

'Keep Marine Pests out of Australian Waters'
(preserving our precious marine assets and industries)

**An Overview
of the
National Communication and Awareness Strategy**

Commissioned by
The National Introduced Marine Pests Co-ordination Group (NIMPCG)

for the

National System for the Prevention and Management of
Marine Pest Incursions

25 July 2005

An Overview of the National Communication and Awareness Strategy
for the National System for the Prevention and Management of Marine Pest Incursions

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Executive Summary

Need for a national approach

The establishment in 1999 of the *National Taskforce on the Prevention and Management of Marine Pest Incursions* occurred following the discovery and subsequent eradication of the black-striped mussel in Darwin that highlighted the need for an integrated regime to prevent and manage marine pest incursions. The Taskforce proposed that a National System with prevention; on-going management and control; and emergency management components¹ be developed. October 2006 was set as the target date for implementation.

The Invasive Marine Species Section of the Department of Agriculture, Fisheries and Forestry (DAFF) is coordinating the development of the National System. Stakeholders are consulted and involved in the process of developing the national system through the *National Introduced Marine Pests Coordination Group* (NIMPCG). This group (NIMPCG) comprises representatives from:

- State and Northern Territory governments.
- Australian Government agencies (including DAFF, the Australian Quarantine and Inspection Service, the Department of the Environment and Heritage, the Department of Transport and Regional Services, the Australian Maritime Safety Authority and Department of Defence).
- Marine industry stakeholders, including ports, shipping, fishing and aquaculture industries.
- CSIRO Marine Research.
- Conservation groups.

Building the overall framework for the National System is, by its nature, a highly complex undertaking that needs to take into account jurisdictional (international, national, state/territory legislative frameworks) and industry considerations, and environmental and social impacts. These considerations influence the types of measures need to be developed to effectively prevent and control marine pests, i.e.:

- Managing ballast water (international and national regulations).
- Minimising biofouling (developing the best measure for each of the marine sectors that pose a risk—including developing regulations, certifications, guidelines, codes of conduct and protocols).
- Measures for on-going management and control of pests already in Australia.
- An emergency management system.

¹ The Strategy proposed in this document does not cover emergency management communication because interim emergency management initiatives, that include specific communication plans, have been in place for the past three and a half years.

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Designing the Communication and Awareness Strategy for the National System is not as straightforward as simply raising awareness about the existence of invasive marine pests and preventative measures through a media-based, one-size-fits-all (all audiences) strategy. Rather, each audience group needs to be informed about the measures that are specifically developed for them. This requires the tailoring of methods and messages to audience characteristics and information needs. The following table shows the wide range of measures developed or currently being developed for each specific sector/audience group:

Audience	Measure
Stakeholders	All measures and the Intergovernmental Agreement (IGA).
Commercial shipping (ballast water & biofouling)	Regulation & Codes of conduct/guidelines for ballast water & biofouling. Certification / accreditation / inspection tools. Standards and audits. Commonwealth and state / territory legislation.
Commercial trading port	Protocols, guidelines, standards through state / territory authorities.
Non-trading vessels	Regulation & Codes of conducts / guidelines for ballast water and biofouling. Certification / accreditation / inspection tools. Standards and audits. Commonwealth and state / territory legislation.
Shipyards and dry docks	Protocols, standards for antifouling applications and efficacy. Relevant state / territory legislation – antifouling schedules and treatments and certification.
Marinas and boat repair and marine maintenance facilities, boat ramps, slipways	Protocols, guidelines, standards—part of existing environmental controls / management by State/NT authorities.
International yachting	Protocols, Commonwealth legislation & quarantine regulations
Recreational industry / community <ul style="list-style-type: none"> • Yachting • Boating • Fishing 	Protocols guidelines, standards—part of existing environment controls / management by state / NT authorities. Licensing and registrations.

Audience	Measure
Recreational Diving	Protocols and guidelines.
Tourism Industry – linked to marine environment.	Vessel related protocols, guidelines and standards and awareness raising. <i>[Also note existing environment controls / management by state / NT authorities (license conditions and registrations) – waterways and shipping agents - antifouling certification / cleaning guidelines, codes of conduct.]</i>
Aquarium trade	Commonwealth legislation and Quarantine regulations - Import restrictions and sales restrictions. Noxious species list.
Aquaculture industry	Industry standards, codes of conduct / guidelines. Controls through Quarantine and state / Territory regulations on specific imports, etc. Industry environmental management systems (EMS).
Government / Defence vessels	Domestic and international protocols, codes of conduct and Quarantine controls, and Commonwealth, state / territory legislation.
Fishing industry	Industry standards and codes of conduct guidelines. EMS, antifouling schedules and treatments.
Research community	Mechanisms for coordinating and prioritising research and collaborative approaches to ensure input into policy and management of new research.
Conservation community	Awareness raising and on-going support, management and control. Use of networks
General public	Awareness raising and understanding of measures being adopted for prevention and management.

An Overview of the National Communication and Awareness Strategy for the National System for the Prevention and Management of Marine Pest Incursions

The effective implementation of the measures in the National System is dependent on a comprehensive and highly targeted Communication and Awareness Strategy. The diversity of measures and audiences requires a Strategy that will address each audience on a number of levels. This Strategy needs to:

- 1 Inform / raise awareness of the threat of marine pests destroying our marine environment;
- 2 Inform / raise awareness of the new measures developed for each audience to prevent or control marine pests in Australian waters for each sector; and
- 3 Persuade the audience to adopt the relevant measures (i.e. change behaviour).

The challenge

The Communication and Awareness Strategy for the National System needs to address several challenges:

- The National System is still evolving and many of the target groups' guidelines / practices and codes are yet to be finalised. Communication tactics need to take the varying stages of implementation into consideration when communicating with relevant groups.
- The broad lack of awareness of the issue of marine pest incursions across most sectors.
- Measures developed for the prevention of incursions of marine pests are audience / vessel or industry-specific, so the messages can differ by audience segmentation and by jurisdiction (i.e. national or state / Territory legislation, codes of practice / protocols, best practice methodologies).
- Major differences in audience group size and characteristics (e.g. shipmasters vs. recreational vessel owners).
- The large number of stakeholders (National, State, Territory authorities and Industry / Community Associations) with their own channels, methods and materials for communicating with their audiences².
- A huge variation exists in the current communication methods used with audiences (i.e. different tools and / or messages) causing 'noise' that inhibits good communication. These communication methods tend to be one-way, broadly targeted and are not designed to engage their audiences, ie. messages are designed to provide information rather than change behaviour. Tools used to reach audiences are not effectively managed and communications channels currently used may not have a high degree of credibility with all target audiences.
- Word-of-mouth techniques, a powerful method for affecting perception and attitude change, are not leveraged. Testimonials and 'influencers' need to be built into the communication tools.
- Compliance (behavioural change) is complex and difficult to achieve and messages need to reflect marine pest management and mitigation approaches being developed for each sector.

Overall, the challenge was to design a strategy that is effective, despite limited funds, that is sustainable using, collaboratively, the resources provided by government agencies / industry and interested organisations.

² Appendix D shows the variety of communication methods and materials currently produced by stakeholders.

The solution

This document addresses these challenges by presenting a National Communication and Awareness Strategy for the National System developed through a rigorous methodology for strategic communication design involving an analysis of the situation, definition, agreed audience segmentation of the target audiences and identification of critical issues and gaps.

The strategy presented in this document proposes a two-tiered approach to communication involving:

- Tier 1:** An overarching National Communication and Awareness Strategy;
- Tier 2:** Individual communication sub-strategies for key target audiences.

It also specifies methods, tools and tactics to be used in both tiers and offers an evaluation plan to measure the success of the Strategy.

The National Communication and Awareness Strategy and the Sub-strategies are designed to:

- Ensure a collaborative approach all jurisdictions and industry for communicating to broad and target audiences.
- Proactively present the benefits of the relevant measures and highlight the threat of marine pest incursions to target audiences.
- Leverage existing communication channels and mechanisms.
- Build new channels / vehicles to supplement existing ones where appropriate.
- Use politically sensitive, culturally appropriate and regionally relevant communication methods and media.
- Include tailored methods, media and messages to effectively reach the intended audience.
- Develop mechanisms to achieve coordination of communication among stakeholders.

This document also provides an implementation plan including short, interim and long-term tasks that will deliver the building-blocks of the Communication and Awareness Strategy.

Following the appointment of a Project Officer for Communication for the National System for the Prevention and Management of Marine Pest Incursions, immediate actions would include:

1. Commencement of a website framework

2. Preparing supportive resources for National Communication and Awareness Strategy implementation

- In consultation with NIMPCG and team members, review and update email and other stakeholder mailing lists including exploring opportunities to develop categorised databases of NIMPCG key stakeholders and establish a process for on-going maintenance of the databases.
- Develop a photographic library.
- Develop a list of links for the website.

3. Agree on priorities for sub-strategy implementation over the first three months

- Begin to establish Strategic Partnerships.
- Develop agreed implementation plans for selected sub-strategies (i.e. communication tasks / materials need to be developed for each target audience).
- Define research / consultancies to be commissioned.

Achieving the communication aims

The proposed Communication and Awareness Strategy will meet the communication aims of the National System because:

- It is based on understandings developed from extensive discussions / consultations with relevant stakeholders.
- It uses sustainable-behaviour theories that are relevant to communication.
- It seeks to make economic and efficient use of existing opportunities.
- It provides a framework for communicating at the broad and narrow levels.
- It has identified the target audiences of the Strategy and endeavours to take account of their background, perceptions of the key issues, their concerns and their communication needs
- Prior to implementing the nation-wide strategy it will be piloted with a small number of the sub-strategies before it is implemented on a broader scale (e.g. The sub-strategy targeting international yacht owners has been developed in conjunction with AQIS and the recreational vessels sub-strategy being developed with DEH as lead agency will test and inform the National Strategy). The pilot approach to implementation will allow alternative methods for carrying out the project to be tested against one another and the most cost-effective method determined.
- It is grounded in extensive communication knowledge and experience.

Introduction/Background

The Invasive Marine Species Section in the Department of Agriculture, Fisheries and Forestry (DAFF) is coordinating the development of the National System. Stakeholders are consulted and involved in the process of developing the National System primarily through the *National Introduced Marine Pests Coordination Group* (NIMPCG).

Building the framework for the National System is by nature a highly complex undertaking which needs to take into account jurisdictional (international, national, state / Territory legislative frameworks), industry issues and environmental and social impacts. These need to be taken into account in the development of the key building blocks for prevention and management. Work on the National System has made much progress, some achievements include:

1. Establishment through interim arrangements of a national emergency response to outbreaks of introduced marine pests. These arrangements have been in place for three and a half years (including cost-sharing arrangements).
2. Establishment in 2001 of mandatory ballast water management requirements for ships on international voyages to Australia.
3. Signing in 2005 of the *Intergovernmental Agreement on a National System for the Prevention and Management of Marine Pest Incursions* by the Australian Government and the majority of the State and Northern Territory governments. The Agreement defines the governments' responsibilities for the National System, including funding and legislation.
4. Signing of the *International Convention for the Control and Management of Ships' Ballast Water and Sediments* in May 2005 has been an important milestone for Australia and its work with the International Maritime Organisation (IMO). NIMPCG is also developing measures for the management of ballast water between Australian ports.
5. Development of draft guidelines to manage biofouling for various marine industry sectors in consultation with state / Territory governments and the relevant marine industries. Implementation of these guidelines will be based on regulations, certification, codes of conduct and protocols as appropriate. Draft guidelines are being developed for the following marine sectors:
 - Commercial fishing
 - Aquaculture
 - Recreational vessels
 - International yachts
 - Commercial trading ships
 - Vessels associated with the petroleum industry
 - Non-trading vessels
 - Commercial trading ports
 - Marinas and boat ramps
 - Slipways and drydocks
 - Recreational diving
 - Aquarium trade.

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6. Development of a national monitoring network with draft supporting strategy and manual for monitoring key existing pests and new pests.
7. Development of a National Strategy for Introduced Marine Pest research and Development for 2006 – 2016, to inform research expenditure and coordination.
8. Commissioning of research projects to support policy and management measures including:
 - Risk analyses of current pest species and possible future pests
 - A ballast water decision-support system
 - Development of molecular probes as a tools to detect the presence of pests in seawater
 - Risk assessment of biofouling associated with fishing, aquaculture, and commercial shipping
 - An investigation of treatments for marine pests in small vessels' internal water systems
 - Development of an evaluation and review framework for the National System
 - Antifouling pain trials
 - Options for antifouling performance standards
 - Industry consultation.

Communication – key to implementing the National System

The need for a nationally-consistent Communication and Awareness Strategy was recognised and recommended by the *National Taskforce on the Prevention and Management of Marine Pest Incursions*. The Taskforce recommended that:

- *greater emphasis should be given to community awareness of introduced marine pest issues, and to targeting relevant community groups, such as fishers, divers, sailors and Coastcare groups, with the objective of mobilising them to monitor and report on possible marine pest outbreaks. Agriculture, Fisheries and Forestry – Australia (now DAFF), in consultation with Environment Australia (now DEH) and the States/Northern Territory, should coordinate a process that identifies priorities, costs and agency responsibilities for a coordinated national awareness program on introduced marine pests, to be agreed by the National Introduced Marine Pests Coordination Group..... (Recommendation 4.33)*
- *all components of the National System include an education and training component and that resources are made available to support these. Preparation of modules that can be used or adapted for use across jurisdictions is recommended as the best means to ensure consistency of messages and is also likely to be more cost-efficient. (Recommendation 4.34)*

To this approach, the High Level Group (HLG) recommended the following ...

"Communication, education and awareness programs be developed to inform governments, industry and the community at the national, regional and local levels of the importance of all three elements of the proposed National System and encourage or facilitate the uptake of voluntary measurers within relevant sectors and communities."

In line with the Taskforce and HLG recommendations, NIMPCG agreed to undertake an integrated approach to communication, education and awareness in a number of phases³.

Phase 1: Develop an integrated Communication and Awareness Strategy

Phase 2: Staged implementation of the strategy linked to a timetable for roll-out of the National System

Phase 3: Ongoing implementation

³ NIMPCG 11 held on 22 June 2004.

The National Communication and Awareness Strategy

The business intent of the Communication and Awareness Strategy is to help implement the National System for the prevention and management of marine pest incursions by working together with partnerships of stakeholders. The National Communication and Awareness Strategy needs to:

- Be adaptable across jurisdictions to ensure consistency of message and increase efficiency by harnessing stakeholder communication capacity and activities.
- Ensure audiences are informed and understand the systems and measures that reduce risk of introduction and translocation of marine pests.
- Encourage audiences to take up specific best practice measures to reduce risk of introduction and translocation of marine pests.
- Engage audiences in the on-going management and control of marine pests.

To achieve these intentions and overcome the communication challenges (outlined in the Executive Summary), it was recommended and accepted by the National Introduced Marine Pests Coordination Group (NIMPCG) that the National Communication and Awareness Strategy include:

- An agreed approach by Australian, State and Territory Governments and Industry for national and specific audiences to ensure that in execution there is coordination and consistency of messages, tools and tactics for each target audience across Australia.
- A mechanism that maximises reach by using existing communications channels / activities.
- Actioning the priorities set for specific audience sectors.
- Testing and vetting of communication products and messages before implementation.
- A centralised, easily-accessible source of information with opportunity for user input (e.g. a web site with URL that is widely promoted).
- A generic sets of tools (where appropriate) for national, state / Territory agency or industry distribution.
- Communication tools that are user focussed (not issues focussed).

Communication aims

To achieve the aims of the National System, the Communication and Awareness Strategy needs to accomplish the following goals:

Goal 1: Achieve a nationally-consistent approach to communication of the prevention and management of marine pest incursions

- Establish a mechanism that enables governments, marine industries, coastal communities and researchers to collaborate and centralise communication about marine pest incursions in the form of a set of strategic partnerships, each focused on communicating to a specific target audience.
- Clearly articulate the desired outcomes of the National System.
- Persuade Strategic Partners to actively use their communication channels to distribute marine pests information through their networks.
- Encourage agreement among Strategic Partners to adopt consistent methods, materials and messages.
- Develop appropriate, nationally-consistent messages and materials (including codes of practice, guidelines, contact information etc.) with a primary focus on prevention of introductions and translocations.
- Work with stakeholders to ensure the measures are explained in ways that are easy-to-understand and adopt.

Goal 2: Encourage stakeholder groups and target audiences to adopt best practice behaviours

- Ensure information about 'how' to prevent introductions and translocations is easily accessible.
- Ensure information explains what audiences need to do in simple and relevant language.
- Ensure communication with each audience is tailored to the audience mindset and clearly communicates the relevance and benefits.
- Assure audiences that the National System deals fairly with each audience sector.

Goal 3: Use research to develop, evaluate and monitor an effective Communication and Awareness Strategy

- Establish measurable objectives for the Strategy.
- Use formative research methods to develop communication tactics.
- Develop research methods to evaluate and monitor achievement of the Strategy outcomes.

A two-tier approach

Tier 1: National overarching strategy

The National Communication and Awareness Strategy provides the top tier of a two-tier framework for communicating the National System. The National Communication and Awareness Strategy provides an easily-recognisable banner under which nationally-consistent methods and messages can be presented. It is at this level that government stakeholders (e.g. Ministers, Departments), peak industry bodies, CEOs and other key stakeholders are engaged in the Strategy.

This tier of the Strategy supplies the common communication vehicles that are required to support the second-tier audience-based strategies.

At the functional level, the National Communication and Awareness Strategy includes:

- Defined principles, goals and objectives
- Mechanisms to ensure a co-ordinated execution with consistent messages by national stakeholders (Australian, State and Territory Governments and Industry)
- Chosen tools and tactics that are appropriate for each audience to achieve the agreed objectives
- Use of existing communication channels / activities that augment and extend the message and minimise communication 'noise and clutter'
- A partnering approach to help integrate and co-ordinate the implementation of the Strategy
- Use of appropriate media to communicate the impacts and urgency of the need to address the introduced marine pests issue in Australia
- Appropriate mechanisms for targeting the range of stakeholders that are part of the National System (governments, marine industries, coastal communities, the general public, researchers)
- Provision of a timetable for implementation of the Strategy including identification of priority initiatives and resources.

Tier 2: Targeted communication (the sub-strategies)

The second tier is a series of sub-strategies. The sub-strategies are a multiple sector effort to implement voluntary, partnership-driven, and proactive prevention approaches with audiences that are affected by the measures developed by the National System (e.g. fishers, marinas, international yachting etc).

A common element of each of the sub-strategies is to establish 'Strategic Partnerships' of associated organisations that are integral to protecting and managing introduced marine pests throughout Australia. These Partnerships will create consensus-based approaches to communication in each sector and adopt communication practices that are positive, understandable and 'do-able'. The Partnerships will also refine best prevention practices, build checklists and develop communication policies for target audience groups. The sub-strategies use a community-based social marketing approach to behaviour change.

The Strategic Partnerships will develop long-term approaches to communication by identifying the 'drivers' for their networks. The Partnerships will also assist communication by sharing nationally-consistent and coordinated information about marine pest prevention and management through their existing network communication channels.

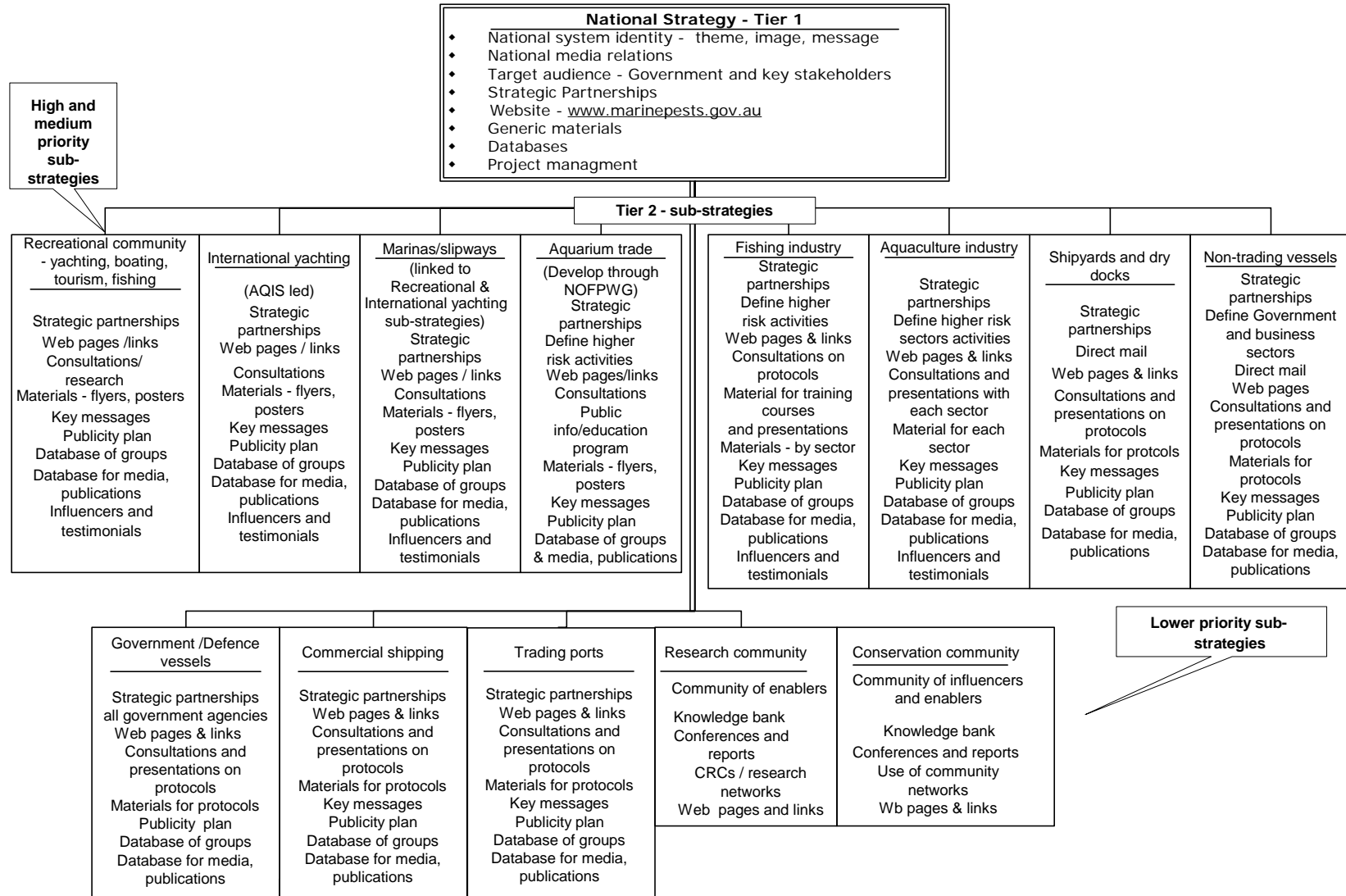
At the functional level, the sub-strategies take into account pre-dispositions as defined in preliminary attitudinal research. For example:

- Some audiences are concerned government is adding a burden to their lifestyle and / or business (i.e. "not more government red-tape!").
- Government is seen as a "victimizer" of small owners/operators (i.e. "why doesn't the government chase the big operators?").
- It is commonly thought that marine pests are only brought to Australia in ballast water (i.e. "pest infestation is the fault of commercial shipping or badly maintained foreign vessels" "it is not through our actions").
- Research on recreational fishers in Victoria indicates that they accept that regulations and licensing are necessary measures to preserve the recreational facility for others, and that there is a strong concern for preserving the environment as a natural asset.
- Audiences are more likely to listen to communication from trusted / credible sources (i.e. clubs or associations they know / belong to and respected influencers and opinion leaders).
- Use of 'word-of-mouth' techniques, testimonials are key influencers with most target groups.

What is unknown at present is the degree to which perceptions need to shift to achieve the business / communication objectives for specific groups. The sub-strategies contain recommendations on various forms of qualitative research that will need to be conducted to establish these benchmarks. Messages will also need to be tested before national implementation of the Strategy—test research is included in the sub-strategies.

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The National Strategy - a two-tier approach



Target audiences

Target audience research and analysis was undertaken and the resulted in the following recommended segmentation, which was endorsed by NIMPCG members in May 2005:

- Government and stakeholders (*High priority*)
- Commercial / government industry including:
 - Commercial shipping
 - Commercial trading ports
 - Government vessels
- Shipyards and dry docks (*High priority*)
- Non-trading vessels
- International yachting up to 25m (*High priority*) including:
 - Owners / operators
 - Marinas, slipways and hardstands
 - Boat repairers
- Recreational diving industry (*High priority*)
- Recreational vessels (*High priority*), including:
 - Recreational fishing
 - Recreational yachting industry
 - Recreational boating industry
 - Tourism / general public
- Marinas, including:
 - Slipways and hardstands (*High priority*)
 - Boat repairers
- Fishing Industry (*Medium priority*)
- Aquaculture industry (*Medium priority. High priority for Crassostrea*)
- Aquarium Trade (*Medium priority*)
- Conservation Community
- Research Community.

Priorities

Developing and implementing communication strategies for all audience segments simultaneously presents an enormous task requiring considerable resources as well as measures for some audience groups that have not yet been defined. However, some attributes of each target group including size, characteristics and communication issues were defined during the research phase of strategy development.

At NIMPCG 14 priority settings for each audience segment were agreed. Those segments that were allocated a high and medium priority are noted above. The remainder were considered to have a comparatively lower priority.

The sub-strategies developed for each audience are presented in summary form in this document - see pages 31 to 40. Further research and consultation is required to test whether the tools, tactics and messages proposed for a particular audience are appropriate. Determining the level of awareness for target groups is vital to establishing baseline data and informing the decision-making processes for communication messages and tactics. For a number of audience groupings, levels of awareness is not sufficiently established and at this stage of sub-strategy development, an 'educated guess' at best can be made. The level of awareness is linked to the communication objective defined for each target group.

Positioning, Branding and Key Messages

Positioning

Given that the government cannot enforce all aspects of the National System; some aspects will require voluntary compliance. The communication therefore needs to position the National System as a joint and positive approach to saving a precious Australian asset – the marine environment.

The benefits of such a position are:

- The National System is seen as a positive initiative drawing positive response.
- Governments are not seen as solely imposing restrictions upon the audiences as it is presented as the joint initiative of a number of respected organisations and individuals.
- It uses social norms to bring about change in behaviour (i.e. it is good to do the right thing)
- It draws on existing positive sentiments about keeping Australia's environment clean ("Tidy Towns, Clean-up-Australia) saving / preserving our natural (and economic) assets.

Branding

The National System should be given a name to provide unified associated values with each communication about marine pest incursions. These values may be based on extensions of materials already developed to provide an identifier (or logo-style treatment) to visually brand the National System. This identifier could be used by other organisations to signify their validity in communicating the key messages of the National System. The Strategic Partners would be encouraged to 'endorse' messages by either using the identified image for the National System or contributing their logo to materials produced.

Messages

The Strategy messages should:

- Motivate audiences and stakeholders to do the right thing and make the process as easy as possible for them to do this
- Be consistent
- Retain interest of audiences
- Engage and call audiences to action
- Use the groundswell of appreciation of our valuable / beautiful Australian natural (and economic) asset

- Present the 'preserved' as fundamental to the Australian lifestyle, critical to industries like fishing, aquaculture and underpinning the recreational / tourist industry
- Use existing attitudes toward preservation of major natural assets such as the Barrier Reef
- Clearly highlight benefits and relevance to audiences
- Present the key elements of the National System as:
 - Managing ballast water (international and national measures)
 - Minimising biofouling (developing the best measure for each of the marine sectors that pose a risk—including developing regulations, certifications, guidelines, codes of conduct or protocols, as appropriate to the sector)
 - Measures for on-going management and control of pests already in Australia
 - An emergency management system
- Create word-of-mouth dissemination of messages.

The central message could be:

'Keep marine pests out of Australian waters' [a call to action]


Subordinate messages need to be developed for each audience's mindset to increase the likelihood of action. Messages need to reflect both "**benefits**" and "**relevance**" of the best practice measures to each audience. Similarly, the messages will need to clearly communicate the voluntary and mandatory aspects of compliance in appropriate tone and voice.

- Preserving our precious marine assets and industries.
- What we are asking you to do / volunteer to do is easy.
- We can only do it with your help (together).
- You will keep this great asset if you perform these simple tasks.
- The national system deals fairly with every audience grouping.
- You need to help by [specific behaviour of each audience sector].
- Our coasts and oceans are fundamental to the Australian lifestyle.
- What you need to do to comply with the regulations etc.


Individual messages about specific behaviours are presented as part of the audience specific sub-strategies - see pages 31 to 40.

National Communication and Awareness Strategy Elements

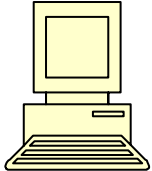
Goal 1: To achieve a nationally-consistent approach to communication of the prevention and management of marine pest incursions

BUILDING PARTNERSHIPS, ALLIANCE & COOPERATION				
Tool	Details	Target Audience	Rationale	Anticipated Outcome
<p>1. Establish and manage Strategic Partnerships for each audience group</p> 	<p>Establish a mechanism of communication between responsible Federal, State/Territory agencies (such as AQIS, ACS, AMSA, etc) and allied organisations / industry associations etc. that represent the Awareness Strategy's target audiences.</p> <p>The Strategic Partnerships between these <i>key players</i> will ensure that communication methods and channels used by the key players work cooperatively to extend the reach of the communications efforts.</p> <p>The alliances built through the Strategic Partnerships will ensure coordination in effort and production of materials and consistency of messages targeting the audiences.</p> <p>Communication between partners will be supported by establishing partnership-specific email distribution lists and databases.</p> <p><i>[An example is the International Yachting sub-strategy currently being lead by AQIS. The Strategic Partnership for this sector is between AQIS, AMSA and Customs as well as the DAFF Invasive Marine Species Program. It also will endeavour to include allied associations (e.g. state and Territory partners, marinas, slipways yacht clubs and Yachting Australia etc.).]</i></p>	<p>Suggested key players in the Partnerships have been nominated in each of the sub-strategies.</p>	<ul style="list-style-type: none"> ▪ The Strategic Partnerships will ensure communication and cooperation between responsible agencies and stakeholders. ▪ The Strategic Partnerships are designed to assist in communicating consistent and coordinated information making use of pre-existing communication channels in use by these organisations. ▪ They will result in more sustainable long-term approaches by identifying the 'drivers' for each member group to ensure take-up of best practice measures by target audiences. ▪ They are a way on ensuring participation and 'buy-in' by communities of stakeholders and bring them together in a cooperative. 	<ul style="list-style-type: none"> ▪ Development of shared methods of reaching the audience (e.g. presentations /events, brochures, posters, website information, specialist media). ▪ Development of a common suite of materials and messages for each audience. Linkages between the key players' websites and a national marine pests website. All organisations communicating consistent messages about invasive marine pests. ▪ Coordinated participation in implementation, particularly behaviour change mechanisms: ie. Consultations, Events, Workshops, Pledges, Endorsements.



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BUILDING PARTNERSHIPS, ALLIANCE & COOPERATION				
Tool	Details	Target Audience	Rationale	Anticipated Outcome
<p>2. Formal consultations with target audiences</p> 	<p>Formal consultations will be undertaken with specific target audiences to determine the barriers to and benefits of uptake of the proposed best practice measures.</p> <p>These consultations would, wherever possible, make use of any formal consultations or workshops / seminars currently being undertaken by NIMPCG to refine protocols / best practise measures with specific audiences.</p> <p>These consultations need to be tailored for each group and may take the form of community meetings, focus groups, workshops, regionally-based protocol discussions, response sheets, personal interviews, questionnaires and desktop reviews of existing publications or information.</p> <p>The consultations will explore the issues that are of most concern for the audience, the best methods of reaching the audience (e.g. video, face-to-face meetings, special publications etc.), identification of key agencies, popular websites, clubs, associations or institutions that are sources of information, key respected influencers and / or popular media and publications.</p>	<p>Formal consultations proposed for selected groups.</p>	<p>Formal consultation and/or research with target audiences will assist in:</p> <ul style="list-style-type: none"> ▪ Garnering the information required by the Strategy, particularly how to reach the audience and developing the most relevant messages for that audience. ▪ Recognition that governments are consulting with audiences rather than simply enforcing changes. ▪ Understanding current mindsets and how to affect change. 	<p>The Communication and Awareness Strategy will contain the most appropriate methods and messages. These elements of the Strategy will increase the probability of take-up of the new measures amongst all target audiences.</p>
<p>3. National System Identity</p> <p><i>'Keep marine pests out of Australian waters'</i></p>	<p>Development of an overarching theme, graphic image and tailored messages is discussed on pages 17-18.</p> <p>Testing of the imagery used to date and central message should be undertaken during the consultative phase.</p>	<p>All target audiences</p>	<ul style="list-style-type: none"> ▪ Will provide easy recognition and identity for all measures that make up the National system 	<ul style="list-style-type: none"> ▪ All audience groups at all levels use the national identity to brand communication.



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BUILDING PARTNERSHIPS, ALLIANCE & COOPERATION				
Tool	Details	Target Audience	Rationale	Anticipated Outcome
<p>4. Marine Pests Website</p>  <p>www.marinepests.gov.au</p>	<p>Developing a national marine pests website with its own URL - ie www.marinepests.gov.au - will be critical to the Communication and Awareness Strategy as it will be:</p> <ul style="list-style-type: none"> • a single purpose site containing information on marine pests and incursions • engaging and easy accessible • designed to be primarily 'user' rather than 'issues' focused with separate pages tailored to the needs of each user group (i.e. each target audience). Have material organised for quick retrieval and offer feedback opportunities • a one-stop-shop repository of collective materials on invasive marine pests for each target group (including information on codes, standards, guidelines and communication materials). <p>The web site will also have a password-protected area for communication templates, lists and materials for use by stakeholders (NIMPCG) and strategic partners and to provide a clearing house for a cross-jurisdictional, whole of government / stakeholder information (i.e. act as a repository or resource bank for information including guidelines / guidance documentation, lists of available information on introduced marine pests / contact details, etc).</p> <p>The website will provide links to the many other sites that hold information on marine pests – particularly NIMPCG member sites and allied stakeholder groups.</p>	<p>All target audiences</p>	<ul style="list-style-type: none"> ▪ Will provide an effective mechanism to ensure support and promotion of the National System. ▪ Will provide information to a variety of users. ▪ Provide tailored information for each audience. ▪ Show users what is required of them. ▪ Links <u>to</u> other sites will further develop relationships with strategic partners. ▪ Links <u>from</u> other sites will drive traffic to this central information repository from their respective membership. ▪ The password-protected area will provide a resource bank of communication materials and messages that can be used by Strategic Partners. ▪ Would act as a '<i>national showroom</i>' for NIMPCG's collective skills, partnerships, research and advice. 	<ul style="list-style-type: none"> ▪ One-stop-shop for information, easily accessible to each of the target audiences. ▪ Consistency between government agencies, marine industries and community groups. ▪ Common communication channel. ▪ Easy-access to information that will promote understanding and take-up. ▪ Promote identity and messages. ▪ Coordinated message design etc.

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BUILDING PARTNERSHIPS, ALLIANCE & COOPERATION				
Tool	Details	Target Audience	Rationale	Anticipated Outcome
<p>5. Suite of generic materials</p> 	<p>Using the agreed identity / imagery, develop a suite of coordinated generic materials (eg. fact sheets, flyers, newsletters, pest identification cards, postcards, presentations, posters, magnets, brochures, issues papers, reports, manuals and survey results).</p> <p>The materials will have a consistent style, tone and message and be easily identified as part of the <i>'Keep marine pests out of Australian waters'</i> Strategy. These materials will be tailored to specific audience groups and regions and developed for use governments, industry organisations and community groups.</p> <p>Endorsements of the materials / information by relevant organisations (state / Territory governments, industry organisations / businesses and community groups) will be key to extend reach and relevance.</p> <p>These materials will be consistent with the information on the website.</p>	<p>All strategic partner groups</p>	<ul style="list-style-type: none"> ▪ Printed materials can be distributed hand-to-hand, made available for the public to pick up or mailed out either directly to a select mailing list, or included with regular mail outs by members of each strategic partnership, thus accessing a 'ready made' distribution network. ▪ Other materials such as posters / flyers can be used by local organisations / businesses to extend the message to individuals. ▪ Presentations can be used in regional consultations, training centres and workshops by NIMPCG member agencies 	<p>Consistent and accurate messages about marine pests that are easily identifiable by all target audiences</p> <p>Increase credibility through endorsements</p>
<p>6. Database Development</p> 	<p>Databases of existing target audience-specific publications; newsletters and electronic communication channels will be developed for each target audience and regularly updated.</p> <p>This will include shared data / addresses for Media (mainstream, industry specific and regional) and for stakeholders, key influencers and Strategic Partners for each sub-strategy (this will be for organisation rather than specific people noting privacy provisions).</p>	<p>All audiences</p>	<ul style="list-style-type: none"> ▪ Enables effective targeting of messages, invitations and direct mail to appropriate audiences. 	<ul style="list-style-type: none"> ▪ Usable information sets of names and contact details of audiences. ▪ Coordinated distribution of information.

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BUILDING PARTNERSHIPS, ALLIANCE & COOPERATION				
Tool	Details	Target Audience	Rationale	Anticipated Outcome
<p>7. Regular targeted external media</p> 	<p>A targeted and well-coordinated external media program would be implemented as part of the National Communication and Awareness Strategy and sub-strategies (eg. Promoting National System milestones, launches, events, consultations)</p> <p>The aim of the media Strategy would be to support the National System and roll-out of each sub-strategy by generating editorial coverage of the marine pests issue in mainstream media, journals and magazines that are salient to each of the Strategy's target audiences.</p> <p>It will include developing Media kits containing media materials such as backgrounders, feature articles and images would be developed. These materials should be 'adaptable' to specific audiences and regions as required.</p> <p>The media materials would then be distributed through the Strategic Partnerships to assist with media relations.</p>	<p>Specific target audiences and the broader public.</p>	<ul style="list-style-type: none"> ▪ Mainstream and specialist media in Australia assist in conveying information to a wider audience. ▪ Putting the marine pest incursions threat on the agenda through media that has credibility with the target audiences will help raise awareness and create a supportive environment in which the messages of the overarching Strategy can reach those target audiences. ▪ Provides sub-strategy support. 	<p>General awareness of the marine pest incursions issue among all Australians.</p> <p>Piggybacking existing channels saves costs.</p>
<p>8. Regular Targeted Media Relations Program Through Government Publications / Websites</p> 	<p>A targeted program would be developed for the National System that uses existing government department communication mechanisms (also using the media release format).</p> <p>Achievements, milestones and feature articles developed by to be taken up in relevant government newsletters and other publications. These would be adaptations of the external communication materials but focus on what each government department is doing in relation to marine pest incursions.</p>	<p>Relevant government publication audiences</p>	<ul style="list-style-type: none"> ▪ Highlight milestones and achievements in the development of the National System, and collaboration between the NIMPCG memberships. ▪ Government publications in each of the target audience already have a wide distribution. ▪ Piggybacking existing channels saves costs. 	<ul style="list-style-type: none"> ▪ Target audience reach ▪ Wide dissemination of messages, achievement and protocols tailored for specific audiences. ▪ Credibility through publication endorsements ▪ Piggybacking existing channels saves costs.

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Goal 2: To encourage stakeholder groups and target audiences to adopt best practice behaviours

BEHAVIOUR-BASED COMMUNICATION				
Tool	Details	Target Audience	Rationale	Anticipated Outcome
<p>1. Community Educational events</p> 	<p>After the website is enabled, the strategic partnerships have been established and effective communication channels are in place, NIMPCG can commence a series of roll-out events in each State / Territory at a marina or ocean-based venue.</p> <p>These events would effectively launch the National System using a popular endorser of the campaign (such as Ian Kiernan) in each location with representatives from regional Strategic Partners, Government, regional community and the media.</p> <p>Venues would be chosen according to suitability for the launches such as a waterfront or marina used by a number of target audiences.</p>	<p>Strategic Partners Governments Regional Communities Target Audiences Media</p>	<ul style="list-style-type: none"> ▪ Events highlight the importance of the National System in the location and region ▪ Physically involve all players with endorsement of the preventative measures ▪ Attract regional editorial coverage of the National System ▪ Promotes word-of-mouth pass-on of information to local target audiences 	<ul style="list-style-type: none"> ▪ Broad media attention and positive predispositions toward the National System. ▪ Highlight local 'relevance' of the measures to each audience and enhance likelihood audience buy-in
<p>2. Use a travelling roadshow to showcase desired behaviour or educational project</p>	<p>Linked with the regional launch program, an attention-grabbing method of educating and communicating with target audiences would be to use a travelling roadshow. This could involve the use of a mobile display or branded mobile vehicle to travel in each State / Territory (some states already have a travelling roadshow). This would enable NIMPCG to build recognition and awareness at a grassroots level.</p> <p>As well as supporting the staged regional launches, it could appear at a schedule of awareness raising sessions at marinas, ports, docks, slipways, public aquariums etc. around Australia. The purpose is to do more than hand out leaflets, it should focus on active education – ie demonstrations of hull cleaning, show pest specimens that threaten the local area, etc.</p>	<p><i>Target audiences</i> <i>Coastal communities</i></p>	<ul style="list-style-type: none"> ▪ A mobile roadshow will be eye-catching and attract attention and promote involvement. The messages are therefore easily communicated even if the target audience. ▪ Promotes word-of-mouth, pass-on of information and achieve wide regional media coverage. ▪ Good conduit to disseminate some of the materials developed for the Strategy (e.g. if in a marina, can give brochures with that Marina's stamp on them). 	<ul style="list-style-type: none"> ▪ Physically demonstrates the behaviour that the Strategy wants to elicit from target audiences. ▪ Comprehensive understanding and uptake of behaviours

Goal 3: To use research to develop, evaluate and monitor an effective Communication and Awareness Strategy

FORMULATE & EVALUATE STRATEGY				
Tool	Details	Target Audience	Rationale	Anticipated Outcome
Formative Research	<ol style="list-style-type: none"> 1. Use qualitative research techniques (e.g. attitudinal research to determine stakeholder/audience perceptions, focus group testing of Strategy messages and literature searches) to help formulate Strategy elements. 2. Use National system consultations, workshops, etc. to collect information from target audiences. 	All audiences	Basing the Communication and Awareness Strategy on researched understandings of audience perceptions and reactions to strategy components increases the likelihood of take-up of the Strategy objectives and aims.	Effectively targeted communication, with appropriate tools and messages
Evaluative Research	<ol style="list-style-type: none"> 1. Use formal quantitative and qualitative research methods to monitor the Strategy's success and indicate where Strategy elements may need to be modified, adapted or changed. 2. Use formal qualitative and quantitative research methods to determine the success of the Communication and Awareness Strategy in reaching the National System's communication goals and objectives. 	All audiences	<p>Allows for adaptation of the Strategy where necessary thus saving project resources and tracking success.</p> <p>Allows NIMPCG to determine if the goals and objectives are being met by the Communication and Awareness Strategy.</p>	Achievement of communication aims and objectives.

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National Strategy – Tier 1 Element Applicability

TOOL	Comm. Shipping	Non-Trading Vessels	Int. Yacht-ing	Comm. Ports	Govt. Vessel	Marina/ Boat ramp ops.	Docks & Slipways	Fishing Industry	Aqua-culture Industry	Rec. Fishing	Rec. Boating	Rec. Diving	Rec. Yachting	Research Groups	Conserv-ation		
Strategic Partnerships	✓					✓		✓		✓				Enablers			
Formal Consultations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
National System Identity	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Generic Materials Suite	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Databases Development	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
External and Government Media Strategy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Regional Launches / Educational Events	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Travelling Road Shows			✓			✓	✓	✓	✓	✓	✓	✓	✓				
Evaluation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				

Monitoring and Evaluation

Key Communication Objective	Communication Outcomes	Success Measure
GOAL 1: TO ACHIEVE A NATIONALLY-CONSISTENT APPROACH TO COMMUNICATION OF THE PREVENTION AND MANAGEMENT OF MARINE PEST INCURSIONS		
To establish a mechanism that enables governments, marine industries, coastal communities and researchers to collaborate and centralise communication about marine pest incursions.	Initiation of Strategic Partnerships groupings prior to implementing each sub-strategy:	<ul style="list-style-type: none"> • <i>Formal commitment from each member of each Strategic Partnership signifying commitment to participation in implementing the sub-strategies (developed as part of the National Communication and Awareness Strategy sub-strategies – See sub-strategy plans).</i> • <i>Development of a list of agreed actions and undertakings (further refined and specified) between Strategic Partner for the specific target audiences.</i> • <i>Achievement of actions and undertakings on the Action List</i>
To encourage agreement from Strategic Partners to adopt consistent methods, materials and messages. Establish the overarching communication platform under which each Partnership can communicate.	Consistent methods, materials and messages within each separate Strategic Partnership. Set of templates, brand and consistent visual presentation. A national centralised Web site.	<i>Inclusion of national methods, materials and messages in all communication materials. A consistent suite or look across all Strategic Partnerships.</i>
To clearly articulate the desired outcomes of the National System.	Accurate understanding of the National System by all target audiences.	<i>Members of Strategic Partnerships abilities to accurately recall the required outcomes of the National System and understand the threat of marine pest incursions.</i>
To successfully persuade Strategic Partnership organisations to actively use their communication channels to disseminate	Members of Strategic Partnerships actively passing on information developed by the Partnerships through their networks.	<i>Feedback to NIMPCG with evidence of distribution.</i>

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Key Communication Objective	Communication Outcomes	<i>Success Measure</i>
invasive marine pests prevention information through their networks.		
Implementation of external media liaison programs.	Assessing response to the communication in terms of media coverage (if sought) supportive or critical letters, email etc.	<i>External communication efforts would need to be evaluated in consultation with the PR Section of DAFF (e.g. media monitoring and analysis of nature of stories). Evaluation should be developed to accord with the key communication outcomes of the Strategy.</i>

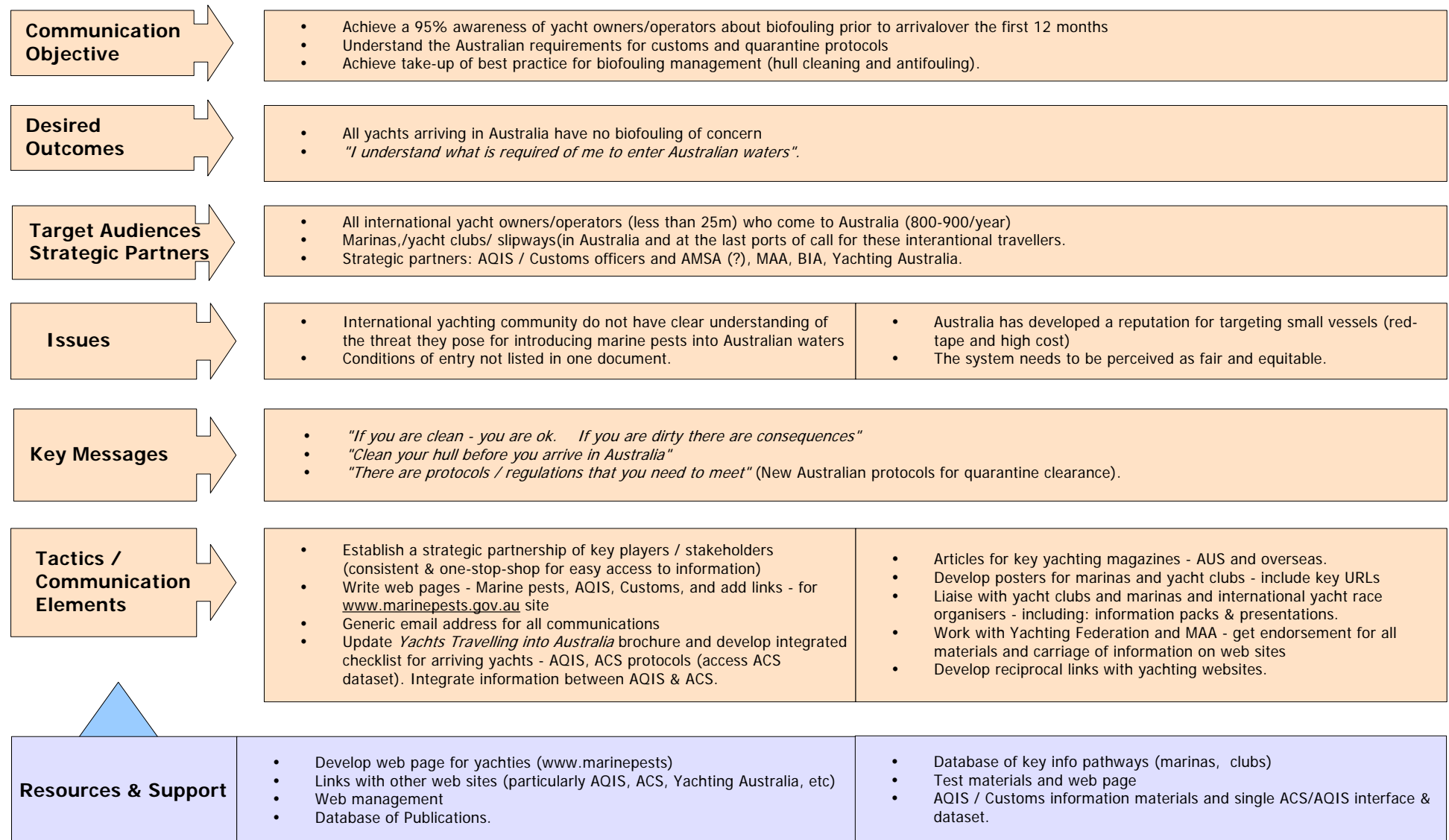
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GOAL 2: TO ENCOURAGE STAKEHOLDER GROUPS AND TARGET AUDIENCES TO ADOPT BEST PRACTICE BEHAVIOURS		
Key Communication Objective	Communication Outcomes	Success Measure
Develop appropriate, nationally-consistent messages and materials (including NIMPCG outputs codes of practice, guidelines, contact information etc.) with a primary focus on prevention of introductions and translocations.	Exhibition of required behaviours from target audiences.	<i>Incidence of desired behaviours exhibited by target groups.</i>
Work with stakeholders to explain the measures in ways that are easy-to-understand and adopt. Ensure information explains what audiences need to do in simple language. Ensure communication with each audience is tailored to the audience mindset and clearly communicates the relevance and benefits	People have the basic facts in a language, visual medium or other media to which they can understand and relate.	<i>Unprompted positive impressions of materials developed within the sub-strategies regarding information tools' simplicity or ease of use.</i>
Ensure information about 'how' to prevent introductions and translocations is easily accessible.	Development of a number of community access mechanisms (e.g. website, events, mobile van program, brochures, posters etc.).	<i>Heavy use of communication access mechanisms developed by the Strategy.</i>

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1. International Yachting Communication Sub-strategy – *Keep Marne pests out of Australian Waters*

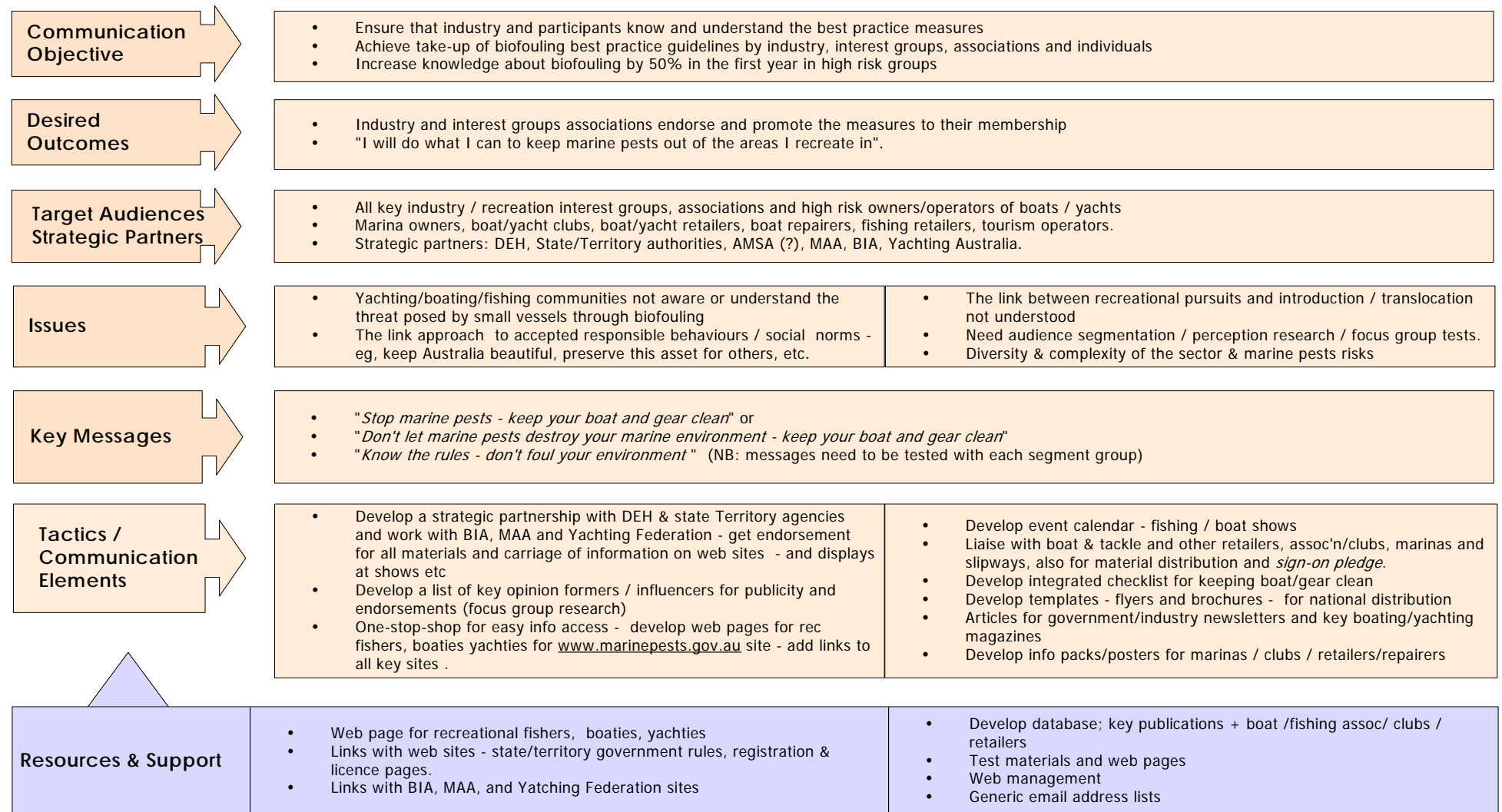
- Goals: 1. Minimise the incidence of international yachts arriving in an Australian port with biofouling of concern
2. Develop an integrated approach between key agencies – AQIS, ACS – to effectively communicate with target audience



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2. Recreational Boating, Yachting, Fishing Communication Sub-strategy — “Keep marine pests out of Australian waters”

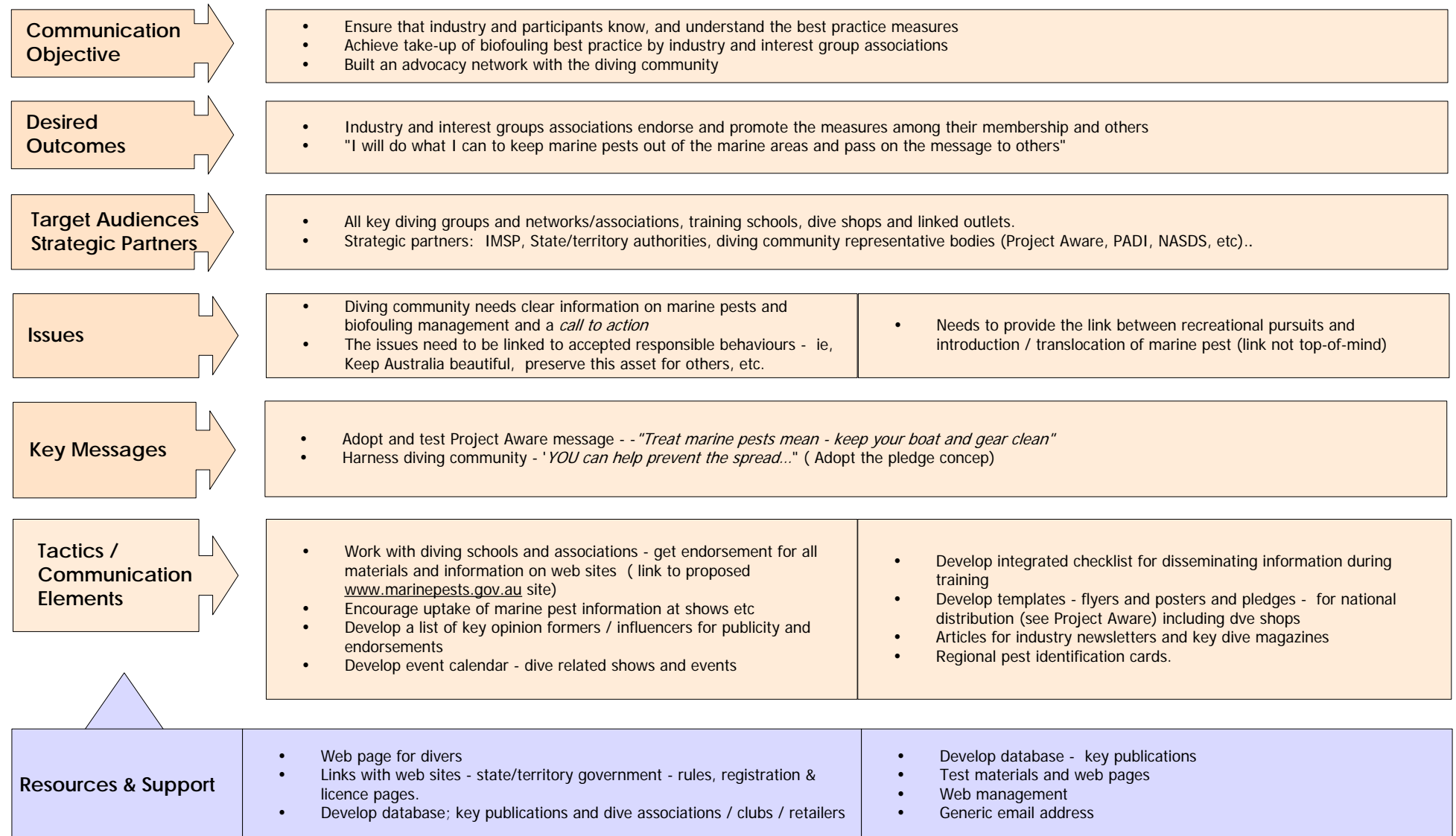
- Goals: 1. Achieve take-up of best practice measures to minimise introduction or translocation of marine pests through biofouling
2. Develop an integrated approach between key agencies (Gov't / clubs/ associations) to target audiences



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3. Recreational Diving Communication Sub-strategy — “Keep marine pests out of Australian waters”

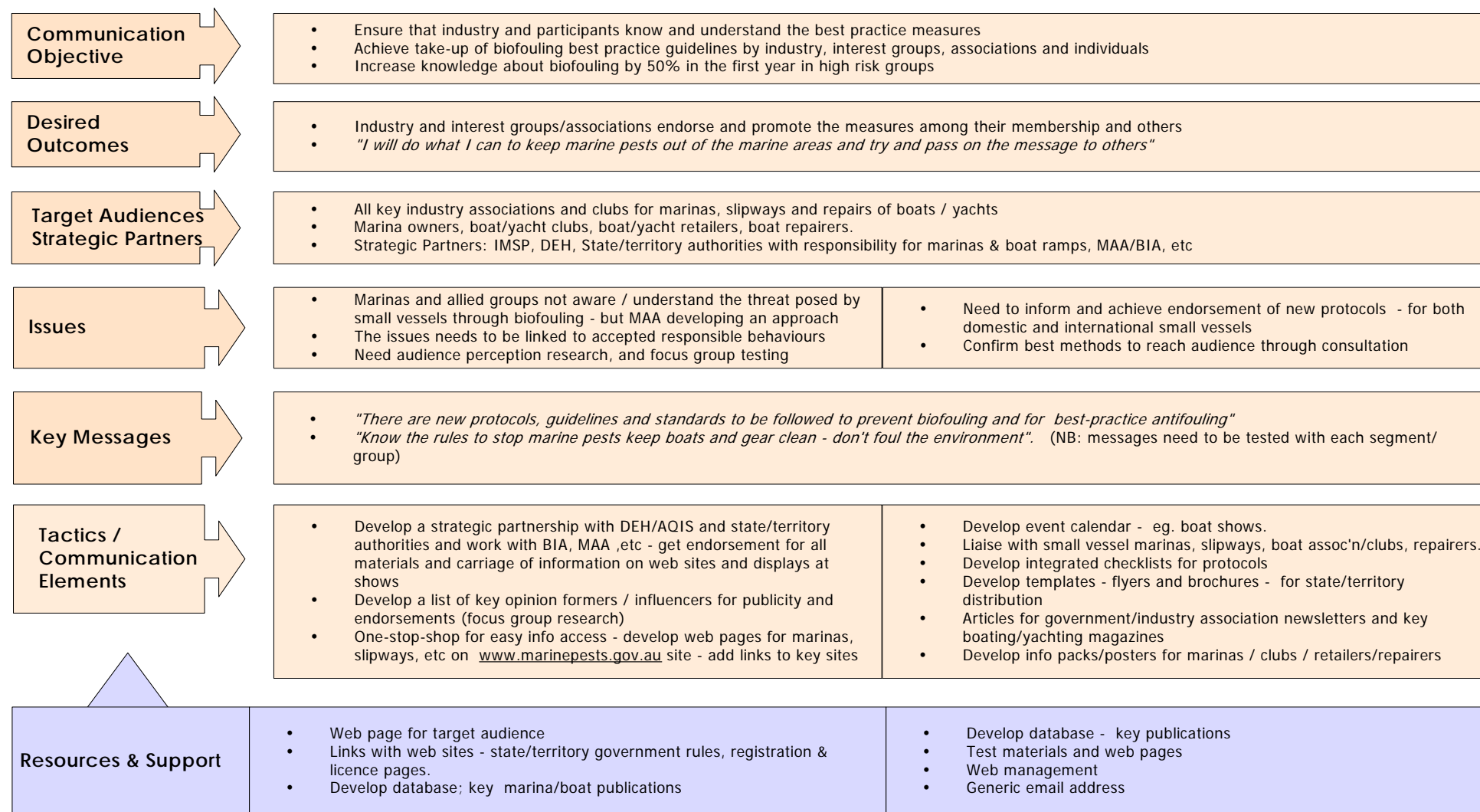
- Goals: 1. Harness the diving community's commitment to environmental management, promote take-up of measures to minimise introduction / translocation of marine pests and become advocates for best practice among the marine recreation community
2. Develop an integrated approach between key agencies (state/territory gov'ts / clubs/ associations) on methods and messages



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4. Marinas, Clubs, Small Slipways, Boat Repairers Communication Sub-strategy — “Keep marine pests out of Australian waters”

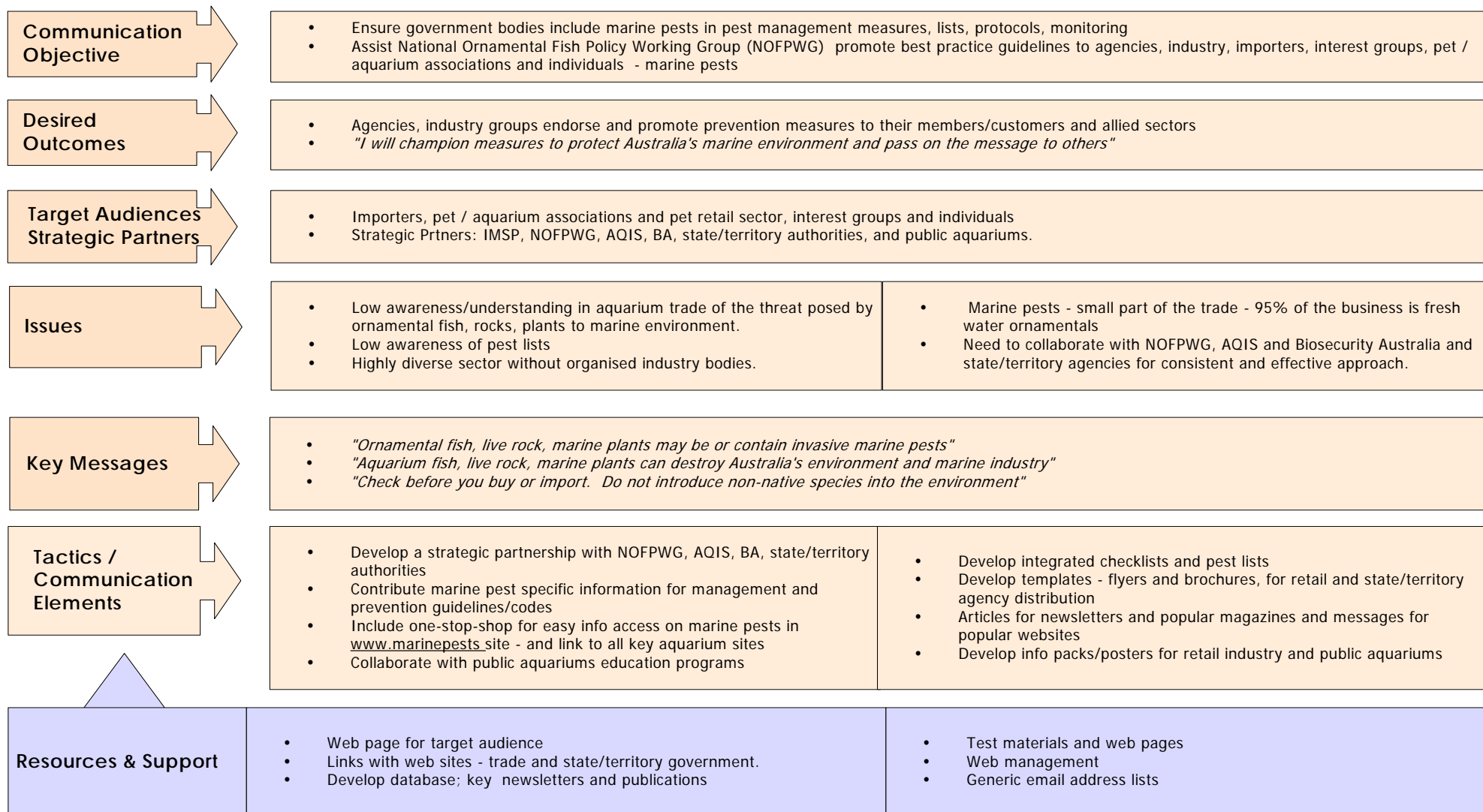
- Goals: 1. Achieve take-up of best practice measures to minimise introduction or translocation of marine pests through biofouling
2. Develop an integrated approach between key agencies (state/territory gov'ts / clubs/ associations) on methods and messages



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5. Aquarium Trade Sector Communication Sub-strategy — “Keep marine pests out of Australian waters”

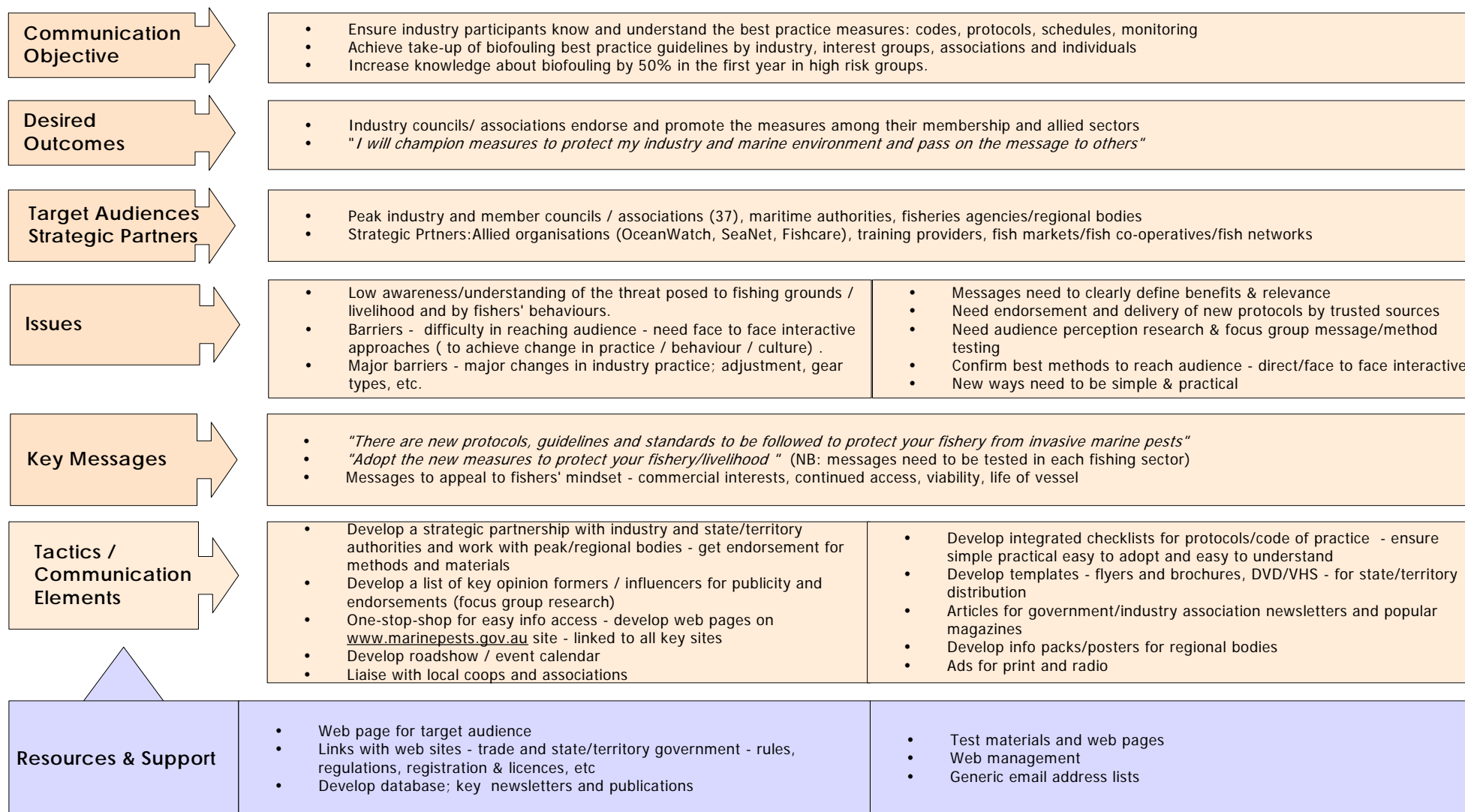
- Goals: 1. Achieve take-up of regulations and code of practice (Quarantine) to minimise introduction of marine pests
2. Develop an integrated approach with NOFPWG between key agencies (Gov'ts) and aquarium trade, retailers, importers, breeders, etc



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6. Commercial Fishing Sector Communication Sub-strategy — “Keep marine pests out of Australian waters”

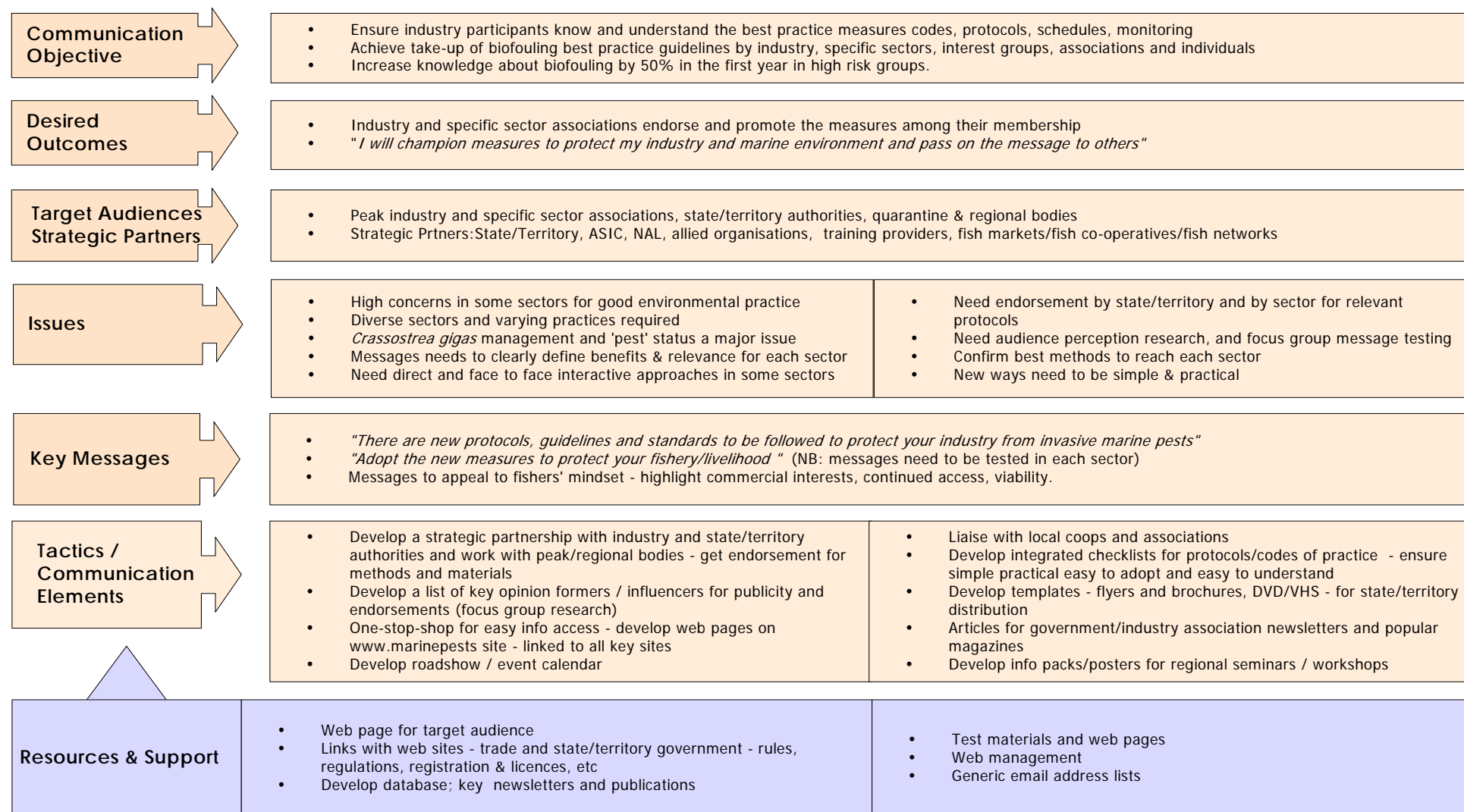
- Goals: 1. Achieve take-up of best practice measures to minimise introduction or translocation of marine pests through biofouling
2. Develop an integrated approach between key agencies (Gov'ts / industry and allied groups) to target audiences



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7. Aquaculture Sector Communication Sub-strategy — “Keep marine pests out of Australian waters”

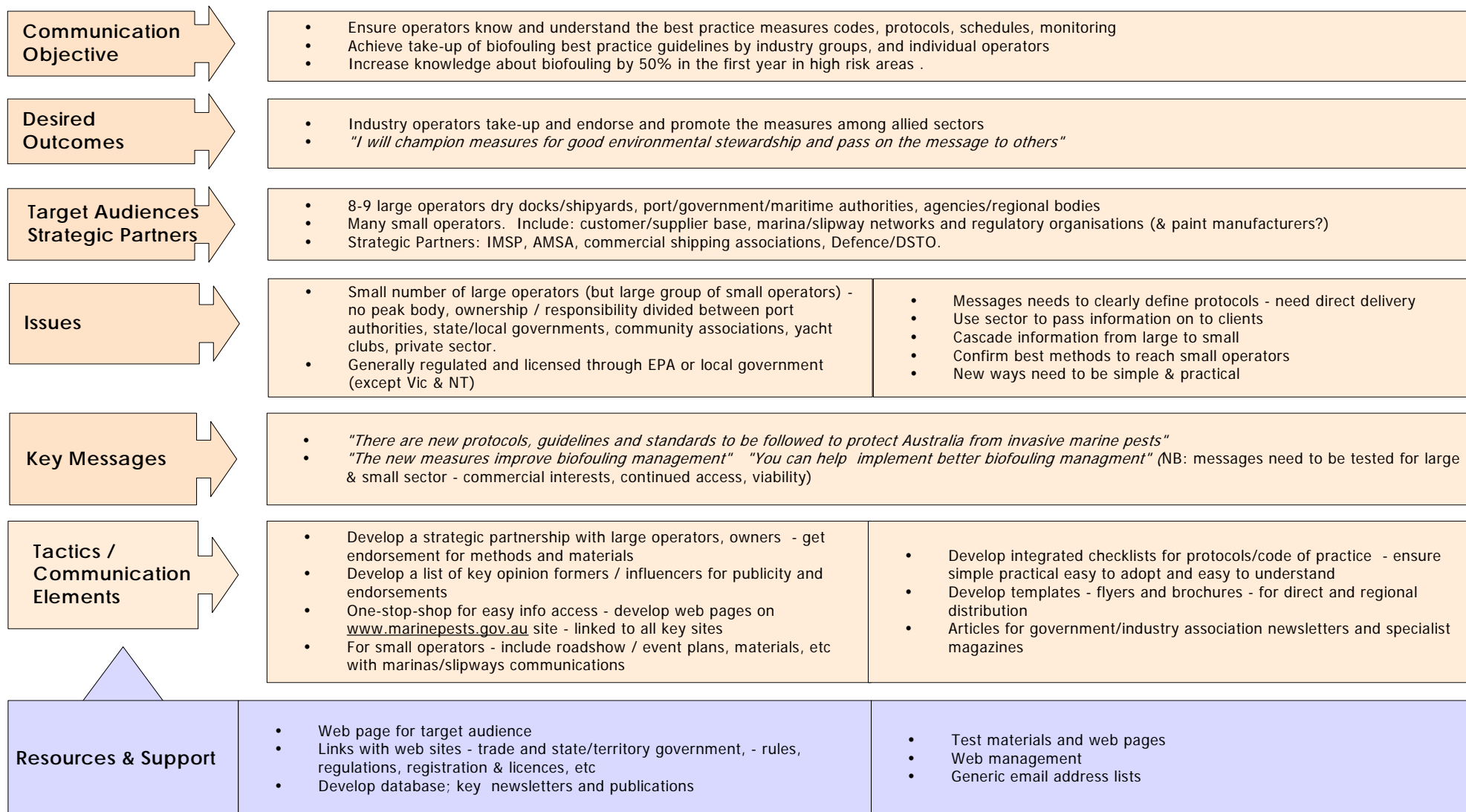
- Goals: 1. Achieve take-up of best practice measures to minimise introduction or translocation of marine pests through biofouling
2. Develop an integrated approach between key agencies (Gov'ts / industry and allied groups) to target audiences



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8. Commercial Dry-docks and Shipyards Sub-strategy -- "Keep marine pests out of Australian waters"

- Goals: 1. Achieve take-up of best practice measures to minimise introduction or translocation of marine pests through biofouling
2. Develop an integrated approach between key agencies (Gov'ts / industry and allied groups) to target audiences



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9. Non-trading Vessels Sector Sub-strategy — “Keep marine pests out of Australian waters”

- Goals: 1. Achieve take-up of best practice measures to minimise introduction or translocation of marine pests through biofouling
2. Develop an integrated approach between key agencies (Gov'ts / industry and allied groups) to target audiences

Communication Objective	<ul style="list-style-type: none"> • Ensure industry participants know and understand the biofouling best practice measures: codes, protocols, schedules, monitoring, etc. • Ensure industry participants know and understand and take up ballast management regulations where appropriate • Achieve take-up of biofouling best practice guidelines by industry groups, and individual operators • Increase knowledge about biofouling by 50% in the first year in high risk areas . 	
Desired Outcomes	<ul style="list-style-type: none"> • Non-trading vessels businesses and government agencies endorse and promote the measures to sector members • <i>"I will champion measures to protect my industry and marine environment and pass on the message to others"</i> 	
Target Audiences	<ul style="list-style-type: none"> • Businesses, maritime authorities, state/territory/research agencies and sector networks • All government agencies that use / charter non-trading vessels (ie Police, ACS, AQIS, maritime authorities, Defence) 	
Issues	<ul style="list-style-type: none"> • Varied audiences composition - divided into business and government - varied set of preventative measures for sector sub-sets • No overall representative industry associations • Major barriers - how to reach each small sub-sector • Need direct and face to face interactive approaches in many cases 	<ul style="list-style-type: none"> • Messages must clearly define benefits & relevance for each segment • Need focus group message/method testing by audience • Best practice measures must be simple & practical
Key Messages	<ul style="list-style-type: none"> • <i>"There are new protocols, guidelines and standards to be followed to protect Australia from marine pests"</i> • (NB: messages need to be tested in each non-trading vessel sector and reflect commercial/community interests, continued access, viability, life of vessel) 	
Tactics / Communication Elements	<ul style="list-style-type: none"> • Develop a strategic partnership with national/ state/territory authorities that operate non-trading vessels - get endorsement for methods and materials • Develop a list of non-trading vessel businesses and liaise with them directly • One-stop-shop for easy info access - develop web pages on www.marinepests site - linked to all key sites • Develop a regional consultations plan for local businesses around Australia 	<ul style="list-style-type: none"> • Develop integrated checklists for protocols/code of practice - ensure simple practical easy to adopt and easy to understand • Develop templates - flyers and brochures - for state/territory distribution • Articles for government newsletters and local/regional newspapers • Develop presentations for regional consultation for small operators (eg barges)
Resources & Support	<ul style="list-style-type: none"> • Web page for target audience • Links with web sites - trade and state/territory government, - rules, registration & licences, etc • Develop database; key newsletters and publications 	<ul style="list-style-type: none"> • Consultation plan • Test materials and web pages • Web management • Generic email address lists

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10. Commercial Vessels Sub-strategies for Shipping, Oil Rigs, Trading Ports— "Keep marine pests out of Australian waters"

Goals: 1. Achieve take-up of national system measures for each sector to minimise introduction or translocation of marine pests through ballast water & biofouling
2. Develop a separate, integrated approach between key agencies (Gov'ts / industry and allied groups) for each sector – shipping, oil rigs, trading ports

