

National marine pest stakeholder engagement strategy

Version 1, May 2019



Contents

Introduction.....	3
<i>MarinePestPlan 2018–2023</i>	3
Marine Pest Sectoral Committee	3
Marine Biosecurity Australia	4
1 Engagement objectives.....	5
2 Target audiences.....	6
Primary	6
Secondary	6
3 Key messages.....	7
4 Engagement activities	8
5 Resources and Budget	1
6 Evaluation.....	1
Appendix 1: Marine pest biosecurity stakeholders	2
Primary audience.....	2
Secondary audience (non-exhaustive)	3
Appendix 2: Intended engagement outcomes and purpose	1

Introduction

This *National marine pest stakeholder engagement strategy* (Engagement Strategy) was endorsed by governments and industry (MPSC and partners) in May 2019.

MarinePestPlan 2018–2023

MarinePestPlan 2018–2023 is Australia’s inaugural national marine pest biosecurity strategy. It outlines a way forward for marine pest biosecurity management in Australia, and provides a framework to guide our collective efforts and investments over the next five years. *MarinePestPlan 2018–2023* has been developed jointly by the Australian Government, state and territory governments, industries, research organisations, and non-government organisations.

The objectives of *MarinePestPlan 2018–2023* are to:

- 1) minimise the risk of marine pest introductions, establishment and spread
- 2) strengthen the national marine pest surveillance system
- 3) enhance Australia’s preparedness and response capability for marine pest introductions
- 4) support marine pest biosecurity research and development
- 5) engage stakeholders to better manage marine pests.

It does this by:

- articulating a vision for Australia’s marine pest biosecurity
- outlining major threats and opportunities for national marine pest biosecurity
- providing a clear ‘line of sight’ between outcomes (short, medium and long-term), objectives and activities designed to achieve the vision.

Marine Pest Sectoral Committee

The Marine Pest Sectoral Committee (MPSC) develops and coordinates the implementation of harmonised national arrangements to identify, minimise and address the marine pest risk to Australia’s marine environment and maritime industries and plays an advocacy role with Government to highlight the impact of marine pests on Australia’s marine environment and maritime industries.

MPSC comprises members from each State, the Northern Territory and the Commonwealth (Department of Agriculture, Water and the Environment). The MPSC Chair is invited to the National Biosecurity Committee meetings to provide updates. MPSC observers currently include representatives from CSIRO and New Zealand Ministry for Primary Industries.

The MPSC partners are representatives of key national marine pest stakeholder organisations and are frequently invited to participate on relevant task groups. A structured partner’s workshop is held in conjunction with the biannual MPSC meetings, during which partners, along with other invited stakeholders as appropriate, are joined by MPSC members to discuss and consult on relevant marine pest issues.

This Engagement Strategy was developed to support implementation of *MarinePestPlan 2018–2023* and acts as an engagement tool for MPSC (Activity 5.2). Activities of Objective 5 (to engage stakeholders to better manage marine pest biosecurity) contribute towards fulfilling *MarinePestPlan 2018–2023* Objectives 1-4.

Marine Biosecurity Australia

The 2015 *Review of National Marine Pest Biosecurity* (the Review) recommended that a marine pest strategy (*MarinePestPlan 2018–2023*) be developed that sets nationally agreed objectives and achievable outcomes, and clearly articulates the roles and responsibilities of all stakeholders.

MarinePestPlan 2018–2023 Activity 5.5 is to establish a national marine pest network (Marine Biosecurity Australia). This national network will be integral to achieving the objectives of this Engagement Strategy, as well as the overall objectives of *MarinePestPlan 2018–2023*, and MPSC engagement with stakeholders as outlined in the committee's Terms of Reference.

Marine Biosecurity Australia will facilitate engagement with a broad range of stakeholders—those who benefit from marine pest biosecurity, those who contribute to the risks, and those that can contribute to reporting and management. Marine Biosecurity Australia will be a conduit among MPSC and stakeholders to raise the level of awareness, increase understanding and support for marine pest biosecurity; foster stronger partnerships to improve Australia's ability to identify, assess, communicate and manage marine pest biosecurity risks. Marine Biosecurity Australia will be developed in stages to ensure it continues to address the objectives of this Engagement Strategy and meets the needs of stakeholders.

Marine Biosecurity Research Australia was established in 2015 with the aim of providing a more coordinated approach to marine pest research, development and extension. *MarinePestPlan 2018–2023* Activity 4.2 will promote research coordination through expansion of the Marine Biosecurity Research Australia as part of Marine Biosecurity Australia. Marine Biosecurity Research Australia may also facilitate effective communication of relevant scientific research findings with marine pest stakeholders, including decision makers and the public.

1 Engagement objectives

As part of *MarinePestPlan 2018–2023*, marine pest biosecurity stakeholders have agreed to the national vision of ‘maintaining Australia’s healthy and resilient marine environment that is protected from the threat of marine pests, and which supports our economy and social amenity’. MPSC also recognises the importance of maintaining active engagement with stakeholders.

In 2017, MPSC recognised that the *MarinePestPlan 2018–2023* engagement objectives would align closely with their engagement objectives and agreed that a single marine pest engagement strategy (this document) could fulfil the engagement needs of both MPSC and *MarinePestPlan 2018–2023*. This Engagement Strategy aims to meet its objectives in a manner consistent with the National Biosecurity Engagement and Communication Framework.

This Engagement Strategy aims to:

- raise the level of awareness, understanding and support for, but not limited to, nationally agreed marine pest biosecurity priorities as outlined in *MarinePestPlan 2018–2023* and MPSC activities—to aid commitment to appropriate marine biosecurity management among key stakeholders
- encourage and facilitate the communication of developments in marine pest management activities among stakeholders
- develop and foster consistent key messages for marine pest biosecurity management to be used by MPSC members, observers and partners.

Towards these aims, engagement should strive to achieve desired behavioural change leading to improved marine pest biosecurity outcomes, as a product of information exchange and awareness raising. There is considerable potential to improve awareness levels of marine biosecurity activities among users of the marine environment.

Many marine pest biosecurity stakeholders coordinate their own activities to achieve a diversity of engagement objectives. This Engagement Strategy is intended to complement and enhance existing engagement activities of other organisations that share compatible goals.

As part of *MarinePestPlan 2018–2023*, this Engagement Strategy will be built upon by a targeted national campaign to improve awareness of marine pest biosecurity, risks, management and shared responsibilities (Activity 5.3). Other activities of *MarinePestPlan 2018–2023* contribute to engagement objectives to some extent, including, but not limited to:

- Activity 1.5 — Investigate the benefits of an intelligence-gathering framework to monitor marine pest risk pathways and expand the International Biosecurity Intelligence System
- Activity 2.3 — Promote tailored education and awareness materials to engage marine pest observer groups in passive surveillance activities
- Activity 4.2 — Promote research coordination through the national marine pest research network (Marine Biosecurity Research Australia)
- Activity 5.1 — Identify and build a profile of marine pest biosecurity stakeholders
- Activity 5.4 — Review, update and maintain www.marinepests.gov.au
- Activity 5.5 — Establish a national marine pest network (Marine Biosecurity Australia)

2 Target audiences

Primary

For the purposes of this document, the ‘primary’ audiences are those partners who have endorsed and are directly involved in the development or implementation of *MarinePestPlan 2018–2023* and who are directly involved in MPSC decisions and actions. These stakeholders include:

- MPSC members and observers — government policy makers with statutory roles and responsibilities for marine pest biosecurity
- Other nationally engaged stakeholders — MPSC partners, MPSC Task Group members, national committees, and other industries, organisations or individuals with direct involvement in marine pest biosecurity or interest in marine pests (for example, academics)

These stakeholders are actively involved in implementing *MarinePestPlan 2018–2023* activities as project leads and supporters, and their organisations and businesses will directly influence the outcomes of *MarinePestPlan 2018–2023* and MPSC activities.

An informed primary audience provides a key mechanism for delivering accurate and consistent information on marine pest biosecurity to the ‘secondary’ audiences via existing channels, and fostering the exchange of information.

Secondary

Extending beyond the primary audience are the secondary stakeholders whose involvement in the marine environment directly benefits from marine pest prevention, and who contribute to marine pest risks or can report marine pests.

The ‘secondary’ audience includes ‘on-the-ground’ individuals and groups that may have an interest or investment in, receive a benefit from, or may be impacted by, marine pest biosecurity decisions. The secondary audience includes marinas, ports, commercial shippings, fishers, recreational boaters, divers, aquaculture, surf lifesaving groups, tourism operators, museums, and other entities with involvement in or concern for the coastal/marine area (for example, Natural Resource Management bodies and local councils). The ‘secondary’ audience also includes domestic and international organisations that have an indirect interest or involvement in national marine pest biosecurity.

Secondary audiences are likely to be interested in or receive some flow of information on the outcomes of *MarinePestPlan 2018–2023* and MPSC activities, and should accordingly be kept informed of these outcomes.

In addition to the activities of this Engagement Strategy, a more targeted national campaign will be focused directly on strategic engagement with key stakeholders to achieve mutually beneficial biosecurity outcomes (Activity 5.3). Marine pest stakeholders are diverse. Their needs and the intended behaviours vary, such that effective engagement requires an understanding of these differences and tailoring of engagement activities to specific segments. In many cases, MPSC task groups will tailor messages and communicate them to interest groups that align with their tasks.

A list of stakeholders is included at [Appendix 1](#).

3 Key messages

Biosecurity messaging should be consistent, coordinated and strategically targeted nationally so that key messages are not lost in a ‘flood’ of messaging. The key messages to be communicated to the primary and secondary audiences are:

- *MarinePestPlan 2018–2023* is a strategic, prevention-focused plan to reduce risks to Australia from the threat of marine pests and their impacts on the things you care about.
- Marine pests present a risk — marine pests can have significant impacts on your maritime industry, business, the marine environment and community.
- Play your part — you can help stop the spread of marine pests. Visit marinepests.gov.au to find out how.
- Prevent and protect — it is a priority for national biosecurity to minimise the risk of marine pest introductions to our marine environment. You can play an important part in protecting our marine environment. Find out how you can help by visiting marinepests.gov.au.
- Report potential pests — early detection and reporting of potential marine pests is vital to successful eradication or control, and management. You can help by being alert, and reporting any suspected marine pests to your state/territory biosecurity authority (supplemented with contact details of relevant agencies).
- Be prepared — improving national biosecurity preparedness capability and capacity is vital for effective emergency response to marine pest incursions. Know your responsibilities in a marine pest emergency response, plan with biosecurity in-mind, and prepare to assist authorities as requested.
- Research and development underpins best practice — collaborative and coordinated marine pest biosecurity research and development is vital to maintaining a strong biosecurity system in the face of increasing and changing risks.
- Take collective action — marine pest biosecurity is a shared responsibility. Take action to improve marine pest biosecurity and protect our marine environment through being aware of your biosecurity responsibilities and play your part. In most cases it is common sense and saves you money.

These key messages—communicating with stakeholders why marine biosecurity is important, and what we as a nation are doing about it—relate directly to each of the five objectives of *MarinePestPlan 2018–2023*. Key messages do not always need to be adopted verbatim; they should guide advice, actions and intended sentiments to the appropriate audiences.

Additional messages that should be communicated where appropriate to primary audiences are:

- Opportunities for collaboration
- Challenges to progress or complete aspects of *MarinePestPlan 2018–2023*
- Transparency of decision making, policy development, pest detections and government action
- Progress on and completion of activities through *MarinePestPlan 2018–2023* or MPSC contributing to marine pest biosecurity issues
- Changes to *MarinePestPlan 2018–2023* Activities.

4 Engagement activities

Different activities will be used to foster involvement/engagement of different marine pest biosecurity stakeholders in areas of relevance to them. Effective existing engagement activities will be used where possible—for example:

- MPSC partner’s workshops
- stakeholder websites/social media accounts
- conferences.

This Engagement Strategy attempts to leverage off and build upon existing engagement activities rather than duplicate those already underway. It does not attempt to be exhaustive of all possible engagement opportunities as any activity that achieves the objectives of this Engagement Strategy are encouraged. It is also recognised that other avenues for engagement may arise as marine pest biosecurity activities progress.

Where appropriate, each engagement activity will include an opportunity for stakeholders to provide feedback on *MarinePestPlan 2018–2023*, and/or the quality, appropriateness and effectiveness of the information being delivered. A combination of communication activities will be used to ensure specific engagement outcomes:

- internal engagement activities targeted towards primary audiences (Table 1)
- external engagement activities targeted towards secondary audiences (Table 2).

An engagement matrix further discusses the relationships between audience groups, activities, outcomes and engagement purpose ([Appendix 2](#)).

Table 1 Primary engagement activities

Engagement activity	Description	Format	Distribution/promotion	Responsible party	Frequency
Activity progress report	Project leads will complete detailed activity progress reports and provide to the MPSC Secretariat to collate for MPSC, as specified in the <i>MarinePestPlan 2018–2023</i> Implementation Plan.	Written – a template is provided in the <i>MarinePestPlan 2018–2023</i> Implementation Plan	Submitted to MPSC Secretariat. Collated reports distributed to MPSC members and observers. These reports will be a primary source of detailed information on <i>MarinePestPlan 2018–2023</i> activities.	MPSC Secretariat to coordinate. Project leads to complete reports.	Biannually – prior to MPSC meetings (May and November)
MPSC partners workshop	Report on <i>MarinePestPlan 2018–2023</i> , collated using the information in the activity progress reports. A designated agenda item at each MPSC partner's workshop will be for discussion of <i>MarinePestPlan 2018–2023</i> progress. Structured workshops may be included for more detailed partner input on specific activities.	Written and verbal	Invitation at the discretion of the MPSC Chair	MPSC Secretariat to coordinate	Biannually – in conjunction with MPSC meetings. Sub-workshops as opportunities arise.
MPSC meeting	A designated agenda item at each MPSC meeting will be for discussion of <i>MarinePestPlan 2018–2023</i> , progress not discussed at the MPSC partners meeting.	Written and verbal	MPSC members and observers informed of agenda items for meeting in advance.	MPSC Secretariat to coordinate	Biannually
Committee updates	Report on <i>MarinePestPlan 2018–2023</i> activities, collated from the information in the activity progress reports, and MPSC activities.	Written and verbal	Written and verbal update to the National Biosecurity Committee, Environment and Invasives Committee, and other relevant committees.	MPSC Secretariat to coordinate, MPSC Chair to deliver	As requested (usually annually)
Activity final report	At the completion of an activity, project leads will provide an overview of the outcomes.	Written	Submitted to the MPSC Secretariat for distribution to MPSC members and observers. These reports will be a source of detailed information on <i>MarinePestPlan 2018–2023</i> activities.	MPSC Secretariat to coordinate, project lead to complete	At completion of an activity

Table 2 Secondary engagement activities (non-exhaustive)

Engagement activity	Description	Format	Distribution/promotion	Responsible party	Frequency
<i>MarinePestPlan 2018–2023 Marine pests website page</i>	Update on <i>MarinePestPlan 2018–2023</i> , informed by the activity progress reports	Webpage	Promotion through MPSC (and other) newsletters, and on MPSC and industry webpages	MPSC Secretariat to coordinate, project leads to provide activity updates	Biannually – following MPSC meetings
Information on stakeholder websites	Information on <i>MarinePestPlan 2018–2023</i> and MPSC activities (or links to further information) displayed on stakeholder websites for the benefit of their members and audiences	Webpage	Stakeholders may wish to promote new content on their pages through their own engagement channels	All	Ad hoc – as appropriate opportunities arise
Articles in stakeholder publications	Information on specific <i>MarinePestPlan 2018–2023</i> and MPSC activities provided to relevant stakeholders	Written (for example, magazines, websites and newsletters) material, in plain language for general audiences. May be in other formats (for example, videos and audio)	Stakeholders promote and distribute, in conjunction with their institution's communications specialists, articles through their own engagement channels, and may use Marine Biosecurity Australia as a conduit	All	Ad hoc – as appropriate opportunities arise
Physical products	Hard products containing information on <i>MarinePestPlan 2018–2023</i> , specific activities and key messages	Written material (for example, <i>MarinePestPlan 2018–2023</i> , fact sheets, brochures, magnets and posters)	Distributed during in-person interactions with members. Some materials will be available for download on-line. 200 hard copies of <i>MarinePestPlan 2018–2023</i> have been printed	MPSC Secretariat	Ad hoc – as appropriate opportunities arise. Re-issuing dependent on uptake and demand
Webinar/teleconference series	Targeted engagement with stakeholders on progress and outcomes of specific <i>MarinePestPlan 2018–2023</i> activities (one for each of the five objectives)	Webinar or teleconference (depending on facilities and interest)	Promoted through newsletters and email invitations direct to relevant stakeholders	MPSC Secretariat to coordinate	Five times over the period of <i>MarinePestPlan 2018–2023</i>

Engagement activity	Description	Format	Distribution/promotion	Responsible party	Frequency
Formal face-to-face events	Attendance of stakeholders at face-to-face events (for examples, conferences, meetings, trade/industry events, workshops, and seminars)	In-person discussion, presentations and written material (for example, papers and posters)	Information on upcoming face-to-face events shared through informal channels (for example, emails and in-person/phone conversations)	All	Ad hoc – as appropriate opportunities arise
Input on MPSC activities and Task Groups	State/Territory and Commonwealth government agencies given opportunity to provide input on relevant (matters within their department responsibilities) MPSC activities and Task Groups	Written comments and participation in verbal discussion	Emails and direct consultation with government agencies of relevant jurisdictions	MPSC members	Ad hoc – as appropriate opportunities arise
MPSC Communiqué	E-newsletter style update on MPSC activities and <i>MarinePestPlan 2018–2023</i>	Written	Available on Marine Pests website , and email notification to stakeholders, for further distribution	MPSC Secretariat to coordinate	Biannually – following MPSC meetings
Media releases	Government ministers (Commonwealth and State/Territory) official media releases on <i>MarinePestPlan 2018–2023</i> and MPSC activities appropriate to their department	Electronic media release	No additional distribution/promotion required	All	Ad hoc – as appropriate opportunities arise, with liaison with ministerial offices
Social media	Information on <i>MarinePestPlan 2018–2023</i> and MPSC activities, and links to other information resources	Electronic social media accounts (for example, Facebook and Twitter)	No additional distribution/promotion required	All	Ad hoc – as appropriate opportunities arise, with liaison with organisation communication teams
Specific consultation	Direct engagement and consultation on policy and regulatory matters	Face-to-face Have Your Say online platform Subscription lists and direct emails Forums	Dependent on the format/medium used	All	As appropriate relating to various <i>MarinePestPlan 2018–2023</i> initiatives

5 Resources and budget

No direct funding is available to support implementation of the Engagement Strategy. The majority of engagement activities will be undertaken through in-kind contributions of stakeholders and delivered within existing operational arrangements (for example, existing distribution networks).

As outlined in *MarinePestPlan 2018–2023* Implementation Plan, MPSC will drive the implementation of this Engagement Strategy, with support from partners and other stakeholders. The Department of Agriculture, Water and the Environment, through the MPSC Secretariat, will coordinate implementation of the Engagement Strategy to monitor and coordinate reporting commitments and ensure that engagement activities are nationally consistent.

6 Evaluation

The Engagement Strategy will be reviewed annually by MPSC and partners to ensure engagement with *MarinePestPlan 2018–2023* and MPSC activities continues to deliver its intended outcomes and meets its objectives.

The following questions will help direct evaluation of the Engagement Strategy (please note this list is not exhaustive):

- To what extent have the engagement objectives been achieved?
- How effective/efficient were the engagement tools (format and delivery channels) used?
- Are audiences satisfied with the quality and appropriateness of information being communicated?
- How relevant is the content of the engagement activities?
- What tangible benefits/measures have been generated through engagement?

The engagement will be monitored using the following indicators:

- Surveys of stakeholders to determine levels of awareness, understanding and support of *MarinePestPlan 2018–2023* and other key marine pest issues, including awareness of what is being done and how people can contribute to national marine pest biosecurity.
- Completion and success of planned engagement activities, for example, uptake statistics including website analytics and quantity and destination of print products distributed/requested, and changes in number of external members participating and continuing to participate on MPSC Task Groups, including teleconference attendance and number of comments on draft documents.
- Frequency of use of consistent key messages by MPSC members, observers and partners in engagement activities.
- Number and quality of reports received of potential marine pests.

Appendix 1: Marine pest biosecurity stakeholders

Primary audience

Government agencies represented on Marine Pest Sectoral Committee (MPSC):

- Australian Government Agriculture, Water and the Environment
- New Zealand, Ministry of Primary Industries (observer)
- CSIRO (observer)
- New South Wales, Department of Primary Industries
- Northern Territory, Department of Industry, Tourism and Trade
- Queensland, Department of Agriculture and Fisheries
- South Australia, Department of Primary Industries and Regions
- Tasmania, Department of Primary Industries, Parks, Water and Environment
- Victoria, Department of Jobs, Precincts and Regions
- Western Australia, Department of Primary Industries and Regional Development

National committees:

- Environment and Invasives Committee (EIC)
- National Biosecurity Committee (NBC)
- Agricultural Senior Officials Committee (AGSOC)
- Agriculture Ministers' Forum (AGMIN)
- Australian Fisheries Management Forum
- Aquaculture Committee (AC)

Industry peak bodies and industry organisations:

- Maritime Industry Australia Limited
- Ports Australia
- Shipping Australia Limited
- Yachting Australia
- Minerals Council of Australia
- National Aquaculture Council
- Woodside Energy Limited

Non-government organisations:

- OceanWatch Australia
- Academia
- Universities
- Research organisations
- Private consultants

Secondary audience (non-exhaustive)

Other government agencies:

- Australian Fisheries Management Authority (AFMA)
- Australian Pesticides and Veterinary Medicines Authority (APVMA)
- National Offshore Petroleum Safety and Environmental Management Authority (NOPSEMA)
- Natural Resource Management bodies
- New South Wales, Office of Environment and Heritage
- New South Wales, Environment Protection Authority
- New South Wales, Transport for NSW (maritime agency)
- Northern Territory, Environment Protection Authority
- Queensland, Department of Environment and Science
- South Australia, Environment Protection Authority
- Tasmania, Environment Protection Authority
- Victoria, Environment Protection Authority
- Victoria, Parks Victoria
- Victoria, Department of Environment, Land, Water and Planning
- Western Australia, Environment Protection Authority
- New Zealand Ministry of Primary Industries
- Local councils

Other:

- Marina/port personnel
- Commercial shipping personnel
- Fishers (commercial and recreational)
- Recreational boaters
- Divers (commercial and recreational)
- Aquaculture managers
- Surf lifesaving groups
- Tourism operators
- Museums
- Aquarium shops
- Education, research and training institutes
- General public
- International organisations
- Other non-government organisations

Appendix 2: Intended engagement outcomes and purpose

Audience	Primary engagement activities	Engagement outcomes	Engagement purpose
MPSC members	<ul style="list-style-type: none"> • MPSC meetings • MPSC partners workshops • MPSC Communiqués • Activity final reports 	<p>Accurately informed of the progress, outcomes and risks of activities. Thorough understanding of progress towards objectives and goals. Informed of how key stakeholders are impacted by activity outcomes.</p> <p>Equipped to proactively communicate knowledge of <i>MarinePestPlan 2018–2023</i> and discuss marine pest biosecurity issues with their stakeholders.</p>	Committed to implementation of <i>MarinePestPlan 2018–2023</i> and MPSC activities. Ensure that <i>MarinePestPlan 2018–2023</i> aligns with national biosecurity goals and priorities. Continued and where possible increased participation of agencies represented in marine pest management activities, and national consistency in marine pest management. Increased engagement with other stakeholders on marine pest biosecurity issues.
MPSC observers	<ul style="list-style-type: none"> • MPSC meetings • MPSC partners workshops • MPSC Communiqués • Activity final reports 	<p>Accurately informed of the progress, outcomes and risks of activities. Thorough understanding of progress towards objectives and goals. Informed of how key stakeholders are impacted by activity outcomes.</p> <p>Equipped to proactively communicate knowledge of <i>MarinePestPlan 2018–2023</i> and discuss marine pest biosecurity issues with their stakeholders.</p>	Committed to implementation of <i>MarinePestPlan 2018–2023</i> and MPSC activities. Ensure that <i>MarinePestPlan 2018–2023</i> aligns with national biosecurity goals and priorities. Continued and where possible increased participation of agencies represented in marine pest management activities.
National committees	<ul style="list-style-type: none"> • Committee updates 	<p>Thorough understanding of progress towards objectives and goals and how they meet national biosecurity objectives. Informed of how key stakeholders are impacted by activity outcomes. Understanding of key messages. Equipped to proactively communicate knowledge of <i>MarinePestPlan 2018–2023</i> and MPSC activities.</p>	Ensure that <i>MarinePestPlan 2018–2023</i> aligns with national biosecurity goals and priorities. Increased engagement with other stakeholders on marine pest biosecurity issues. Awareness of marine pest impacts. Support for marine pest biosecurity activities.
MPSC Partners	<ul style="list-style-type: none"> • MPSC partners workshops • MPSC Communiqué • Face-to-face events 	<p>Informed of progress of activities and overall objectives and goals. Consulted on matters that may impact them, informed of how they are impacted by activity outcomes, and see their input into engagement.</p> <p>Understanding of key messages.</p>	Provide support for implementation of <i>MarinePestPlan 2018–2023</i> . Ensure that <i>MarinePestPlan 2018–2023</i> aligns with national biosecurity goals and priorities. Awareness of marine pest biosecurity matters which may impact on their activities. Increased participation and feedback on marine pest biosecurity management activities.

Audience	Primary engagement activities	Engagement outcomes	Engagement purpose
Academia	<ul style="list-style-type: none"> • MPSC partners workshops • MPSC Communiqué • Face-to-face events 	<p>Informed of progress of activities and overall objectives and goals—particularly those relevant to research.</p> <p>Consulted on matters that may impact them, informed of how they are impacted by activity outcomes and see their input into engagement. Ensure that researchers are cognisant of stakeholder research priorities, and what information is needed for informed policy and decision making. Understanding of key messages.</p>	<p>Provide support for implementation of <i>MarinePestPlan 2018–2023</i>. Awareness of marine pest biosecurity matters to which they may contribute through improved biosecurity practices and contribution to research.</p> <p>Increased participation and feedback on marine pest biosecurity management as relevant to research and development activities. Aware of national research priorities, coordination and participation in research activities, and awareness of research activity outcomes.</p> <p>Understanding of <i>MarinePestPlan 2018–2023</i> and active promotion of the plan to the marine pest biosecurity research community. Awareness of pest species and how to report them. Understanding and involvement in setting of research priorities for marine pests. Sharing research outcomes.</p>
Other government agencies	<ul style="list-style-type: none"> • Activity updates • Face to face meetings on relevant topics 	<p>Informed of progress of activities and overall objectives and goals. Informed of how their key stakeholders may be impacted by activity outcomes. Consulted on matters that may impact them, informed of how they are impacted by activity outcomes and see their input into engagement. Understanding of key messages.</p>	<p>Management efforts are aligned and consistent with national priorities. Increased participation in management activities. Improved coordination between agencies for marine pest management and responses.</p>
Other (i.e. via aquarium shops, tourist attractions, interest groups).	<ul style="list-style-type: none"> • Physical products (i.e. <i>MarinePestPlan 2018–2023</i>, fact sheets, brochures, magnets and posters) • Social media • Media releases • Specific consultation 	<p>Consulted on matters that may impact them, informed of how they are impacted by particular activity outcomes and see their inputs into engagement. Understanding of key messages.</p>	<p>Increased awareness of responsibilities of the wider community relating to marine pest biosecurity and possible impacts. Increased participation in biosecurity management activities such as passive surveillance.</p>

Note: Primary engagement activities relevant to each group are listed, there may be other relevant activities beyond these.