

Maximising the value of the NSW Long Fin Eel catch through a whole of supply chain approach - Stage 1 (2018-087)

Communications plan

S U M M A R Y

This strategy outlines the communications and engagement plan to support the development of a niche market for Australian wild caught eels and to target new market opportunities for what is currently and under-utilised product.

K E Y C O N T A C T S

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Background

Eel fishers in NSW have been trading their product overseas for many years. However due to the severely limitation of access points into the export market the industry was extremely vulnerable. This was later proved when processors left the market due to changes to Chinese trade policies. The NSW eel industry subsequently collapsed with only 1% of the quota caught to meet domestic market needs.

The subsequent collapse of the export market and the introduction of quota arrangement into the NSW eel fishery has become the catalyst for NSW fishers' need to value add the product and focus on marketing the entire run of catch rather than just those suitable for live.

The live market has a definite preference for particular eels but there are opportunities to transform eels not suitable for live into new formats. NSW eel fishers are able to work collaboratively to target new market opportunities for what is currently an under-utilised product. The PFA has been inundated by fishers from NSW, QLD and Victoria asking about prospects for eel markets demonstrating that there is a desperate need to conduct further research to support new legal channels market and product formats that meet the needs of those markets.

With funding from the FRDC, the PFA is partnering with Honey and Fox and Noosa Seafood Markets to produce five value added eel products for markets with view of exporting them to international markets in the future.

Initially, the aim is to break into markets for eels and we will undertake research on consumer behaviour and market trends. Following this, we will be looking at product development ideas and start to trial them in different market segments in the domestic market.

In the meantime, it is important to note that globally there is a shortage of eels! What we are trying to do with this project is to work out a way to take advantage of this shortage by positioning NSW wild caught eels as a premium product and look into growing this market overseas.

For more information, visit [Home | australianwildeels \(australianeelproject.com\)](http://Home | australianwildeels (australianeelproject.com))

Scope

The Communication Strategy focuses on the communication of the project and its successes to the project stakeholders. This includes:

- Promotion to key stakeholders on the objectives and progress of the project
- Educate and inform key stakeholders on opportunities and benefits for involvement in the project

It does not include marketing and communication to create market and consumer demand for the product.

Objectives

1. To develop up to 5 product formats from NSW wild caught eels and test them in two markets

2. To assess the feasibility and options for commercial scale up should the product formats be demonstrated as adding value to the NSW eel fishery

Target Audience/s

Audience profiles may be defined as follows:

- **Primary audience** – this audience are the people and organisations we communicate to directly.
- **Secondary audience** –are people who are highly influential and should be closely managed with the aim of increasing their level of support.
- **Tertiary audience** - are the audiences where the project outcomes do not directly impact them, however, this group can influence both primary and secondary audiences. Whilst not the main focus of the communications plan, this audience should be educated and informed on an “as needs” basis so to ensure that they do not adversely affect primary and secondary audience messaging.

The following audiences have been identified as essential stakeholders in the communication and extension of the project.

Stakeholder breakdown within audience structure:

Primary	Industry: members of the NSW Eel Fishery
Secondary	Political: Ministers, Shadow Ministers and Advisers in the primary industry portfolios, Government Senior Decision Makers in the Public Service: Executives from primary industry portfolios. Industry: all NSW commercial fishers, Media: Industry relevant media such as FRDC Message in a bottle, landline etc
Tertiary	Government: Other state Government stakeholders involved in the fishing and primary industries, key advisers and senior public servants (where applicable) Industry: other state commercial fishers, other sectors – recreational, Indigenous fishing sectors, other primary producers (farmers etc) Media –tabloid media, radio and television Community/public: general community/public

Key Message/s

High level messages can be cross sectoral and consistent will all audiences outlined in the plan. These messages will form part of the broader communications to identified audiences as identified in this plan.

These will be discussed and refined by the Principle and Co-investigators throughout the life of the project.

Main message is:

- “a FRDC funded project is underway that intends to develop market ready eel products (including live), supply chain and market relationships that will over time help stabilise and develop the current commercial eel fishery in NSW with potential for creating collaborative links to other Eel fishers nationally.”

However, specific underlying themes will depend on the audience type being targeted.

- **Primary audience key message:**
 - “this is an opportunity to improve our product so we should be involved – here’s how....[contact details of project staff etc]”

- **Secondary audience key message**
 - “that a value-adding project to diversify and strengthen the NSW Eel Fishery markets is underway with opportunities to utilise similar methodology across other under-utilised species”

- **Tertiary audience key message:**
 - “the project is an example of positive transformation and value-adding for under-utilised species that creates investment and growth opportunities.”
 - “to perceive the sector as an attractive option for a business development and further investment”

Methods

- **Primary audience key message:**
 - Direct Communication
 - Through previous port meetings, a list of interested eel fishers was created. Emails and texts will be sent to the listed fishers for crucial project updates.
 - Social Media
 - PFA will post updates and videos on the project when approved by the Principle Investigator through Facebook, Instagram and its newsletter.

- **Secondary audience key message**
 - Social Media
 - PFA will post updates and videos on the project when approved by the Principle Investigator through Facebook, Instagram and its newsletter.
 - PFA’s regular meetings with senior DPI Fisheries and Minister’s Office will also include regular updates on the project progress.

- **Tertiary audience key message:**
 - Social Media
 - PFA will post updates and videos on the project when approved by the Principle Investigator through Facebook, Instagram and its newsletter.
 - Media
 - Working with Landline to tell the story of the project journey
 - Utilizing videos taken during the life of the project, the PFA will create short story telling videos for use on social media to assist expansion of the success story of the project.

- Media statements with accompanying footage to tell the story after the project. PFA and Channel 7, 9, 10 and ABC have a good working relationship to drive stories.

Action Plan

Audience	Method/activities	Responsibility	Completion date	Evaluation
Primary Audience	<p>Direct Communication</p> <ul style="list-style-type: none"> • Through previous port meetings, a list of interested eel fishers was created. Emails and texts will be sent to the listed fishers for crucial project updates. <p>Social Media</p> <ul style="list-style-type: none"> • PFA will post updates and videos on the project through Facebook, Instagram and its newsletter. <p>Webpage</p> <ul style="list-style-type: none"> • Update website devoted eel page to provide project updates and supporting materials 	<ul style="list-style-type: none"> • PFA <ul style="list-style-type: none"> ○ 1 email /phone call per month to eel fishers regarding the market from their perspective (are they catching or not, what the price is etc) and advise of project progress. ○ Contact with trial participants (processors) after each trial to seek feedback ○ Seek photos/video from project participants to create a library ○ If appropriate develop a project update for distribution in PFA newsletter and social media network for project participant feedback aligning with project key messages • Project Investigator <ul style="list-style-type: none"> ○ Approval of quarterly main messages for delivery by PFA 	<p>Contacts with fishers on a monthly basis</p> <p>Contact with trial participants after each trial to seek feedback</p> <p>Project reports in 4 PFA newsletters each year</p> <p>1 post per month on PFA social media and newsletter</p>	<ul style="list-style-type: none"> • 1 email /phone call per month to eel fishers regarding the market from their perspective (are they catching or not, what the price is etc) and project progress • Creation of comprehensive photo and video library • Project reports in 4 PFA newsletters each year • 1 post per month on PFA social media and newsletter

		<ul style="list-style-type: none"> ○ Website text and supporting information provided to PFA to upload 		
Secondary Audience	<p>Direct</p> <ul style="list-style-type: none"> ● PFA’s regular meetings with senior DPI Fisheries and Minister’s Office will also include regular updates on the project progress <p>Social Media</p> <ul style="list-style-type: none"> ● PFA will post updates and videos on the project when approved by the Principle Investigator through Facebook, Instagram and its newsletter. 	<p>1. PFA</p> <p>Regular meetings with NSW Government putting forward project progress</p> <p>Develop project updates for distribution in PFA newsletter and social media network for project participant feedback aligning with project key messages</p>	<p>Meetings with NSW Government - monthly basis</p> <p>1 post per month on PFA social media and newsletter</p> <p>Project reports in 4 PFA newsletters each year</p>	Quantity of hits, likes, positive comments on the social media platforms
Tertiary Audience	<p>Social Media</p> <p>1. Updates through PFA Facebook, Instagram and its newsletter</p> <p>Media</p> <p>2. Working with Landline to tell the story of the project journey</p> <p>3. Utilizing videos taken during the life of the project, the PFA will create short story telling videos for use on social media</p>	<p>PFA</p> <ul style="list-style-type: none"> ● Seek photos/video from project participants to create a library ● Editing of videos into short promo stories – release throughout life of project (once material is available) ● If appropriate develop a project update for distribution in PFA newsletter and social media network 	<p>1 post per month on PFA social media and newsletter</p> <p>Project reports in 4 PFA newsletters each year</p> <p>Towards the end of the project reach out to media with output driven project story.</p>	<p>Quantity of hits, likes, positive comments on the social media platform</p> <p>Amount of articles or coverage of the media stories.</p>

	<p>4. Media statements with accompanying footage to tell the story after the project.</p>	<p>for project participant feedback aligning with project key messages</p> <ul style="list-style-type: none"> Reach out to media contacts (landline, ABC, Channel 7 & 9) to promote outcomes of the eel project <p>Project Investigator</p> <ul style="list-style-type: none"> Approval of quarterly main messages for delivery by PFA Website text and supporting information provided to PFA to upload 		
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AFTER PROJECT

Refer to above Action Plan. There is a large number of actions to be undertaken at the end of the project, however the actions have to be developed during the life of the project.