are likely to influence and use the outputs of *Reef Rescue R&D* is recognised as critical to the success of the program.

Attachment 4 identifies the groups of research users and individual organisations that the Science Coordination team will consult with through the life of *Reef Rescue R&D* and is based on the Communication Plans contained in each of the project MERI Plans.

The consultation will be broadly based on three phases:

1. Introduction to *Reef Rescue R&D* (July to September 2011);
2. Progress updates throughout the program (September 2011 to June 2013); and
3. Final outcomes / future directions (May 2013 to September 2013).

The action plan will be updated periodically by the Science Coordination team as required.

5. Evaluating Success

It is important that the success of this Communications Strategy in facilitating the uptake of the information generated by *Reef Rescue R&D* is evaluated. While the highly targeted and applied nature of the research projects, pre-existing working relationships between researchers and research users, and investment in a strategic communication strategy means that *Reef Rescue R&D* is very likely to have a positive impact on policy and practices in the medium to long term, demonstrating uptake and impact within the two-year life of *Reef Rescue R&D* will be a challenge. Use of conventional research user surveys to gauge influence and impact is complicated in this case not only by the very short time period, but by low research user discrimination between the numerous different funding and information sources currently seeking to inform policy and practice change in reef catchments (e.g. *Reef Rescue R&D*, *Reef Rescue*, Paddock to Reef Program, Reef Protection Program, plus many regional NRM activities).

5.1 Program evaluation

In addition to the monitoring and evaluation efforts documented in each project's MERI plan, three major mechanisms are available by which the success of *Reef Rescue R&D* communications could be measured³:

1. **Reporting against agreed measures** in the *Reef Rescue R&D* Progress Reports (Yearly and Interim);
2. A highly targeted **survey of research users** designed to demonstrate whether *Reef Rescue R&D* has helped to close specific knowledge gaps relevant to their industry/practices; and
3. **Documenting changes in agreed industry Best Management Practices** that occur as a result of information developed and delivered through *Reef Rescue R&D*. This should be reported to the Science Coordination team by the researchers involved as part of their progress reports.

Reporting against agreed measures

To evaluate progress towards achievement of the objectives of the *Reef Rescue R&D* Communications Strategy, the following measures will be assessed and reported as part of the Yearly and Interim Progress Reports prepared by the Science Coordination team.

1. Provision of this strategy to all *Reef Rescue R&D* Project Leaders;
2. Establishment, maintenance and regular update of a *Reef Rescue R&D* website;
3. Publication and dissemination of quarterly program newsletters via email and website upload, including the establishment of a comprehensive email address list that includes 100% of primary target stakeholders / research users;
4. Conduct of an annual Project Leaders' workshop;
5. Six-monthly reporting of the impacts of *Reef Rescue R&D*, including:
 - Documentation of views/downloads from website of (for example) interpreted, synthesised material;
 - Number of presentations given by researchers to field days, shed meetings, etc.;
 - Number of extension officers (etc.) attending *Reef Rescue R&D* sessions at workshops;
 - Number of articles in relevant newsletters (industry, other research programs, Reef Plan); and
 - Number of scientific publications;
6. Six-monthly review of the *Reef Rescue R&D Research Linkages Report* and this Communications Strategy;
7. Participation in GBR Water Quality R&D Coordination meetings (hosted by the Reef Plan Secretariat); and
8. Bi-annual meetings with primary target audience representatives to share information about program implementation and outputs.

³ These activities are within the current scope of funding provided to the Science Coordination team.

Survey of research users

A survey to be carried out towards the end of the program will target individuals who are in a position to be using Reef Rescue R&D generated information (extension officers, government officers, peak body officers, and potentially landholders involved in field trials). Some questions in the survey will be asked of all respondents (e.g. questions aiming to find out the most effective communication methods) and another set of questions will be stratified by industry, i.e. only respondents in the grazing industry will be asked questions about the grazing projects.

Documenting changes in agreed industry BMPs

Changes in management practices that occur as a result of information developed and delivered through *Reef Rescue R&D* will be documented and reported in the progress reports prepared by the Science Coordination team. This information will be reported to the Science Coordination team by the researchers involved as part of their Yearly and Interim Progress Reports.

6. Approval and Review of this Communications Strategy

This Communications Strategy currently forms a proposal to the *Reef Rescue* team, and several aspects of the Strategy require further discussion and endorsement prior to implementation.

Attachment 1: Common activities identified in Project MERI Communication Plans

Who needs access to information about the project?	Key contact	Science Provider Lead contact	Type of information and format required?	Why is information needed?	Methods of providing information	Dates/frequency
Australian Government			<ul style="list-style-type: none"> Financial reports in standard format 	<ul style="list-style-type: none"> Accountability 	<ul style="list-style-type: none"> Report by mail or email 	<ul style="list-style-type: none"> November and June
			<ul style="list-style-type: none"> Mandatory intermediate and yearly progress reports in standard format 	<ul style="list-style-type: none"> Accountability National reporting Learning Improvement 	<ul style="list-style-type: none"> Report by mail or email 	<ul style="list-style-type: none"> November and June
			<ul style="list-style-type: none"> Mandatory final project report in standard format 	<ul style="list-style-type: none"> Accountability National reporting Learning Improvement 	<ul style="list-style-type: none"> Report by mail or email 	<ul style="list-style-type: none"> End of project
Reef Rescue	William Quinn and Phil Hambly	Jane Waterhouse	<ul style="list-style-type: none"> Final reports Progress reports Regular updates of activity and progress 	<ul style="list-style-type: none"> Contract management Keep Reef Rescue informed of progress and any issues that may cause delays Inform Reef Rescue regarding implementation of MERI Plans 	<ul style="list-style-type: none"> Phone calls, emails, team meetings Formal progress reporting Program website Attendance at annual workshop 	<ul style="list-style-type: none"> As scheduled in the contract Annual Program Workshop

Who needs access to information about the project?	Key contact	Science Provider Lead contact	Type of information and format required?	Why is information needed?	Methods of providing information	Dates/frequency
Research Project Team / partners			<ul style="list-style-type: none"> Data products and summaries, technical advice and feedback. Regular project progress updates by email and Program website Workshop summary reports 	<ul style="list-style-type: none"> Learning Enhancement of team's work Peer review to ensure the methodology / project is on track to deliver Establish and maintain collaboration 	<ul style="list-style-type: none"> Various informal channels – phone, mail, personal contact, team meetings Progress reports Program website Attendance at annual workshop 	<ul style="list-style-type: none"> As needed Annual Program Workshop
Reef Rescue Project Leaders			<ul style="list-style-type: none"> Copies of progress reports and papers showcasing the methodology where relevant. 	<ul style="list-style-type: none"> Learning Improvement 	<ul style="list-style-type: none"> Reports Peer reviewed papers Seminars (where appropriate) Website Attendance at annual workshop 	<ul style="list-style-type: none"> At scheduled meetings with the project leaders. Annual Program Workshop
NRM agencies: <ul style="list-style-type: none"> Terrain NRM NQ Dry Tropics Reef Catchments Burnett Mary Regional Group 			<ul style="list-style-type: none"> Project summaries Data products Training materials for project products 	<ul style="list-style-type: none"> Producer engagement Reporting evaluation 	<ul style="list-style-type: none"> Organised training events and written data and product summaries Program website Attendance at annual workshop 	<ul style="list-style-type: none"> As products are developed Annual Program Workshop

Who needs access to information about the project?	Key contact	Science Provider Lead contact	Type of information and format required?	Why is information needed?	Methods of providing information	Dates/frequency
Allied extension staff			<ul style="list-style-type: none"> • Training materials for project products 	<ul style="list-style-type: none"> • Producer engagement • Reporting • evaluation 	<ul style="list-style-type: none"> • Organized training events • Program website • Attendance at annual workshop 	<ul style="list-style-type: none"> • As products are developed • Annual Program Workshop
Industry associations, e.g.: <ul style="list-style-type: none"> • Canegrowers • Australian Cane Farmers Association • Sugar Milling Council • AgForce 			<ul style="list-style-type: none"> • Written and visual summaries of selected project activities and products 	<ul style="list-style-type: none"> • Awareness raising, extending demand for project products 	<ul style="list-style-type: none"> • Written and pictorial data and product summaries including technical and plain English publications • Program website • Attendance at annual workshop 	<ul style="list-style-type: none"> • As needed • Annual Program Workshop
Industry RDCs, e.g.: <ul style="list-style-type: none"> • Sugar Research and Development Corporation • Meat and Livestock Australia 			<ul style="list-style-type: none"> • Experimental results • Final reports • Peer reviewed papers • Seminars 	<ul style="list-style-type: none"> • Learning • Improvement • Continued collaboration 	<ul style="list-style-type: none"> • Reports • Peer reviewed papers • Seminars (where appropriate) • Program website • Attendance at annual workshop 	<ul style="list-style-type: none"> • As scheduled in the contract • Annual Program Workshop
Other researchers			<ul style="list-style-type: none"> • Experimental results, data for model input 	<ul style="list-style-type: none"> • Management practice prioritisation, 	<ul style="list-style-type: none"> • Scientific reports and papers • Direct exchange of 	<ul style="list-style-type: none"> • As needed • Annual Program

Who needs access to information about the project?	Key contact	Science Provider Lead contact	Type of information and format required?	Why is information needed?	Methods of providing information	Dates/frequency
				modelling, knowledge synthesis	data <ul style="list-style-type: none"> • Website • Attendance at annual workshop 	Workshop
Program Leaders of related initiatives <ul style="list-style-type: none"> • Reef Plan Secretariat • Reef Protection Package (DERM) • NERP Tropical Ecosystems Hub 			<ul style="list-style-type: none"> • Final reports • Peer reviewed papers • Seminars 	<ul style="list-style-type: none"> • Learning • Improvement • Continued collaboration 	<ul style="list-style-type: none"> • Reports • Peer reviewed papers • Seminars (where appropriate) • Website • Attendance at annual workshop 	<ul style="list-style-type: none"> • As scheduled in the contract • Annual Program Workshop

Attachment 2: Key audiences and messages for Reef Rescue R&D projects

Note: All projects will be able to provide content to the *Reef Rescue R&D* website and regular email updates to research users as standard Delivery Methods.

Project	Audience	Message	Delivery Methods (agent)	Impact indicators
Sub-Program 1: Adoption and development of sustainable practices that have water quality benefits				
Grazing Practices				
D class land, rehabilitation <i>Hall (RRRD024)</i>	<ul style="list-style-type: none"> Landholders with D-class land condition areas (small areas that contribute a disproportionate amount of runoff) 	<ul style="list-style-type: none"> Identify cost-effective mechanical management methods that can rehabilitate D-class land condition areas Quantifying the benefits can assist landholders access incentives to aid adoption of these management methods Cost-effective rehabilitation can facilitate more profitable and sustainable land use for grazing with reduced potential erosion 	<ul style="list-style-type: none"> Project will help to raise awareness amongst landholders of what cost-effective rehab options are possible (researchers) Local publicity and field days associated with two trial sites in the Burdekin and Fitzroy catchments (researchers, peak body reps) 	<ul style="list-style-type: none"> Techniques for rehabilitating D class condition lands quantified in terms of water quality outcomes and cost-effectiveness, ready for adoption.
	<ul style="list-style-type: none"> Grazing peak bodies 	<ul style="list-style-type: none"> Identify cost-effective mechanical management methods that can rehabilitate D-class land condition areas Quantifying the benefits can assist landholders access incentives to aid adoption of these management methods Cost-effective rehabilitation can facilitate more profitable and sustainable land use for grazing with reduced potential erosion 	<ul style="list-style-type: none"> Report on field trials Involvement of peak body reps in field trials and in landholder surveys 	<ul style="list-style-type: none"> Extension of techniques for rehabilitating D class condition lands.
	<ul style="list-style-type: none"> Queensland State Government agencies 	<ul style="list-style-type: none"> Identify cost-effective mechanical management methods that can rehabilitate 	<ul style="list-style-type: none"> Synthesis report reviewing previous rehab experiences in the 	

Project	Audience	Message	Delivery Methods (agent)	Impact indicators
		<p>D-class land condition areas</p> <ul style="list-style-type: none"> Quantifying the benefits can assist landholders access incentives to aid adoption of these management methods Cost-effective rehabilitation can facilitate more profitable and sustainable land use for grazing with reduced potential erosion 	Burdekin and Fitzroy catchments, social and economic drivers and barriers to adoption (researchers)	
<p>Getting groundcover right</p> <p><i>Beutel (RRRD027)</i></p>	<ul style="list-style-type: none"> Queensland State Government agencies NRM groups Land managers Grazing peak bodies 	<ul style="list-style-type: none"> Refined tools will improve our ability to monitor landscape health in reef catchments Improved Ground Cover Index product and analysis routine (DERM) is being developed / is available Customised support will be delivered in the form of land monitoring tools and publications for the Fitzroy Basin Association and NQ Dry Tropics NRM groups 	<ul style="list-style-type: none"> Training extension officers in regional bodies and government agencies in improved extension and engagement tools (researchers) Summary/synthesis materials designed for use in regional and Paddock to Reef reporting 	<ul style="list-style-type: none"> Delivery of improved land monitoring packages ready for implementation through Paddock to Reef Reporting.
<p>Grazing management practices</p> <p><i>Wilkinson (RRRD032)</i></p>	<ul style="list-style-type: none"> Graziers Grazing peak bodies 	<p>This project aims to:</p> <ul style="list-style-type: none"> Provide land managers with an improved capacity to manage pasture productivity and erosion Review and update priorities for grazing practice change Improve understanding of the relationships between stocking rates, cover and pasture condition Provide the ability to compare water quality and productivity outcomes (20 years) of different land management practice scenarios 	<ul style="list-style-type: none"> Field days at 3x3 case study sites Factsheets 	<ul style="list-style-type: none"> Scientific evidence to improve the ABCD grazing practice framework for sediment.

Project	Audience	Message	Delivery Methods (agent)	Impact indicators
	<ul style="list-style-type: none"> Queensland State Government agencies NRM groups 	<ul style="list-style-type: none"> Improved capacity to manage pasture productivity and erosion Priorities for grazing practice change reviewed and updated Improved understanding of relationships between stocking rates, cover and pasture condition Ability to compare water quality and productivity outcomes (20 years) of practice scenarios 	<ul style="list-style-type: none"> Reference group of regional end-user organisations Case study reports 	
Runoff N from pasture legumes <i>Thornton (RRRD009)</i>	<ul style="list-style-type: none"> Queensland State Government agencies NRM bodies Grazing peak bodies 	<ul style="list-style-type: none"> Improve understanding of impact of nitrogen-fixing pasture species on nitrogen loads in runoff Estimate change in nitrogen loads with land development Provide scenarios for pasture management that incorporate ground cover, costs and grazer benefits 	<ul style="list-style-type: none"> Field days at Brigalow Catchment Study site (researchers) Field days as part of DEEDI pasture improvement programs Workshops involving state govt agencies and peak body reps Peer reviewed journal and conference papers 	<ul style="list-style-type: none"> Confirmation of whether or not N loads in runoff from leguminous pastures are a concern. N budget from improved pastures incorporated into estimation of loads models. Implications for ABCD grazing practice quantified.
Sugar Practices				
Evaluating A class practices <i>Thorburn (RRRD056)</i>	<ul style="list-style-type: none"> Sugar farmers Sugar peak bodies NRM bodies 	<ul style="list-style-type: none"> Quantify the water quality improvement that can be expected from A-class sugar farming practices Identify opportunities to improve upon A-class practice systems in sugar farming 	<ul style="list-style-type: none"> Field days at Project Catalyst field sites employing A-class practices Fact sheets Regional workshops with end-users Reports and papers 	<ul style="list-style-type: none"> A-class practices in sugar farming quantified in terms of water quality outcomes and cost-effectiveness, ready for incorporation into ABCD framework.

Project	Audience	Message	Delivery Methods (agent)	Impact indicators
				•
Drip and furrow irrigation practices <i>Midmore (RRRD004)</i>	<ul style="list-style-type: none"> • Relevant groups in local, regional and federal government agencies • Sugarcane peak bodies • Banana peak bodies 	<ul style="list-style-type: none"> • Quantify the amount of sediments and agrochemicals leaking from sugarcane and banana farms • Demonstrate that there are some practical, no-cost interventions that can reduce leakage of sediments and agrochemicals from sugarcane and banana farms • 	<ul style="list-style-type: none"> • Factsheet summarising results, implications and new methods (web based information) • Researcher briefings to representatives from peak bodies • Articles/interviews in industry magazine(s) and other relevant media • Best management guides to reduce agrochemical leakage published and disseminated (web) 	<ul style="list-style-type: none"> • Input to irrigation practices within ABCD practices for banana and sugar.
Mineralisation of N after legume fallows <i>Schroeder (RRRD020)</i>	<ul style="list-style-type: none"> • Sugar peak bodies • Sugar farmers • Banana farmers 	<ul style="list-style-type: none"> • Improve understanding of nitrogen dynamics associated with break-year legume crops • Develop guidelines for managing legume residues and associated nitrogen sources to be incorporated into the SIX EASY STEPS package • Show how nitrogen inputs can be designed to suit specific on-farm circumstances • Guidelines will be designed to reduce off-farm movements of sediments, pesticides and fertilizers, potentially improve farm economy and help improve downstream environmental health 	<ul style="list-style-type: none"> • SIX EASY STEPS package (course and booklets) delivered to growers continually along GBR coast (BSES) • Shed meetings (researchers) • Reef Wise Farming website (DERM) • Articles in industry-targeted publications • Factsheet summarising results, implications and new methods (web) • Demonstrations at regional field days (on-farm trials) • Workshop bringing researchers and end-users together • Decision support system (web based?) 	<ul style="list-style-type: none"> • Development of Best management guides to reduce agrochemical leakage developed in concert with peak bodies and disseminated (web) • Role of legume crops quantified in terms of nitrogen budget and ready for inclusion within ABCD framework.

Project	Audience	Message	Delivery Methods (agent)	Impact indicators
Horticulture Practices				
Minimising N runoff from bananas Reghezani (RRRD049)	<ul style="list-style-type: none"> Banana farmers Banana peak bodies 	<ul style="list-style-type: none"> Determine reductions in nitrogen loss due to improved practices and technologies on banana farms (with subsequent economic and environmental benefits) Provide information to farmers on techniques to reduce nitrogen loss and better control fertilizer applications 	<ul style="list-style-type: none"> Two DEEDI extension and education projects (E&E project) Field day at demonstration site BMP document for Qld banana industry Regular articles in banana industry magazine Engagement with peak bodies 	<ul style="list-style-type: none"> Nitrogen budget from banana practices incorporated into estimation of loads (models). Implications for ABCD banana practice quantified.
	<ul style="list-style-type: none"> NRM groups Queensland State Government agencies 	<ul style="list-style-type: none"> Determine reductions in nitrogen loss due to improved practices and technologies on banana farms (with subsequent economic and environmental benefits) Provide information to farmers on techniques to reduce nitrogen loss and better control fertilizer applications 	<ul style="list-style-type: none"> BMP document for Qld banana industry 	
Banana modeling capability Webster (RRRD054)	<ul style="list-style-type: none"> Paddock to Reef team 	<ul style="list-style-type: none"> Validate APSIM for banana industry so management practices that are optimal for banana profitably and resource use efficiency in different soil types and climates can be determined Assess the environmental impacts of the different scenarios modeled 	<ul style="list-style-type: none"> Delivery of model to Paddock to Reef team in May 2012 and May 2013 through direct contact. 	<ul style="list-style-type: none"> ABCD framework quantified for profitability, and environmental impacts for a range of soils and climate scenarios.
	<ul style="list-style-type: none"> Terrain NRM 	<ul style="list-style-type: none"> Assess the profitability and environmental impact of various management practices in the banana industry 	<ul style="list-style-type: none"> Communication to Terrain NRM through liaison with John Reghezani (through RRRD049). 	
	<ul style="list-style-type: none"> Banana peak industry 	<ul style="list-style-type: none"> Assess the profitability and environmental 	<ul style="list-style-type: none"> Communication to peak industry 	

Project	Audience	Message	Delivery Methods (agent)	Impact indicators
	bodies	impact of various management practices in the banana industry	bodies through industry media (in collaboration with project RRRD049).	
Dairy Practices				
Improved fertilizer practices in dairy <i>Henry/Kowitz (RRRD055)</i>	<ul style="list-style-type: none"> Dairy peak bodies Dairy farmers 	<ul style="list-style-type: none"> Determine whether modified BMPs for fertilizers in dairy farming will deliver cost and water quality benefits Develop a calculator to enable farmers to calculate cost/benefits 	<ul style="list-style-type: none"> Advisory committee involving end-users Field days at 2 on-farm research sites Industry media Publications 	<ul style="list-style-type: none"> Assessment of costs and benefits for improved fertilizer practice ready for QDO to review dairy industry recommended practices.
Socio Economic				
Historic data - management practice effectiveness <i>Freebairn (RRRD011)</i>	<ul style="list-style-type: none"> Water quality researchers 	<ul style="list-style-type: none"> Increase accessibility of existing knowledge on the water quality outcomes of management practices for other research, monitoring, modeling and reporting initiatives 	<ul style="list-style-type: none"> e-Atlas (historical datasets) or equivalent database systems such as DERM's DARTS program under development 	<ul style="list-style-type: none"> Existing knowledge is collated for quantifying links between practice and water quality outcomes as an input to monitoring design for Paddock to Reef and ABCD framework.
Adoption of cane practices <i>Akbar (RRRD010)</i>	<ul style="list-style-type: none"> Canegrowers BSES Sugar Research and Development Corporation NRM agencies Queensland State Government agencies 	<ul style="list-style-type: none"> Provide results-based strategic directions for improving management practices in cane farming that have water quality benefits in the GBR catchments 	<ul style="list-style-type: none"> Decision support tool Survey itself will serve to engage some landholders Consultation with Canegrowers about the implications of this project for their cane management practices 	<ul style="list-style-type: none"> Assessment of barriers to, and opportunities for, adoption of LMPs in cane farming that can guide further investment in incentives.

Project	Audience	Message	Delivery Methods (agent)	Impact indicators
	<ul style="list-style-type: none"> • CSIRO • GBRMPA • AGLC 			
Management practices – cost effectiveness <i>Whitten (RRRD039)</i>	<ul style="list-style-type: none"> • Landholders • Peak bodies • NRM 	<ul style="list-style-type: none"> • Improve understanding of the diversity characteristics and barriers to BMP adoption to allow better targeting, more effective programs, and improved knowledge of the costs of practice change • Develop information for landholders and regions to support farmer decisions about practice change and investment by regions in change delivery • Facilitate increased regional understanding of support needed for on-ground practice change 	<ul style="list-style-type: none"> • Investment prioritization assistance via a simple decision support tool • Fact sheets with cost abatement curves • Fact sheets with recommendations on cost-effective investment portfolios for regions • Guidelines/strategies for reducing barriers to adoption • NRMs actively involved in project planning and execution (Will Higham) • Project advisory group involving end-users • Landholder reference groups and workshops • Targeted meetings with key policy officers and other stakeholders • MERI comms plan • 	<ul style="list-style-type: none"> • Assessment of barriers to, and opportunities for, adoption of management practices ready to guide further investment in incentives.
Sub-Program 2: Pesticide threat, delivery and management				
Pesticide dynamics and management	<ul style="list-style-type: none"> • Government agencies • NRM bodies 	<ul style="list-style-type: none"> • Identify the half-lives in soils of main pesticides used in sugar production in the GBR catchment 	<ul style="list-style-type: none"> • More accurate pesticide information in How Leaky? • Direct engagement with govt 	<ul style="list-style-type: none"> • Pesticide dynamics in sugar cane industry quantified for input to

Project	Audience	Message	Delivery Methods (agent)	Impact indicators
practices in cane <i>Brodie (RRRD037)</i>		<ul style="list-style-type: none"> Update How Leaky? model with this new information Quantify the value of flocculants to minimise off-site pesticide residue movement 	agencies and industry bodies during life of project <ul style="list-style-type: none"> Fact sheet (researcher) 	models and improvement in ABCD framework.
	<ul style="list-style-type: none"> Sugar farmers Sugar peak bodies 	<ul style="list-style-type: none"> Quantify water quality and agronomic benefits of alternative herbicides in sugarcane Determine the water quality benefits of different pesticide application methods Develop recommendations on production- and environmental-benefits of alternative herbicides and alternative application methods 	<ul style="list-style-type: none"> Greater accuracy of pesticide information in How Leaky? Potential links with Project Catalyst Direct engagement with govt agencies and industry bodies during life of project Guidelines (researcher) Field days with farmers 	
Pesticide dynamics & management practices in other industries <i>Brodie (RRRD038)</i>	<ul style="list-style-type: none"> Banana farmers Banana peak bodies Graziers Grazier peak bodies 	<ul style="list-style-type: none"> Quantify pesticide half-lives in fresh and marine waters Improve understanding of the transport of pesticides during flood events 	<ul style="list-style-type: none"> Direct engagement with govt agencies and industry bodies during life of project Fact sheet (researcher) 	<ul style="list-style-type: none"> Pesticide dynamics in grazing and bananas industry quantified for input to models and improvement in ABCD framework.
	<ul style="list-style-type: none"> Government agencies GBRMPA 	<ul style="list-style-type: none"> Better estimates of pesticide risk updated for the GBR region 	<ul style="list-style-type: none"> Direct engagement with govt agencies and industry bodies during life of project 	
	<ul style="list-style-type: none"> Graziers Grazier peak bodies 	<ul style="list-style-type: none"> Tebuthiuron fate determination in the Fitzroy catchment Identify improved practices for tebuthiuron use 	<ul style="list-style-type: none"> Fact sheet (researcher) 	
	<ul style="list-style-type: none"> Banana farmers Banana peak bodies 	<ul style="list-style-type: none"> Updated field risk assessment for banana industry to enable growers to make better decisions about pesticide use and application 	<ul style="list-style-type: none"> Direct engagement with govt agencies and industry bodies during life of project 	

Project	Audience	Message	Delivery Methods (agent)	Impact indicators
			<ul style="list-style-type: none"> • Fact sheet (researcher) • Field days, shed meetings 	
	<ul style="list-style-type: none"> • Paddock to Reef team 	<ul style="list-style-type: none"> • Better parameterization of modeling associated with pesticide transport and fate 		
Biological method for monitoring herbicides <i>Kefford (RRRD058)</i>	<ul style="list-style-type: none"> • Government agencies • Industry peak bodies in the GBR catchments 	<ul style="list-style-type: none"> • Identify the proportion of the freshwater diatom community that is affected by herbicide runoff, and the proportion of the freshwater macroinvertebrate community that is affected by insecticide runoff • Identify particular species at risk • Identify 'hotspots' of herbicide and pesticide toxicity in GBR catchments based on the outcomes of the biological monitoring program • Discuss implications for NPP and (e.g.) fisheries 	<ul style="list-style-type: none"> • End-users on steering committee • Presentation for Paddock to Reef requirements 	<ul style="list-style-type: none"> • Improved biological method for measuring pesticide toxicity tested and assessed for incorporation to Paddock to Reef monitoring program. •
Sub-Program 3: Tracking change				
Uncertainty in pollutant load estimates <i>Kuhnert (RRRD030)</i>	<ul style="list-style-type: none"> • Queensland State Government bodies • Reef Rescue team • Paddock to Reef (report card) 	<ul style="list-style-type: none"> • Develop a statistical methodology that is spatially and temporally explicit and includes uncertainty • Identify areas where uncertainty is unacceptably high (i.e. more monitoring data are needed) • Set better, more informed, scientifically robust guidelines and targets • The research aims to provide a way to assess management scenarios in the face of change 	<ul style="list-style-type: none"> • Workshops with key collaborators and end-users • DERM staff involved in project to ensure results conform with departmental reporting requirements • Paddock to Reef report cards 	<ul style="list-style-type: none"> • Method for pollutant load estimates incorporating uncertainty used in Paddock to Reef reporting

Project	Audience	Message	Delivery Methods (agent)	Impact indicators
<p>Integrated marine WQ metrics</p> <p><i>Brando (RRRD016)</i></p>	<ul style="list-style-type: none"> • Paddock to Reef (report card) • Marine Monitoring Program 	<ul style="list-style-type: none"> • Develop methodologies to integrate the different water quality data types into an overall water quality assessment, which will be tested using actual Reef Rescue Marine Monitoring Program data for one NRM region • A GBR-wide scale water quality reporting framework will be developed for input into the Paddock to Reef 2013 Water Quality report card • The research will include a review of international approaches to the assessment of water quality status/eutrophication 	<ul style="list-style-type: none"> • Water quality reporting framework • Report on one specific NRM catchment 	<ul style="list-style-type: none"> • Marine Water Quality Index is being used by Reef Rescue Marine Monitoring Program and Paddock to Reef reporting

Attachment 3: Draft Communication Activity Guidelines

The following draft guidelines should be considered statements of intent at this stage. They specify appropriate *Reef Rescue R&D* branding and acknowledgement (see Section 3.1).

Purpose of the Guidelines

The Australian Government, through the Department of Sustainability, Environment, Water, Population and Communities (DSEWPaC) is the principal investor in *Reef Rescue R&D*. As such, the Australian Government should be appropriately acknowledged for *Reef Rescue R&D* funded activities.

One of the key principals of *Reef Rescue R&D* is that research outcomes be made freely available in the public domain and these guidelines recognise the importance of research providers being able to report their work publicly and in a timely manner without restriction, and be recognised for their efforts. The ability to deliver timely, relevant information to *Reef Rescue R&D* research users is imperative to the program's success.

The intent of these guidelines is to ensure that appropriate members of the environment portfolio and *Reef Rescue R&D* participants are provided with a timely opportunity to consider scientific papers, technical report, media releases and media-related activities prior to public release. This will allow for the potential involvement of the Minister and Department in any media activities that may arise from the public release of Reef Rescue R&D research outputs and outcomes.

Reference to the *Reef Rescue R&D* Program

The Australian Government, through the Reef Rescue team, is the principal investor in *Reef Rescue R&D*. As such, it is important to acknowledge the Australian Government in *Reef Rescue R&D* activities.

The following statement may be used to acknowledge the Australian Government's contribution to *Reef Rescue R&D*:

This research was conducted with the support of the Australian Government's Caring for our Country – Reef Rescue initiative.

It is also important to acknowledge any in-kind or cash contributions from project partners. Refer to the relevant organisations for assistance with appropriate acknowledgement of their contributions.

Website content generation and upload for moderator approval

The Science Coordination team (RRRC) will develop and establish the *Reef Rescue R&D* website, provide appropriate training on the use of the site for various program participants, and develop a procedures manual for effective website content writing and upload. The Science Coordination team will write and publish website content, and where appropriate, encourage project leaders and other participants of the *Reef Rescue R&D* program to generate website content (e.g. communications staff from relative agencies such as regional NRM bodies).

Content generated by researchers and other users will be moderated and 'published' to the live web by the Science Coordination team. The intent with moderation is not to control the way *Reef Rescue R&D* information is portrayed; rather it will ensure that content is displayed consistently across the full scope of the R&D program, and ensure consistency and coherence of the information and resources that are available.

A password-protected section of the website will provide *Reef Rescue R&D* participants with access to relevant logos, branded templates, manuals and guidelines relevant to *Reef Rescue R&D* communications and publishing. This same 'private' section of the website will allow for a secure area for the storage and limited access of 'internal' documents, such as confidential reports and workshop agendas, for example, that are otherwise not for public viewing.

Information and products generated by *Reef Rescue R&D* participants

Media

The intent of these guidelines is to ensure that appropriate members of the environment portfolio and *Reef Rescue R&D* participants are provided with a timely opportunity to consider media releases and media-related activities prior to public release. This will allow for the potential involvement of the Minister and Department in any media activities that may arise from the public release of *Reef Rescue R&D* research outputs and outcomes.

'No surprises' is the guiding principle, and reciprocity is expected. Both researchers and research users will commit to informing other *Reef Rescue R&D* stakeholders of planned and unplanned interviews and media interest in particular program information, in so far as that is feasible. All past and future (planned) media related activity is to be reported to the Science Coordination team by project leaders in their three-monthly informal and formal bi-annual project reporting/updates.

To assist the 'no surprises' policy, the *Reef Rescue R&D* website's secure (password protected) area offers researchers and communications staff the ability to upload draft media releases or notice of upcoming media activity, and flag it for the attention of the Department and Science Coordination team. An email alert will be sent to pre-selected appropriate personnel to alert them to the intended media activity. Recipients are then responsible for contacting relevant project personnel to discuss and/or approve the intended media activity. This semi-automated service offered by the website will also allow for 'early warning' of intended media releases, conference presentations, publication launches, etc.

Generally, lack of response within five working days indicates overall acceptance of the proposed media activity.

Publications

Reef Rescue R&D encourages publication of research outputs in peer-reviewed, scholarly journals; open-access journals are preferred due to resultant accessibility of *Reef Rescue R&D* generated information beyond the academic world. Authors should ensure they are familiar with the required manuscript preparation requirements of the journal they wish to publish with.

Reef Rescue R&D generally does not need to approve manuscripts prior to submission for journal publication. However, authors should provide advance notice of intended publication to the Science Coordination team and DSEWPaC and provide copy of the intended article. The website intranet may be used for this purpose.

As far as possible, scientific publications should be accessible to the general public through the *Reef Rescue R&D* website. In cases where copyright agreements are entered into with journals which limit public distribution, a full reference and link to the journal may be substituted. The *Reef Rescue R&D* website will contain a living list of all scientific publications to be produced by the R&D program.

A technical/research report template will be made available to Reef Rescue R&D researchers for use with all other types of reports (with the exception of progress reports). It is intended that all major *Reef Rescue R&D* research and technical reports will be published with an ISBN and lodged with the relevant national and state libraries in accordance with the Copyright Act 1968. The Science Coordination team will be responsible for issue of ISBNs and library deposit. A standard copyright clause and information about *Reef Rescue R&D* must be included in publications as provided in the report template.

Reports should be written clearly and succinctly, and follow the structure outlined in the report template. It is a requirement of authors to ensure that reports follow the set layout and styles as provided in the report template. Authors are also responsible for coordinating the peer-review and institutional approval to release their report prior to the report being submitted to the Science Coordination team for final online publication and delivery. The Science Coordination team will be responsible only for preparing report cover artwork and ISBN administration.

Prior to submission of the peer-reviewed and institutionally approved document to the Science Coordination team, the author should ensure that:

1. The document has been edited and checked for correct grammar and spelling;
2. All cited literature is referenced appropriately;
3. All figures and tables are numbered and captioned appropriately;
4. Appropriate acknowledgement of the Australian Government's Caring for our Country – Reef Rescue and other funding providers (if applicable) and contributors is included.

The Science Communication team will confirm receipt of the intended publication and will notify authors of any issues relating to the finalisation of their report by email and work with them to publish their work.

Promotional Material

Promotional materials such as newsletters, brochures, displays, etc. may be initiated by any participants of *Reef Rescue R&D*. These items should acknowledge the Australian Government and other relevant research providers/contributors, and as far as possible make use of the *Reef Rescue R&D* branding. The Science Coordination team has staff available to provide advice and assist in the development of *Reef Rescue R&D* promotional materials.

Conferences and Events

An annual *Reef Rescue R&D* workshop will be one of the primary whole-of-program synthesis activities. The Science Coordination team will be responsible for all workshop logistics including call for abstract and program development, and work in collaboration with the Reef Rescue team to ensure 'value for money' is obtained through this activity.

The *Reef Rescue R&D* website and email newsletters will provide for early notice of intended workshops, conference and other events by way of the News and Events page.

Attachment 4: Reef Rescue R&D Research User Action Plan

Reef Rescue R&D has many research user groups that will be interested in the research findings. This table is an action plan for engaging with and maintaining ongoing communication with each of the main end user groups for Reef Rescue R&D. The information will be updated periodically as required. The table is based on the Communication Plans contained in each of the project MERI Plans.

End user group	Key contact	Science Provider Lead contact	Type of information and format required?	Why is information needed?	Methods of providing information	Dates /frequency
Client						
Reef Rescue team, DSEWPaC	William Quinn and Phil Hambly	Jane Waterhouse	<ul style="list-style-type: none"> Final reports Progress reports Regular updates of activity and progress 	<ul style="list-style-type: none"> Contract management Keep Reef Rescue informed of progress and any issues that may cause delays Inform Reef Rescue regarding the implementation of MERI 	<ul style="list-style-type: none"> Phone calls, emails, team meetings Formal progress reporting Program website Attendance at annual workshop 	<ul style="list-style-type: none"> As scheduled in the contract Annual Program Workshop
Industry Associations						
Canegrowers	Matt Kealley	Michelle Devlin Col Creighton	<ul style="list-style-type: none"> Written and visual summaries of selected project activities and products Experimental results Final reports Peer reviewed papers 	<ol style="list-style-type: none"> Introduction to Reef Rescue R&D, initial engagement Progress updates and communication of final results, learning, improvement and collaboration. Defining future 	<ol style="list-style-type: none"> Inception workshop Phone call and follow up meeting Email, newsletters, communication events Program website Attendance at annual workshop 	<ul style="list-style-type: none"> June 11 Jul/Aug 11 Ongoing
Australian Sugar Milling Corporation		Michelle Devlin Col Creighton				
Queensland Farmers Federation (cane,	Adam Knapp	Michelle Devlin Col Creighton				

End user group	Key contact	Science Provider Lead contact	Type of information and format required?	Why is information needed?	Methods of providing information	Dates /frequency
hort, cotton, dairy)			<ul style="list-style-type: none"> Seminars 	directions	3. Meeting	<ul style="list-style-type: none"> By May 2013
AgForce	Marie Vitelli	Jane Waterhouse				
GrowCom	Scott Wallace	Jo Johnson				
Australian Dairyfarmers Organisation	Rick Kowitz	Jo Johnson				
Industry Working Groups						
Reef Rescue Sugar Industry Working Group	Rob Cocco	Michelle Devlin	<ul style="list-style-type: none"> Written and visual summaries of selected project activities and products 	<ol style="list-style-type: none"> Introduction to Reef Rescue R&D, initial engagement Progress updates and communication of final results, learning, improvement and collaboration. Defining future directions 	<ol style="list-style-type: none"> Inception workshop Phone call and follow up meeting Email, newsletters, communication events Reports, peer reviewed papers and seminars (where appropriate) Program website Attendance at annual workshop Meeting 	<ul style="list-style-type: none"> June 11 Jul/Aug 11 Ongoing By May 2013
Reef Rescue Grazing Industry Group		Jane Waterhouse				
Reef Rescue Horticulture Industry Group		Jo Johnson				
Reef Rescue Dairy Industry Group	Rick Kowitz	Jo Johnson				
Industry RDCs						
Sugar RDC	Bianca Cairns	Michelle Devlin Col Creighton	Experimental results Final reports	1. Introduction to Reef Rescue R&D, initial	1. Inception workshop Phone call and follow up	<ul style="list-style-type: none"> June 11

End user group	Key contact	Science Provider Lead contact	Type of information and format required?	Why is information needed?	Methods of providing information	Dates /frequency
Meat and Livestock Australia	Tom Dawson Mick Quirk	Jane Waterhouse	Peer reviewed papers Seminars	engagement 2. Progress updates and communication of final results, learning, improvement and collaboration. 3. Defining future directions	meeting 2. Email, newsletters, communication events Reports, peer reviewed papers and seminars (where appropriate) Program website Attendance at annual workshop 3. Meeting	<ul style="list-style-type: none"> • Jul/Aug 11 • Ongoing
Horticulture Australia Limited		Jo Johnson				
Dairy Australia	Cathy Phelps	Jo Johnson				
Grains RDC	Martin Bloomenthal	Michelle Devlin				<ul style="list-style-type: none"> • By May 2013
Related Programs						
Reef Plan	Claire Andersen	Jane Waterhouse	Final reports Peer reviewed papers Seminars	1. Introduction to Reef Rescue R&D, initial engagement 2. Progress updates and communication of final results, learning, improvement and collaboration. 3. Defining future directions	1. Inception workshop Phone call and follow up meeting 2. Email, newsletters, communication events Reports, peer reviewed papers and seminars (where appropriate) Program website Attendance at annual workshop 3. Meeting	<ul style="list-style-type: none"> • June 11 • Jul/Aug 11 • Ongoing
Paddock to Reef	Chris Chinn	Jane Waterhouse				
Reef Protection Program	Gay Crowley / Jean Erbacher	Jane Waterhouse				
NERP	David Souter	Jane Waterhouse				
eReefs	Eva Abal	Jane Waterhouse				
GBRMPA	Hugh Yorkston	Jane Waterhouse				<ul style="list-style-type: none"> • By May 2013
Other groups						

End user group	Key contact	Science Provider Lead contact	Type of information and format required?	Why is information needed?	Methods of providing information	Dates /frequency
Allied extension staff		All	<ul style="list-style-type: none"> • Training materials for project products 	<ul style="list-style-type: none"> • Producer engagement • Reporting • evaluation 	<ul style="list-style-type: none"> • Organised training events • Program website • Attendance at annual workshop 	<ul style="list-style-type: none"> • As products are developed • Annual Program Workshop
Terrain NQDT Reef Catchments FBA BMRG	John Reghenzani Diana O'Donnell Will Higham Nathan Johnston Fred Bennett	All	<ul style="list-style-type: none"> • Project summaries • Data products • Training materials for project products 	<ul style="list-style-type: none"> • Producer engagement • Reporting • Evaluation 	<ul style="list-style-type: none"> • Organised training events and written data and product summaries • Program website • Attendance at annual workshop 	<ul style="list-style-type: none"> • As products are developed • Annual Program Workshop
Other researchers		All	<ul style="list-style-type: none"> • Experimental results, data for model input. 	<ul style="list-style-type: none"> • Management practice prioritisation, modelling, knowledge synthesis 	<ul style="list-style-type: none"> • Scientific reports and papers. Direct exchange of data. • Program website • Attendance at annual workshop 	<ul style="list-style-type: none"> • As needed • Annual Program Workshop