



National Environmental Science Program

Communication strategy

National Environmental Science Program
Sustainable Communities and Waste Hub



Strategy aims and communication objectives

All communication activities - at both Hub and/or project level - will be guided by a set of principles aligned to the strategic aims and objectives of the Hub.

Guiding principles:

- Hub communication is first and foremost about the Hub, rather than individual partners.
- Only identified spokespeople should speak on behalf of the Hub to media and with notice provided to DAWE in advance.
- There should be no surprises for DAWE or for Hub partners resulting from public communication activities.
- All publications and public communication materials must be reviewed/approved by the Hub leader prior to release.
- A copy of all publications and communication materials must be supplied to DAWE for review/approval at least 10 working days prior to their release.
- The Hub will adhere to the DAWE and contractual requirements of making all research outputs, and existing material incorporated in the research outputs, publicly available.
- The Hub will ensure [NESP and DAWE acknowledgement](#) and accessibility requirements are adhered to in communication activities and products.
- The communications function will collaborate with the data, knowledge brokering and Indigenous functions within the Hub in all relevant aspects.

Aim

This communications strategy aims to promote and protect the activities and reputation of the Hub and its partners including DAWE, while supporting the overall objectives and mission of the NESP.

Objectives

Key objectives to help us achieve our aim include:

- facilitating pathways to impactful and effective communications with our partners and stakeholders
- building relationships with Hub partners
- developing and maintaining the platforms and processes to fulfil effective communications support for the Hub, including a website, brand suite and other tools
- producing research user focused products (e.g. media releases, factsheets, policy briefs, synthesis outputs, white papers, speeches and events)
- providing policy input and influence, across the Hub, the NESP and other stakeholders
- holding state/regional-based forums, seminars and other events to support projects, research and help build the Hub brand and reputation
- undertaking broad community communications/dissemination/outreach
- ensuring strategic interactions to maintain momentum over 7 years so the Hub continues to adapt and stay aligned with Hub strategy and direction

- leveraging existing networks and associations (e.g. APCO, peak bodies) to broaden communications outputs and channels
- ensuring ongoing engagement with DAWE, research-users and other stakeholders of the Hub
- ensuring the Hub's commitment and support to implement the approved research strategy
- contributing to a broader communication strategy for the NESP noting the Hub must participate in the development of the broader communication strategy for the program
- planning and prioritisation of the publication of research outputs (including annual reporting) in collaboration with the DAWE.

Audiences

Government	Primary	Secondary
Ministers' offices	Hubs	Environment non-government organisations (NGOs)
Department staff	Policy-makers	Other portfolio ministers
Other portfolio agencies	Universities, research organisations, scientists and researchers	
	State/territory and local governments, and natural resource management regional managers	
	Indigenous land and sea managers	
	Industry including environmental, agricultural and/or financial sectors	
	General public	

Communication approach

Hub communication will be resourced at both Hub and project level to ensure responsibility for communication activities are allocated across all relevant Hub personnel in an effective and efficient manner consistent with stakeholder expectations and needs, requisite expertise and available resources.

All communication activities - at both Hub and/or project level - will be guided by the strategic aims and objectives of the Hub. Additional advice and guidelines to assist with the implementation of this strategy are provided in the various guideline and protocol documents listed in the 'Materials consulted' section at the end of this document.

The communication approach will involve undertaking effective and efficient stakeholder engagement featuring regular interactions and information exchange between key internal and external Hub stakeholders, including:

- DAWE and other targeted next/end users within government, private sector and the Australian community
- Hub Steering Committee and other advisory committees, as well as Hub partner agencies and other NESP Hubs.

This strategy will be implemented through the combination of action plans for communication and knowledge brokering, and in taking into account strategies and plans for Indigenous participation, data, and individual projects, in addition to the annual research plans and Hub's guiding 'strategy, governance and operating model' document.

An indicative Communications Action Plan has been prepared (see below under 'key dates') but is subject to funding resources and specific expected communications deliverables such as website development, digital naming convention, timings etc'.

A working calendar of activities (see below in 'key dates') will guide the ongoing interaction and engagement with DAWE and internal Hub stakeholders, in addition to a cycle of existing catchups to cover off ongoing and emerging activities. This includes ensuring communications support is provided for events and publication of research outputs, with the Hub's website to become the central public information resource for its activities.

The Hub's Communications and Media Officer who has developed and coordinated this strategy will take responsibility for the actions and activities as outlined below. The role will also sit on various internal committees to ensure ongoing collaboration and implementation of these activities for the Hub.

High-level breakdown of activities

<i>A. General communication activities</i>
<ul style="list-style-type: none">• Multi-format publications, including summary reports, brochures, fact sheets, videos, animations, infographics• Website and multi-media (including social media) products and content, with emphasis on the Hub website and links to partner agency and other NESP Hub websites• Hub newsletters for stakeholders and supporters, and contributions to related newsletters and communiques• Target syntheses of research outputs to meet particular stakeholder needs identified in consultation with the Hub leadership, Stakeholder Advisory committees, DAWE and other NESP Hubs.
<i>B. Science/technical communication activities</i>
<ul style="list-style-type: none">• Peer reviewed science journal papers• Technical reports• Participation in, presentations at and reporting of workshops, conferences and other technical fora.
<i>C. Meetings, briefings and events</i>
<ul style="list-style-type: none">• Targeted planning and inception workshops and regular meetings for/with NESP Hub Leaders, project teams and other key stakeholders• Use of thematic conferences, seminars, webinars and workshops to facilitate communication of research for upskilling, training and uptake to next/end-users and for gaining critical feedback• Networking and professional development events for young professionals and early career scientists
<i>D. Information sharing</i>
<ul style="list-style-type: none">• Various services including online portal(s) and associated tools, visualisation products and guidance materials in conjunction with the Hub data strategy and knowledge brokering strategy and related functions.

Key messages

Topic	Message
<i>Hub purpose</i>	The Hub will coordinate research on reducing the impact of plastic and enhancing sustainable people-environment interactions, develop ways to minimise impacts of hazardous substances and pollutants, and deliver cutting edge technical capabilities, particularly in the fields of waste and materials processing.
<i>Value proposition</i>	The Hub is a consortium comprising six world-class research institutions led by UNSW Sydney, working in partnership with the Commonwealth Scientific and Industrial Research Organisation (CSIRO), Monash University (MU), Swinburne University of Technology (SUT), Curtin University (CU), and the University of Tasmania (UTAS), and various industry partners. It aims to develop research user scientific innovations, processes and plans to create more sustainable communities and reduce waste impact across Australia.
<i>Impact Priority 1</i> <i>Sustainable people-environment interactions</i>	Our research will generate the evidence base for sustainable urban and regional development across the diverse social and ecological contexts of Australia. We will adapt the emerging Nature-based Solutions approach to the Australian context to support policy, planning, design, and management to enhance urban liveability, sustainability, and resilience. This will deliver ecological (e.g. biodiversity conservation), economic (e.g. green jobs), and social (e.g. health and well-being) benefits. We will weave and integrate scientific, local and indigenous knowledge and methodologies to support transitions to a more inclusive and just society, with improved environmental outcomes.
<i>Impact Priority 2</i> <i>Reduced impact of plastics and other materials</i>	Guided by and informing National Waste Policy, we will bring our expertise to focus on local management solutions for problematic plastic and other waste materials (including low value plastics, packaging materials, soft plastics, multilayered polymer board, textiles, glass, paper, agriculture waste and tyres) and gaining a better understanding of environmental and social impacts. Embedded in circular economy principles, our research will go beyond materials recycling to product reuse, repurposing, re-design and remanufacturing. Catalysing end markets, we will drive innovation for increased manufacturing from recycled materials, boosting Australia's manufacturing sector, jobs and prosperity, and reducing impacts on the environment and communities. An emerging industrial revolution will profoundly disrupt today's centralised, vertically integrated model of production. The future of manufacturing lies in scalable, local technology such as Microfactories that enable communities to produce many of the products, materials and resources they need locally by using resources largely derived from waste.
<i>Impact Priority 3</i> <i>Management of hazardous waste, substances and pollutants</i>	Our research will minimise environmental and human health impacts through the assessment and prevention of contaminant releases, effective pollution management and appropriate reuse of chemical components and waste. We will define points of entry and waste contributions to pollution in the Australian environment, including for emerging chemicals of concern. We will create new technologies to detect hazardous pollutants and to understand the modes of action, organism types, the challenges of mixtures, and acute and chronic effects. We will

Topic	Message
	partner for data efficiency and accuracy, for data assimilation and prediction, driving common learnings for national consistency.
<p><i>Impact Priority 4</i></p> <p><i>Improved air quality, forecasting and assessment</i></p>	<p>While air quality in Australia is generally very good, we continue to see significant health impacts from bushfire smoke, planned burns, wood-heaters, and local industrial pollution. Government departments responsible for air quality, fire and public health can benefit from additional information. The effective dissemination of information to the public is also critical, as highlighted during the recent 2019/20 bushfires when the public was unable to interpret air pollution information nor understand the implications for their health. Our research will meet these needs and provide new tools to monitor, manage and communicate air pollution to support better local planning decisions, empower communities, and maximise the benefit from investment from industry and all levels of government.</p>
<p><i>Waste mission – cross hubs</i></p>	<p>The mission research will use the current policy context and the ambition of waste and recycling policy and manufacturing policy represented through the Waste Policy Implementation Plan, the Recycling Modernisation Fund and the Modern Manufacturing Initiative Recycling and Clean Energy as a starting point. It will expand the capacity to measure, plan and manage, demonstrate and understand the socio-economic and policy needs more broadly as well as in specific situations and for specific projects.</p>

Monitoring and evaluation

Subject to funding resources, communication will where possible be evaluated at the Hub level in accordance with the NRM Monitoring, Evaluation, Reporting and Improvement (MERI) Framework.

Hub communication activities should be monitored and reviewed on an ongoing basis and this strategy formally reviewed each 12 months. Evaluation of these activities will take place as part of regular Hub reporting requirements.

Measure	Metric
Reach	Media coverage Social media reach
Advocacy	Public relations (PR) – mentions by research organisations
Satisfaction	Hub sentiment Media and social media sentiment Feedback from hub liaison staff Annual and mid-program review
Behaviour	Research citations Research partnerships Social media engagement
Engagement and uptake	Feedback from end-users Hub newsletter click-throughs, email bounce-backs Mid-program review survey (Have Your Say)

Related materials

- [Australian Government branding – guidelines on the use of the Australian Government logo by Australian government departments and agencies](#)
- [Australian Government public data policy statement](#)
- [Australian Government style manual](#)
- [Australia's science and research priorities](#)
- [NRM monitoring, evaluation, reporting and improvement \(MERI\) framework](#)
- *NESP brand standards* (provided to hubs)
- *NESP data and information guidelines* (provided to hubs)
- [NESP grant opportunity guidelines](#)
- *NESP Indigenous partnerships principles* (provided to hubs)
- *NESP knowledge brokering and communications strategy* (provided to hubs)
- [Our knowledge, our way in caring for Country: Indigenous-led approaches to strengthening and sharing knowledge for land and sea management](#)
- *Three-category approach workbook* ([further information](#)).

This strategy was prepared, and should be read, in conjunction with the:

- *National Environmental Science Program knowledge brokering and communications strategy*
- *SC&W Hub knowledge brokering strategy*
- *SC&W Hub Indigenous partnerships strategy*
- *SC&W Hub data management strategy*
- *SC&W Hub strategy, governance and operating model*