

Taxonomy Research & Information Network Strategic Communication

June 2008 – June 2010 *

Purpose of Strategic Communication

To stimulate a common purpose and develop commitment to improving the taxonomic process, generating and delivering information to users more efficiently and effectively.

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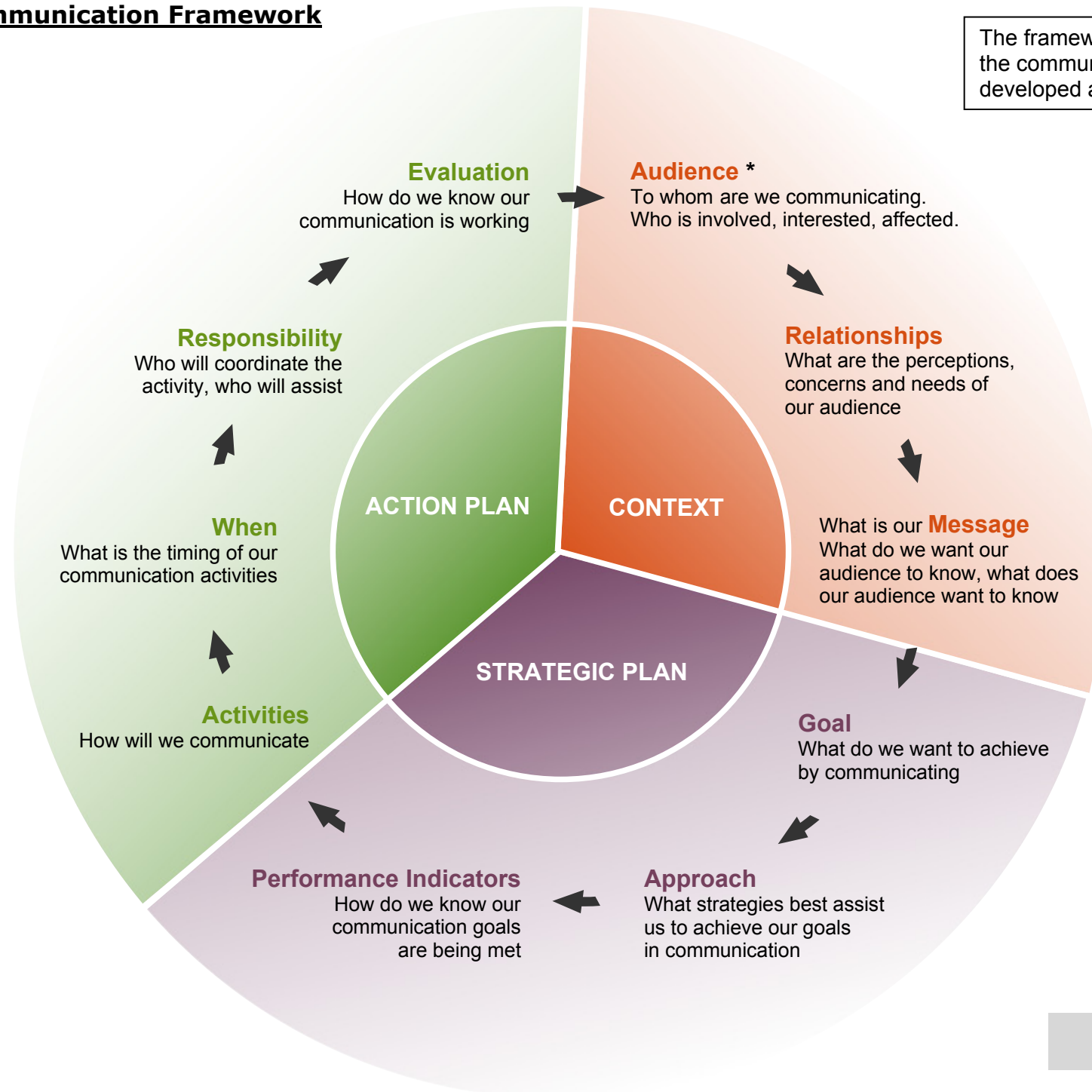
* Review Period

It is anticipated the communication strategy will be relevant for a six month period, after which it will be reviewed and refined every 12 months; simultaneously with reviews of the project workplans.



Strategic Communication Framework

The framework is a guide to how the communication strategy is developed and reviewed.



* The TRIN team is also one of the audiences.

Audience and Relationships

Communication Partner	Description and Further Identification	Desired Relationships for TRIN Communication Partners to know about, understand, appreciate, support and contribute to taxonomy
1. TRIN Team	Various disciplines in TRIN including management, research, communication and support <ul style="list-style-type: none"> • Steering Committee • Management Team • Core research partners • Primary collaborators and research partners • Funding representatives • Project employees 	<ul style="list-style-type: none"> • Openness and inclusiveness of community • Awareness of the issues and inclusion in decision making • Confidence and trust in sharing of knowledge and experience (mentoring) in all areas including science and administration • Transparency in information sharing • Helpfulness with one another and with other communication partners. • Receptive to opportunities including synergies with others • Motivation to support, participate in and contribute to the program • Focus on meeting the objectives of the program • Stewardship for advancing biodiversity knowledge
2. Taxonomic Research Community	Scientists and institutions engaged in the discovery and documentation of biological diversity. <ul style="list-style-type: none"> • Taxonomists and Systematists • Biodiversity informaticians • Taxonomy data repositories • Taxonomy biological collections • Natural historians 	<ul style="list-style-type: none"> • Awareness of the issues and research evidence • Confidence in the process and quality of product • Willingness to access and contribute to the research • Optimism for persistence of taxonomy; fostering of sustainable taxonomy practices
3. Consumers of Taxonomic Research Information	Those who are involved in applying taxonomic generated data beyond the discipline of taxonomy. <ul style="list-style-type: none"> • Environmental managers, monitors, advisors and policy makers • Educators • Industries – agriculture, aquaculture, mining, forestry, medical, veterinary, legal • Scientists – biologists (ecology, evolution, computational biology), other scientists (geology, mathematics) • Museums and public media 	<ul style="list-style-type: none"> • Understanding of importance, value and applicability of research evidence • Confidence in the efficiency and accessibility of the research • Confidence in accuracy and reliability of research evidence • Awareness and willingness to engage in the process of developing new products • Satisfaction that needs are being met • Ownership over decision making processes

Communication Partner	Description and Further Identification	Desired Relationships for TRIN Communication Partners to know about, understand, appreciate, support and contribute to taxonomy
4. Policy Makers and Funders	<p>Those who are responsible for developing strategies, policies or legislation that impact on the sustainability of taxonomic research in relation to:</p> <ol style="list-style-type: none"> 1. environmental management, particularly biodiversity, environmental protection and conservation, and 2. biosecurity, public health, animal health, agriculture, aquaculture, biodiscovery, biotechnology. <ul style="list-style-type: none"> • Local, State or Commonwealth government agencies • Universities • Inter-agency or issues based statutory committees • Non-government National Peak Bodies • CERF • Host organisation • Partner organisations • Research partners • All institutions where TRIN members work 	<ul style="list-style-type: none"> • Confidence in financial responsibility and administrative efficiency • Satisfaction the program is providing valuable feedback, publicity, collaboration, innovation, expertise and information for the investment. • Understanding of the importance of taxonomic research in biodiversity • Commitment to ongoing support for taxonomy research
5. Broader Community	<p>General public influenced by but not directly involved with taxonomy.</p> <ul style="list-style-type: none"> • Gardeners, hobbyists, amateur naturalists, artists, recreational fishermen 	<ul style="list-style-type: none"> • Awareness of and access to location of information repository • Satisfaction that information is relevant to needs • Willingness, confidence and enthusiasm to contribute knowledge to research

Key Messages

Message 1 – Purpose

The Taxonomy Research & Information Network is a multi-disciplinary collaborative research program accelerating discovery, documentation and delivery of information to support conservation, management and sustainable use of Australia's biota.

Message 2 – Creating Knowledge

Addressing gaps in skills and knowledge of significant, iconic and diverse groups lacking expertise, is fundamental to appropriate management strategies and conservation of our unique resources.

Message 3 – Accelerating Knowledge

Innovative approaches in the taxonomic process to capturing, assembling, analysing and managing information is critical for sound and responsive decision making.

Message 4 – Delivering Knowledge

Providing freely accessible, convenient, appropriate, reliable, ready to use biodiversity information suited to the needs of users enables broad adoption and application of scientific knowledge.

Message 5 – Building Capacity

Public awareness, training opportunities, growth of collaborative clusters and community engagement will enhance Australian taxonomic capacity and understanding of the Australian biota.

Strategic Plan

Communication Goals	Approaches	Performance Indicators	Communication Partner Influenced				
			1	2	3	4	5
Involvement and Engagement with taxonomy is fostered and expanded. Groups are operating more efficiently and with increased capacity in the field of taxonomy and are adopting practices sustainably supporting and accelerating taxonomic research and application.	Build capacity for innovative approaches to describing Australian biodiversity.	Individuals are aware of available technologies, seeking to understand more and motivated to support and participate in the assessment, planning, implementation and evaluation of new methodologies.	✓	✓			
	Build capacity for application of taxonomic research information to sound and responsive decision making in environmental management.	Individuals are aware of the challenges faced, seeking to understand scientific and research concepts and motivated to support and participate in the assessment, implementation and evaluation of research evidence to finding solutions.			✓	✓	
	Enable adoption of taxonomic research evidence in conservation, management and sustainable use of Australia's biota.	Individuals recognise and are familiar with products and are using information in decision making.		✓	✓	✓	✓
Information Exchange in the field of taxonomy is readily accessible, coordinated, well managed and generating increased understanding of Australia's biota.	Address gaps in knowledge of significant, iconic and diverse groups.	Scientific knowledge of target groups is increased.	✓	✓	✓	✓	✓
	Facilitate timely dissemination of taxonomic information.	Amount of time for research evidence to reach end user is decreased and amount of usable information released is increased.	✓	✓	✓	✓	✓
	Ensure scientific knowledge is widely and freely accessible.	Information is provided in consistent, accessible and useable formats.	✓	✓	✓	✓	✓
	Ensure scientific knowledge is relevant, appropriate and ready to use to enable broad adoption and application.	Products provide users with content, services and information tailored to their specific needs.	✓	✓	✓	✓	✓
Communication Networks adopt modern practices and accelerate effective dialogue.	Identify and strengthen links with existing network initiatives, facilities, communities.	Improved quality of interactions within existing network initiatives, facilities and communities, generating self sustaining collaborations.	✓	✓	✓	✓	✓
	Identify new opportunities for building relationships.	People and groups with similar interests are linked with those who might otherwise not be in contact. Increased participation in communication networks; expanded dialogue.	✓	✓	✓	✓	✓