

final report

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Managing Climate Variability MCV 00014

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Project details

Project title: Communicating Managing Climate Variability

Principal investigator: Jenni Metcalfe, Econnect Communication Pty Ltd

Project duration: 1 July 2010 – 30 June 2013

Summary of achievements July 2010 – June 2013

A summary of the 5 communication strategies, their tasks and achievements are shown below.

Task	Achievement		
Climate Champion program			
Support of 15 MCV Climate Champions and 4 MLA Climate Champions	15 MCV-supported Climate Champion participants and 4 MLA-supported Climate Champion participants have been paid an honorarium of \$1000 per quarter for their work in the program.		
Organisation of 2 workshops per year	<p>We organised the following workshops:</p> <p>2010: Induction workshop, Canberra, March (27 CCs attended)</p> <p>2010: Regional presentation/media skills and climate training, Perth/Sydney/Melbourne mid-2010 (27 CCs attended)</p> <p>2011: National workshop, SA, February (33 CCs attended)</p> <p>2011: National workshop, Qld/NSW, October (27 CCs attended)</p> <p>2012: National workshop, ACT/NSW, March (23 CCs attended)</p> <p>2012: National workshop, Vic, October (21 CCs attended)</p> <p>2013: National workshop, WA, March (29 CCs attended)</p> <p>We also arranged small, regional workshops for events such as BOM training and BOM visits.</p>		
Interviews of participants on farm and write profiles and stories	Interviews done	Drafted case studies	Published
	49	41	38
	<p>Some of the case studies are waiting review by the farmers. Some of the interviews are re-interviews of farmers, and are ready for drafting in the future. We have 1 farmer still to interview (Andrew Watson, CRDC-supported CC).</p> <p>Each case study has been approved by MCV and/or the relevant RDC and the Climate Champion farmer, and copyedited and proofread before publishing. Media stories are detailed in the row below.</p>		

<p>Provision of ongoing communication support to CC participants <i>and</i> Articles on CCs for partner magazines/media</p>	<p>We, opportunistically and on request, written numerous stories, articles, media releases and adaptations of the case studies for media, and other agencies and research organisations. This coverage is detailed in the media reports for the program (summary attached as an appendix).</p> <p>We submitted stories to such outlets as <i>Climag, Ground Cover, Sugar researcher, Feedback, The Land, Farming Ahead, The Conversation, Rural diversity, ABC, The Australian, the NFF, WWF</i>, and many, many more.</p> <p>We also created regular items (i.e. features, articles, news spots, videos, blog posts) for media sources. We sent the Climate Champion participants and media images, text, captions and extra information as needed.</p> <p>We released media releases on topics such as:</p> <ul style="list-style-type: none"> • Climate Champion participants’ climate risk management strategies • CCRPSI presentations by Climate Champion participants • The workshops • Climate Champion participants’ awards/nominations and recruitment • Events that the Climate Champion participants have organised • The search for Climate Champion participants • Detailed case studies for RDC magazines <p>We created a media kit resource for the CCs.</p>
<p>Regular liaison with CC participants</p>	<p>We supported the CCs and program supporters by:</p> <ul style="list-style-type: none"> • Creating materials for presentations/promotion/conferences • Reviewing/giving feedback on CC-written items • Sending out resources/information/audio/videos/flyers proactively and on request • Giving feedback/advice on materials/ideas/presentations/events/field days the CCs send and distribute them as needed • Developing links with relevant people and organisations • Regularly contacting CCs to check on progress of activities and opportunities we can help with • Creating a social network site (Ning) • Facilitating enquiries/requests for feedback from researchers • Finding/facilitating arranging speakers for CC events • Liaising with supporters • Attending meetings and teleconferences, reporting, monitoring and evaluating
<p>Processing of CC quarterly payments and travel expenses</p>	<p>This has been completed for each of the honoraria payments, the 9 workshops and any other travel/conferences attended by the Climate Champion participants’ we supported.</p>
<p>Climate Kelpie website</p>	
<p>Maintenance and updating of site</p>	<p>Site was maintained and updated over the period.</p> <p>Late in 2011, site problems were identified, and we were advised to upgrade Joomla CMS to latest version. We applied to MCV for more funds to carry this out and are currently managing the process which has been subcontracted to iFactory. Expected completion: July 2013.</p>
<p>Moderation of the “Ask a Farmer” discussion forum</p>	<p>Following our experience with the AgriClimateCulture website and forum, it was determined that a forum would not be used enough for it to gain any momentum. As well, the Climate Champion participants used their own communication forums and methods to achieve this. Therefore, no discussion forum was created.</p>

Loading of new content onto site including CC case studies and stories	New content includes: weather and climate drivers; weather and climate forecasts; decision support tools and farmer profiles. 28 decision-support tools were written and published. 38 full climate champion profiles and 3 profiles await review from the Climate Champion participants (and publishing).
Climag magazine	
A 12-page edition of <i>Climag</i> will be produced twice a year	<p>Climag 19 July 2010. Topic: Extremes, adaptation and climate drivers</p> <p>Climag 20 April 2011. Topic: POAMA, climate analyser app, Climate Kelpie</p> <p>Climag 21 September 2011. Topic: Climate Champion farmer feature and forecasting to farm decisions</p> <p>Climag 22 March 2012. Topic: Science and applications for farmers</p> <p>Climag 23 August 2012. Topic: 10-year retrospective</p> <p>Climag 24 May 2013. Topic: Regional use of forecasting</p>
Media and liaison	
Repurposing materials for various outlets including MCV partner publications	This has been completed on an opportunistic and on-request basis. Example publications include Farming Ahead, newspapers (and associated websites), Australian Farming Journal, Stock and Land,
Liaison with editors of other RDC's publications	This has been completed on an opportunistic and on-request basis. Example publications include the magazines of <i>Beyond the bale</i> AWI, <i>Feedback</i> MLA, <i>Rural diversity</i> RIRDC, <i>Ground cover</i> GRDC, <i>Spotlight</i> CRDC and <i>Sugar researcher</i> SRDC (and their associated websites and e-newsletters). We have also submitted articles to HAL, the Australian Egg Corporation, a general RDC brochure, and more.
Writing of articles and media releases as required	<p>This has been completed on an opportunistic and on-request basis. The quarterly reports detail media coverage in more detail. A selection of media releases we put out include:</p> <ul style="list-style-type: none"> • Weather-proofing northern Australia • Cane growers can be reef conscious and climate ready • A new app that's every farmer's CliMate • Farmers beat the dry times • Improving regional climate forecasts for farmers • Bureau gives farmers information to manage weather and climate risk • Horticulturist drives for better seasonal forecasts • New insights into what's driving Australia's rainfall • Bureau offers three new ways to view seasonal forecasts • South-west WA farmers to benefit from better climate forecasts
MCV website	
Maintain and update site-load <i>Climag</i> , update project and contact information	Approximately 1 hour per month was spent on keeping the MCV website up to date and functioning properly (e.g. adding content such as research projects and <i>Climag</i> archives, updating contacts, checking links, repairing broken links).

Appendix 1

Summary of Media Coverage for Climate Champion program

Summary of all Climate Champion media since launch (March 2010) to phase 1 finishing (30 June 2013)

Event, period	Print/Online								Radio								TV								TOTAL	Months	Approx per month
	Inter	Natio	NSW	Vic	Qld	WA	SA	Tas	Natio	NSW	Vic	Qld	WA	SA	Tas	Natio	NSW	Vic	Qld	WA	SA	Tas					
Launch, March 2010	1	5	6	5	3	7	4		1	7	1	1	1	2										44	1	44.0	
April-Oct 2010		8	4	1	2	2	3			1			1	1					1					24	6	4.0	
October 2010 – December 2010	2	20	8	1	2		6		3						1	1								44	3	14.7	
Apr-Sept 2011	1	20	11	4	7	4	2	4					3	2	1	3								62	5	12.4	
September-December 2011	2	23	13	3	6	3	5		1	3	1	1		3	1	3	1	1						70	4	17.5	
December 2011–April 2012		30	7	2	3		7		2	1	1	1		2		1								57	4	14.3	
Apr-Oct 2012	4	32	3	5	4		2		9	2		2		2		2								67	6	11.2	
Oct 2012-30 June 2013	1	71	4	3	2	1	2		8					2										94	9	10.4	
TOTALS	11	209	56	24	29	17	31	4	24	14	3	5	5	14	3	10	1	1	1	0	0	0	462	38	12.2		

Note: these figures may not include ALL articles that the Climate Champion participants have written or provided information for - they are ones we have found through Google Alerts.