



# 2022-2027 AQUAPLAN

## COMMUNICATION AND ENGAGEMENT PLAN

### OBJECTIVES

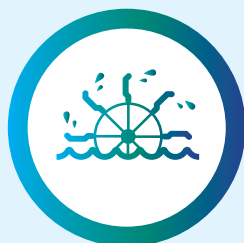
The AQUAPLAN 2022-2027 Communication and Engagement Plan aims to:

- Increase awareness and understanding of AQUAPLAN
- Encourage involvement in and support of AQUAPLAN activities
- Provide progress updates on activities
- Communicate and encourage uptake of outcomes.

### PRINCIPLES OF COMMUNICATION AND ENGAGEMENT



**Common goals & shared responsibility**



**Fit for purpose & efficient**



**Meaningful & collaborative**



**Outcome focused**

### COMMUNICATION MECHANISMS

The AQUAPLAN executive office will lead delivery of general AQUAPLAN communication activities, but all stakeholders are encouraged to share responsibility of communicating AQUAPLAN as relevant.

The main communication methods available include:

- Progress reports delivered to industry and government forums (e.g. conferences, meetings)
- Progress and final reports for each activity on AQUAPLAN webpage and GovTeams site
- AQUAPLAN webinar series
- Quarterly AQUAPLAN newsletter and other newsletter articles as appropriate (e.g. FRDC newsletters)
- Annual industry-government workshop

Each AQUAPLAN activity will also have its own communication and engagement plan to implement as appropriate to achieve the activity's desired outcomes. Activity leads should plan and resource communication and engagement activities within project plans and associated budgets. Standard templates for communication will be provided to activity leads to assist with this.



## COMMUNICATION AND ENGAGEMENT ACTIVITIES

Activity	Purpose	Material	Distribution	Responsible party	Frequency
Activity Project Plans	Advise primary stakeholders of the plan for specific AQUAPLAN activities.	Written report. Refer to Project planning template.	Provided to SCAAH and SIA-AAC. <sup>1</sup>	Activity leads.	Start of AQUAPLAN activity.
Activity progress reports	Advise primary stakeholders of progress and outcomes of specific AQUAPLAN activities.	Activity report. Refer to Activity reporting template.	Provided to SCAAH and SIA.	Activity leads.	Bi-annual
AQUAPLAN workshop	Plan for upcoming AQUAPLAN activities and advise on the progress and outcomes of other activities.	Virtual Workshop	Primary audience.	Coordinated by AQUAPLAN executive office.	Annual
AQUAPLAN webinar series	Advise stakeholders of progress and outcomes of specific AQUAPLAN activities.	Webinar series	Primary and secondary audience. Distribution list to be prepared.	Coordinated by AQUAPLAN executive office.	Held at least four times annually.
AQUAPLAN Newsletter	Advise stakeholders of progress and outcomes of specific AQUAPLAN activities	Digital PDF newsletter	Primary and secondary audience. Distribution list to be prepared.	Coordinated by AQUAPLAN executive office.	Bi-annual
AQUAPLAN website	Advise stakeholders of progress and outcomes of specific AQUAPLAN activities.	Webpage	Primary and secondary audience.	Coordinated by AQUAPLAN executive office.	Bi-annual. <b>Note:</b> will be updated more often if required.
Committee reports	Advise committees on progress of AQUAPLAN activities.	Written and verbal reports	Provided to the specific committee.	Coordinated by AQUAPLAN executive office.	As required
Conference and industry meeting presentations	Advise stakeholders on progress and outcomes of specific AQUAPLAN activities	Verbal and written materials	Primary and secondary audience.	Activity leads, industry and governments.	Ad hoc
Other newsletters or articles	Advise stakeholders of progress and outcomes of specific AQUAPLAN activities, and upcoming events	External newsletters and magazines. <sup>2</sup>	Primary and secondary audience.	Activity leads, industry and governments.	Ad hoc
Media releases	Inform stakeholders of progress and outcomes of specific AQUAPLAN activities.	Electronic media release.	Primary and secondary audience.	Coordinated by AQUAPLAN executive office.	Ah hoc

<sup>1</sup> Sub-Committee on Aquatic Animal Health (SCAAH); Seafood Industry Association - Aquaculture Committee (SIA-AAC).

<sup>2</sup> For example, FRDC Aquatic Animal Health and Biosecurity Subprogram's Health Highlights, FISH magazine etc.

