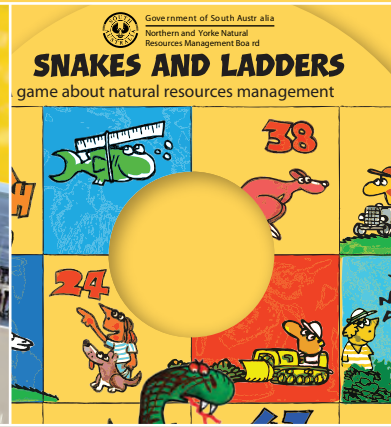




Government of South Australia

Northern and Yorke Natural Resources Management Board



2011 Northern and Yorke Natural Resources Management Board Communications Guide

Acknowledgements

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Version 1, 2011

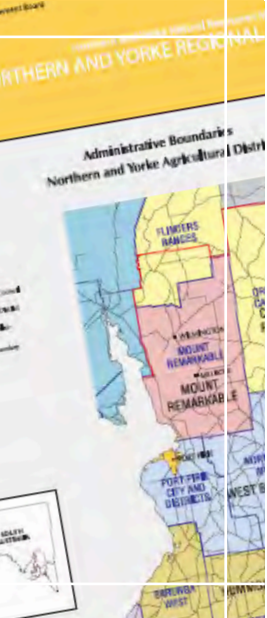


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1. INTRODUCTION

What it means for you?

This communications guide will help you to plan and deliver effective communications within and outside the Northern and Yorke Natural Resources Management Board (N&Y NRM Board) and the Department of Environment and Natural Resources (DENR). Effective communications is central to the success of any business, program, project, initiative, or change process. It enables a shared understanding of an organisation's policies, programs, goals and directions. For the N&Y NRM Board and DENR for instance, this can mean the difference between communities and stakeholders feeling positive about the quality of information or education delivered or feeling disgruntled and disengaged.

This communications guide will:

- Provide you with some basic strategies to ensure your communications are effective
- Outline and direct you to a range of communication and marketing tools (eg print, electronic, audio-visual and displays)
- Outline the N&Y NRM Board's communications project brief and product request forms and why they are important
- Provide you with information on corporate identify and editorial standards
- Identify the N&Y NRM Board's publications and how you can contribute
- Provide information on event organisation and management, promotional activities, displays, advertising, media and sponsorship

It is unknown at this time whether communication approaches and policies will change through the regional integration process, however in the short-term, this communications guide will assist staff to plan and deliver effective communication within and outside of the NRM Board.



2. BASIC STRATEGIES TO ENSURE YOUR COMMUNICATIONS ARE EFFECTIVE

2.1 Plan early

The best communications start with good early planning. If you develop a communications plan at the start of a project, you can identify any potential problems and develop strategies to address them.

Some communication plans may only involve writing a media release, whereas others may require extensive research and the production of support materials. Please note that while you are encouraged to develop plans for simple initiatives, more complex plans for major events and initiatives must be managed by the Northern and Yorke Communications Unit.

2.2 Do your research

As a minimum you should undertake a desktop study which involves:

- Environmental scanning (finding out what other organisations have done)
- Background reading
- A SWOT (strengths, weaknesses, opportunities and threats) analysis
- Consultation with key stakeholders

You should submit a Communications strategy (see Appendix 1) to the Northern and Yorke Communications Unit for key events and communications initiatives, such as an NRM Information Day or the Port Augusta Marine Environment Day.

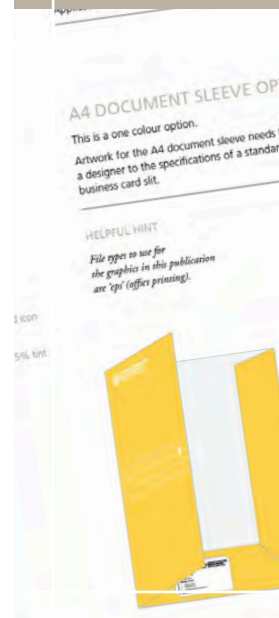
2.3 Use plain language

Too often people create messages that are full of jargon or lack vital linking details, because they assume the audience is either conversant in 'industry-speak' or has previously absorbed information which will help explain the message.

Ask yourself these questions before you start:

What am I trying to achieve?

- Trying to build stronger relationships with stakeholders?
- Trying to raise awareness of a planned or impending NRM issue?
- Trying to change attitudes and behaviours?
- Trying to gain support for an initiative?
- Trying to pass on information about an event or development?



Who am I trying to reach?

- What do they need to know and what do they want to hear?
- What will stop them listening?
- What is their preferred way of receiving information?
- How will I know that they have got the message?

Think about your objectives and who can make them happen—staff, landholders, local business groups, community groups, members of parliament or perhaps community leaders. How can you identify them? Will you need to research what defines them? How diverse are they culturally, socially and geographically?

Think about what you want them to do and what will encourage them to do it. What change of behaviour do you wish to stimulate—acceptance or uptake? How will the process be perceived on completion? What objections or barriers to change will you need to overcome?

When you consider these points you may need to create different communication approaches for different audiences.

2.4 Other key considerations

What do you want to say?

Messages can have different emphases but they must be consistent. Consider what outcomes your messages are intended to achieve:

- Guiding and engaging—to be aware of and to do things in a particular way
- Reassuring and informing—about what is being done
- Consulting to understand—what people think about a particular action or decision

You should be able to identify three or four key messages that will be used constantly and consistently throughout the campaign. These messages should be framed from the perspective of the receiver, not the sender. They should be brief, in plain English, and be relevant to your aim.

Which communication channels will be most effective?

- Publicity—print/radio/TV/brochures/posters/DVD
- Sponsorship—make sure it's targeted and effective
- Promotion—events and activities
- Advertising—agency arrangements
- Website—internet/intranet
- Direct marketing—letterbox drops, fliers, pamphlets, newsletters
- Community consultation
- Letters to stakeholders
- Meetings and workshops
- Events and field days



There are a range of communication methods and tools that can be used to convey information to people.

What you decide to use will depend on:

- The level of engagement required
- The interest of your audience in your message
- How your target audience prefers to receive messages, and whether you are simply relaying information or require two-way communication

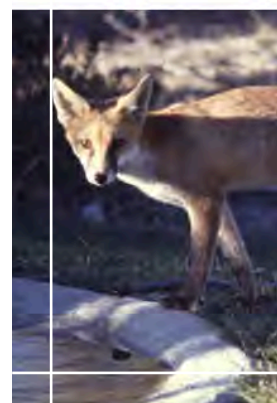
Consider a mix of the following communication methods:

- The Board's and NY DENR's pamphlets/brochures/newsletters: depending on quality can be a cheap form of communicating with the local audience
- Presentations: particularly good to use at the beginning and end of projects
- Community meetings: a good way to ensure two-way communication
- Internal communication: most effective when face-to-face
- Word of mouth: community members have family and friends and can be your best and most effective source of spreading a good message, as long as they understand the message and support it
- Direct mail: letters to the public targeted at their specific needs and concerns
- Through opinion makers: use of industry associations and community leaders to relay information often adds credibility to the message
- Letterbox drops: can be an effective and cheap way of directly communicating with the local audience. Be aware the message may be treated as junk mail
- Email: generally a medium that is good for relaying information but not for communication. Need to be selective about what you email and avoid 'spamming'
- Websites: can be very effective if promoted properly. Allows 24-hour seven-day access and people can browse to the depth that suits their interests
- CD-ROM/videotapes: useful for training purposes or special marketing. CDs can be a cost-effective alternative to print publications
- Events: a form of public relations that can engage people if effectively managed, but need to be carefully planned. Save events for major announcements, and for education and engagement projects



SITE STORIES

Gorse Demonstration Vertebrate pest area



- Field days: can be effective for disseminating complex messages to a large group of interested people but involve a lot of organisation
- Demonstrations: a straightforward way of conveying specific information to interested parties
- Farm tours and bus tours: a good way of bringing a select group of people together to share and discuss in-depth information
- Briefings: effective way to convey important information to pertinent people
- Workshops: excellent way of sharing information and developing ideas within a select group of people
- Billboards: public advertisements, banners on approved fences. Need to be bright, clear and to the point. Remember, the bulk of people driving by will only see them for a few seconds



- Advertisements: can be expensive and it is hard to measure effectiveness. Need to 'break through the clutter'. Different messages suit different media (print or electronic)
- Advertising features/supplements: can be effective for specific/special campaigns
- Radio: highly effective for disseminating information fast. Speech is the dominant element so clarity of message is vital
- Public displays: for example, shopping centres, malls, where people can stop to talk
- Special needs: consider particular cultural groups or groups with special needs, such as aged persons, people with hearing or sight impairment or other disabilities

When do you want to communicate?

- Establish what needs to be achieved by when and work back—document your timetable
- Consider project delivery time (if a project)
- Identify practical milestones/events/opportunities
- Make provision for the Board (and possibly DENR) approvals

What are the risks/issues?

- Anticipate potential problems/issues
- Identify preventative measures, solutions and responses

Who will deliver the message?

- The success of the message depends as much on delivery as on content
- You may decide to bring different spokespeople in at different levels/points of strategy delivery



The 'Board Update' is published at meeting and current activities in the

NRM PLANNING Business Plan (2011-2014) consultation

Public consultation for the Business Plan (2011-14) is progressing. A number of requests and copies of the draft Plan

Public meetings about the Business Plan 2011-14 have commenced in the next 3 weeks.

- Ask yourself whether the spokesperson has the skills to express the message clearly and concisely and handle an interview
- Equip the chosen spokesperson with key messages—ensure consistency
- Hold a rehearsal beforehand. Identify the traps—ask the hard questions (and answer them)

2.5 What protocols are in place?

What are the approval processes for dealing with the media, media releases, producing advertising, newsletters, and signage?

All communications materials need approvals and some will be developed by the NY Communications Unit (see Appendix 2 and 3).

You are encouraged to think through the development of your communications activities and if these activities are simple, you can develop a plan and submit your plan to the Communications Liaison Officer. If your activities are more complex, contact your Communications Liaison Officer to gain assistance.

2.6 How can you monitor and measure effectiveness?

Set the measurements before you start. This will only be possible with clearly defined objectives. Evaluation is a critical component of any communications campaign, as it seeks to determine whether strategies worked—that is, whether, and to what extent, they achieved their outcomes and if not, why not.

A good test of the usefulness of an evaluation is to ask the following questions:

- Does it effectively identify the success/failure of the campaign?
- Does it effectively identify the reasons for success/failure of the campaign?
- Does it effectively identify the cost effectiveness of the campaign?



Table 1: Communication/marketing tools

Format	Benefit	Disadvantage
PRINT		
<p>Advertisements, inserts, advertising editorials</p> <p>State—Advertiser, Independent Weekly, Sunday Mail, SA Life</p> <p>Upper North—The Transcontinental</p> <p>Lower North—Barossa and Light Herald, The Bunyip, Flinders News, The Mid North Broadcaster, Northern Argus, Pirie Recorder, Plains Producer</p> <p>Yorke Peninsula—Yorke Peninsula Country Times</p> <p>Community publications</p> <p>Industry publications—The Stock Journal</p> <p>Environmental publications—Australian Geographic, Habitat Australia</p>	<ul style="list-style-type: none"> • Message shaped • Widespread • Appealing 	<ul style="list-style-type: none"> • Credibility in question • Cost • Message limited by space
Pamphlets	<ul style="list-style-type: none"> • Message controlled • Attractive • Cheap form of mass-produced message • Easy to display 	<ul style="list-style-type: none"> • Time-consuming to produce
Letters—direct mail	<ul style="list-style-type: none"> • Message controlled • Cheap form of mass-produced message • Preferred by householder • Easy to produce 	<ul style="list-style-type: none"> • Can be seen as junk mail and not read
Posters	<ul style="list-style-type: none"> • Message controlled • Cheap form of mass-produced message • Adds colour to streets • Aimed at target market 	<ul style="list-style-type: none"> • Adds to visual clutter • Limited shelf life • Message limited

ELECTRONIC		
Radio interviews State—ABC Radio National, Cruise 1323 AM, Five AA, Mix 102.3, Nova 919, Radio Adelaide, SAFM 107.1, Triple M 104.7 Upper North— Lower North—ABC North and West, Flow FM, Trax FM Yorke Peninsula—	<ul style="list-style-type: none"> Cheap Targeted via station demographics Quick 	<ul style="list-style-type: none"> Trap for the unprepared Lack of control over direction interviewer takes
Radio advertisements	<ul style="list-style-type: none"> Message controlled Cheap Wide coverage 	<ul style="list-style-type: none"> The ability of the audience to remember advertisements depends on frequency/costs Can be played at times when little benefit
Television interviews State—Channel 7, Channel 9, Network Ten Adelaide Upper North—Southern Cross GTS/BKN and Southern Cross Ten News Port Augusta Lower North— Southern Cross GTS/BKN and Southern Cross Ten News Port Pirie Yorke Peninsula—	<ul style="list-style-type: none"> Wide appeal Powerful medium Handled well can significantly enhance layout of message Correct venue can add to message pictorially 	<ul style="list-style-type: none"> Trap for unprepared No control over editing Provides opportunity to stations to quiz on other subjects Time-consuming Need to provide suitable pictures/backdrop
Television advertisements	<ul style="list-style-type: none"> Message Powerful medium 	<ul style="list-style-type: none"> Costly Time-consuming to produce
Video/DVD	<ul style="list-style-type: none"> Message shaped Relatively cheap Modern User-friendly Appeals to younger demographics Wide penetration of market 	<ul style="list-style-type: none"> Costly to produce Time-consuming to produce Number of people have no facility to view Lacks personal touch





<p>Emails—direct mail</p>	<ul style="list-style-type: none"> • Message • Good for internal and external communication • Cheap • Quick • Wide penetration of market 	<ul style="list-style-type: none"> • Messages can be directionless or misinterpreted
<p>Intranet website (internal website audience only)</p>	<ul style="list-style-type: none"> • Easy to maintain and update • Message • Good source • Easy access • Quick • Can send video message • Relatively cheap • Can be interactive 	<ul style="list-style-type: none"> • May be difficult to navigate
<p>Internet website</p>	<ul style="list-style-type: none"> • Message controlled • Wide dissemination of message • Relatively cheap • World access • Interactive • 24/7 access • Easy to maintain and update 	<ul style="list-style-type: none"> • May be difficult to navigate • High resolution pictures can be difficult and slow to download • Requires marketing
<p>SMS text message</p>	<ul style="list-style-type: none"> • Quick • Interactive 	<ul style="list-style-type: none"> • Limited content • Costly • Lacks personal touch • Interrupts work flow • Messages can be directionless • Constant interruptions

DISPLAYS		
PowerPoint/e-displays	<ul style="list-style-type: none"> • Message • Appealing • Affordable • Modern/progressive • Adds colour, interest and movement to areas • Can improve image • Interactive 	<ul style="list-style-type: none"> • Time-consuming to produce • Poorly produced shows can damage reputation
Static stands	<ul style="list-style-type: none"> • Message • Easy to erect • Adds colour and interest to area • Cheap • Can improve image 	<ul style="list-style-type: none"> • Can be overlooked • Takes time to read full message • Poorly produced displays can damage reputation • Time-consuming to set up
Mobile displays/pop-up banner	<ul style="list-style-type: none"> • Message • Easy to erect • Adds colour and interest to area • Cheap • Can improve image • Easy to transport 	<ul style="list-style-type: none"> • Can be overlooked • Takes time to read full message • Poorly produced displays can damage reputation • Time-consuming to transport, set up and pull down • Storage
Staff noticeboards	<ul style="list-style-type: none"> • Message • Cheap • Easy access 	<ul style="list-style-type: none"> • Can look messy if too cluttered • The message can be easily lost • Unnecessary in small teams
Bus stop signage	<ul style="list-style-type: none"> • Message • Relatively cost-effective • Adds colour and interest to area • High recognition factor among bus users • Can improve reputation • Wide network 	<ul style="list-style-type: none"> • Poorly produced signs can damage reputation • Need to keep current/constantly updating



and Yorke Natural Resources

CARING FOR



HUMAN		
Face-to-face/door-to-door surveys etc.	<ul style="list-style-type: none"> • Message shaped • Not spokespeople • Can encourage feedback 	<ul style="list-style-type: none"> • Trap for unprepared • Costly • Time-consuming • Annoying
Recorded telephone messages/blind call	<ul style="list-style-type: none"> • Message • Effective use of wait time • Cheap survey 	<ul style="list-style-type: none"> • Annoying • Needs to be updated regularly
Telephone information answering service, reception	<ul style="list-style-type: none"> • Message • First port of call 	<ul style="list-style-type: none"> • Trap for untrained • Not answering telephone quickly • Need to provide adequate information and constantly update • Apparent lack of action can escalate problem • Lack of ability to deal with complaints
Public forums— speeches, conventions, conferences, open days, field days, workshops, bus tours, demonstrations, farm tours, briefings	<ul style="list-style-type: none"> • Message • Captive audience • Enhances leadership role • Numbers 	<ul style="list-style-type: none"> • Trap for unprepared
Employees	<ul style="list-style-type: none"> • Easy to access/cost-effective • Committed to organisation success • Good ambassadors 	<ul style="list-style-type: none"> • Poor attitudes can damage reputation • Need to keep constantly informed • Message can be directionless
<p>All communications initiatives and vehicles are to be presented to the Communications Liaison Officer via a Communications strategy (see Appendix 1).</p>		



3. COMMUNICATIONS PROJECT BRIEF AND PRODUCT REQUEST FORMS

The N&Y NRM Board and the DENR undertake many projects as part of their communications strategies, including the production of promotional materials.

The development cost of materials such as brochures and advertisements can be substantial, so planning what you want is important and cost-effective. This is why you are required to determine the scope of their projects and seek approval for them.

You should complete The Communication project brief form when creating any form of communication – see Appendix 2. The Communication product request form is also likely to form a necessary part of your project brief – see Appendix 3.

The project brief helps you focus thoughts and to strategically analyse the best method of approaching communications activities. A project brief should identify your needs, objectives, target audiences, budget and timetable and provide relevant background information. The quality of your brief is the key to the success of your communications activity.

A good project brief will:

- Explain why you need a communications activity
- Define as closely as possible the objectives of your activity
- Prepare for graphic designers
- Construct a clear message
- Allocate resources.

You should consider Web-friendly versions early in the planning process. Graphic work containing text should not start until the text has had final approval, as text changes by graphic designers to the final proof copy can be time-consuming and costly.

3.1 Components of the Communication project brief form

Budget

- What amount of money has been set aside for the project?
- Which account number will be charged for the project?
- Are there any budget constraints or variables?

Date

- When will the project occur?

Description

- What will the project entail?



Background

- How has the activity come about?
- Is the activity part of a wider event or initiative?

Target audience

- Who are the primary audience, secondary audience and stakeholders in the project?

Board participants

- Which staff members and/or Board members will be involved in the project?

Partners

- Are any partners or partner organisations involved in the project?
- Have they been consulted, or when will they be consulted?

Outcome

- What do you want the project to achieve?
- What do you want the audience to think, feel and do as a result of your project?
- What is the single most important message you want the project to deliver?

Communication products required

- What communication products are required to support the project (publications, advertisements, media, and signage)?
- How will these products help achieve the project's goals?
- What is the extent of the products required (size, number of pages, etc.)?
- Is there any supporting information that should be included in the project?

Timeline

- What is the timetable for the project, from beginning to end?
- What are the key dates and milestones in the timetable?
- Are there any time constraints?
- Remember to allow time for approval processes and production of materials.

Evaluation

- How will the project be evaluated?
- Does it have measurable outcomes?

3.2 Components of the Communication product request form

Budget

- What amount of money has been set aside for the project?
- Which account number will be charged for the project?
- Are there any budget constraints or variables?



Date required

- When does the product need to be delivered?
- Remember to allow time for Board and DENR approvals—three weeks for media releases, eight weeks for complex or sensitive products.

Background

- How has the product become necessary?
- Is the product part of a wider event or initiative?

Target audience

- Who are the primary audience, secondary audience and stakeholders of the product?

Key messages

- What are the three most important messages you want the product to convey?

Approval process

- Who will check the product and approve its use?

Products required

- Describe the product you intend to produce.
- What is the extent of the product (size, number of pages, etc.)?

Partners

- Are any partners or partner organisations involved in the product?
- Have they been consulted, or when will they be consulted?

Outcome

- What do you want the product to achieve?
- What do you want the audience to think, feel and do as a result of your product?

Distribution

- How will the product be distributed?

Supporting information

- Attach as much supporting information (document files, Trim codes and Web links, dot points) as possible.

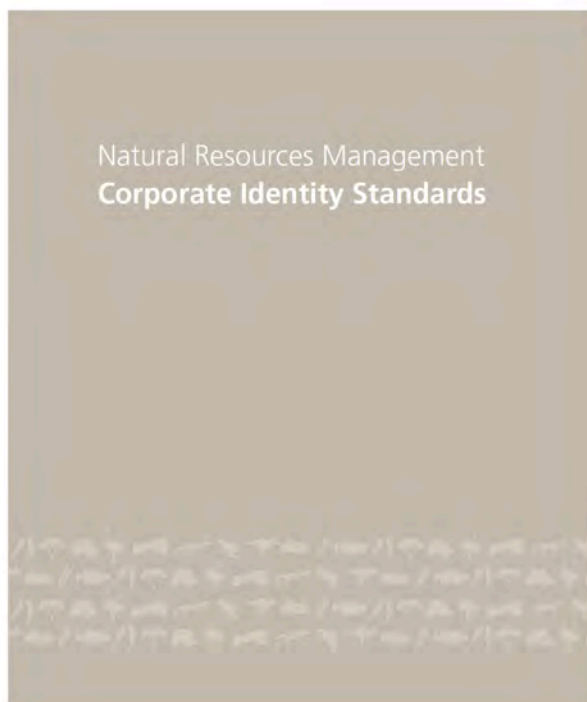
Contacts

- What are the names and contact details of people who can provide further information or comments for the media?



4. CORPORATE IDENTITY AND EDITORIAL STANDARDS

The Board's corporate identity and public image are valuable assets that must be protected and carefully maintained. Branding and logos form an important part of this identity and both the NRM Board and the Government of South Australia have branding policies that must be adhered to in order to present a consistent and professional image to the public.



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The N&Y NRM Board publications will usually contain either Board branding or Department for Environment and Natural Resources branding. It is important to understand the appropriate usage and placement of the different logos.

Please note that the following guidelines do not replace the Board's established approval process, and all plans for communications activities or products must be presented to the Northern and Yorke Communications Unit prior to implementation.

To download a copy of the Corporate Identity Standards for NRM, go to the members section of the Northern and Yorke NRM Board's internet site: www.nynrm.sa.gov.au (intranet).

4.1 NRM Board branding

The Board's branding and logo must appear on all public communications materials, such as newsletters, fact sheets, reports and letterheads.

All aspects of the brand, including different versions and variations, must be reproduced from original, digital artwork. No facet may be recreated or redrawn and the logo must always retain its original colours and proportions.



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nges survey

lteral biodiversity oasis in a sea of cleared land. Much of the remnant vegetation is managed for biodiversity by the privately owned Bushland Conservation Company. Conservation of the Tohill is paramount in the biodiversity protection of the region. project manager for NRM Mine was assigned with the enthusiasm and work carried out by the volunteers, who included landholders,

The Board's logo consists of:

- The roundel, incorporating the piping shrike and the words 'South Australia'
- The words 'Government of South Australia'
- The separation bar beneath 'Government of South Australia'
- The words 'Northern and Yorke Natural Resources Management Board' below the separation bar.



The preferred version of the Board logo is the horizontal, full colour version.

The Board logo can be accessed at the member's site at: www.nynrm.sa.gov.au (intranet).

The logo must be reproduced in its entirety. It must not be rotated. It may be used as a watermark (reproduced to a maximum of 15% on light backgrounds and to a maximum of 75% on dark backgrounds) or hologram.

Size

The minimum size of the logo must be 10 mm, as measured across the diameter of the roundel. This is a minimum only—the logo must be in proportion to the design to which it applies.

Natural Resources Management Corporate Identity Standards

frutiger roman 25pt on 30pt leading
frutiger light 15pt on 18pt leading
caps frutiger light 23pt on 27pt leading

position of highlighted icon

Applications 29

A4 DOCUMENT SLEEVE OPTION 2
This is a full colour option.
Artwork for the A4 document sleeve needs to be set up by a designer to the specifications of a standard folder with a business card slit.

HELPFUL HINT
File types to use for the graphics in this publication are 'eps' (offset printing).



Positioning

An isolation zone of clear space measuring 25% of the diameter of the roundel must surround the logo on all sides and not be impinged on by graphic elements, other logos, edge of page or advertisement.

Placement

In the case of publications and pamphlets, the logo must be reproduced on the front, as a minimum. For all press advertisements, public notices, etc., the logo must be positioned on its own at the top centre.



Full colour

The full colour version of the logo is the preferred option. The logo may only be reproduced in the prescribed colour formats.

Single colour

The logo may be reproduced in a single colour where full colour is not appropriate. Black or blue are the only permitted colours. The monochrome logo may be applied to white or light backgrounds. A reversed white (only) logo must be used on dark backgrounds.

4.2 DENR branding

It may be necessary to display the DENR branding on some Board publications. However, no more than one SA Government (department or agency) logo may appear on any communications publication, so the Board logo and DENR logo cannot be displayed together. The logo to use is the one that the consumer will recognise as the provider of the service.

Where more than one SA Government entity is involved, only the generic Government of South Australia logo (roundel accompanied by the words 'Government of South Australia') may be used.

Please consult the Government of South Australia's branding guidelines: <http://intra.sa.gov.au/site/branding/> for further information.

4.3 Editorial standard

In order to protect and maintain the Board's public image, it is also important you produce communications publications that are grammatically correct and editorially consistent. The Style manual, which can be viewed on the member's site of the Northern and Yorke NRM website:

www.nynrm.sa.gov.au (intranet) may help you when producing publications.

The *Style manual* is based on the Commonwealth of Australia's *Style manual for authors, editors and printers* (sixth edition) and this should be consulted if further clarification is needed.



► feature



5. PUBLICATIONS

The Board produces many different kinds of communications publications, to which you are encouraged to contribute. These publications include Yakka magazine; Living region newsletters; Board updates; fact sheets; newsletters for special projects (such as the Regional Plan); fliers and brochures; and NRM regional calendars. See below for examples of Board publications.

Contributions to Board publications should be submitted to the Communications Liaison Officer.

5.1 Types of Board publications

Yakka magazine

Yakka promotes awareness and uptake of natural resources management by the Northern and Yorke community. It aims to inform relevant people and organisations about regional NRM issues and the Board's endeavours.

Yakka is an annual publication distributed free to all households in the Northern and Yorke region.



Staff newsletter – yacketty yakka

The staff newsletter, yacketty yakka is designed to keep staff up to date on important NRM topics and activities such as Regional Integration, NRM events and issues, and staff achievements.



Living region newsletters

Living region newsletters are produced biannually to report to stakeholders and the community about Board and regional NRM activities.

The newsletters are distributed via email to all regional households, councils, schools, libraries, shops, peers, NRM groups and posted to regional and state media and NRM bodies.



Ratepayers also receive an update on regional natural resource management, including project status, achievements and upcoming events. This update is called Directions and if you would like any information included in this letter, please discuss this with your Communications Liaison Officer.

Board updates

Board updates are produced monthly and are distributed to Board members, staff, councils and peers.

Fact sheets

Fact sheets are produced when necessary to inform interested parties about specific NRM issues. An example of a fact sheet is shown below and includes information on weed control.

Fact sheets are usually A4, colour and of multiple pages. Allow six weeks for a fact sheet to be developed.

Fliers and brochures

Like fact sheets, fliers and brochures are produced when needed to inform interested parties about specific NRM issues. Fliers and brochures offer more basic information than fact sheets and are distributed by the NRM Board. If you would like to develop a flier or brochure, contact the Communications Liaison Officer. An example of a brochure is the Coastal Gardens Planting Guide, see below.

Special newsletters

Newsletters are occasionally produced to inform the wider community about special Board projects or plans. These newsletters are distributed by the NRM Board. The NRM Board for instance produced a newsletter on the status of the NRM Plan.

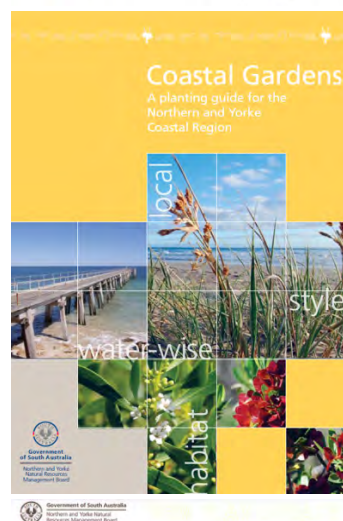
NRM regional calendars

NRM calendars are produced annually for each of the Northern and Yorke NRM regions. The calendars provide region-specific information and reminders about when to carry out NRM activities. They also promote local people who are involved in NRM activities.

NRM regional calendars are available to the general community and are distributed by the NRM Board.

Services Directory

A service directory to rural landholders provided by Northern and Yorke Natural Resources Management Board and partners is available for distribution. See below to view the front cover:



COMMUNICATIONS GUIDE
Northern and Yorke NRM Board

5.2 Taking good quality photographs

Photographs tend to have immediate and powerful impact on viewers and are thus a very important part of many Board publications, advertisements, promotions and events. It is always best to use professionally photographed images if possible, as they will be of high quality. Avoid using images from the internet, as they are usually low resolution and difficult to reproduce effectively.

When using photographs from any provider, ensure you are not infringing copyright. Always print the photographer's name with the photograph and include all necessary information in a photo's caption: who (name and title), what, where, and when.

There are three main things you should remember when taking photographs:

1. Light

It is important you ensure there is good light in each photograph so it looks natural—not too light or too dark.

When taking outdoor photos, it sometimes helps to turn on the flash to illuminate the subject, especially if the subject is in the shade. Conversely, it sometimes helps to turn the flash off when taking indoor shots to prevent unnatural skin colour and harsh glare in photographs.

2. Resolution

Each camera has a different resolution, measured in megapixels. The greater the number of megapixels, the more information the camera's sensor can capture and the more an image can be enlarged. The table below can be used as a guide:

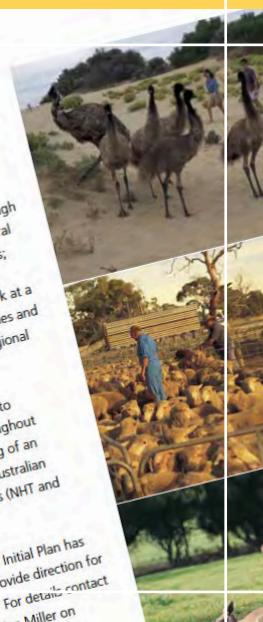
Resolution	Maximum print size
1 megapixel	15 cm x 20 cm
2 megapixels	20 cm x 25 cm
3 megapixels	28 cm x 36 cm
4 megapixels	50 cm x 75 cm

If the camera allows photo quality to be set at 'Good', 'Better' or 'Best', always use the 'Best' option to allow the photo to be enlarged without becoming pixelated or blurry.

3. Composition

It is important that the subject being photographed is presented in the best way possible. Follow these tips:

- Never take a shot looking up at someone, hold the camera level and steady.
- Ensure photos are focused on an individual or a group. Try not to take a photo of a group activity in motion, as there will not be a focus on anyone in particular.
- When taking a photo of a group, make sure the subjects are very close together. This will ensure the focus is on the subjects, not on the background.



4. Captions

Make sure to include all necessary information in a photo's caption: who (name and title), what, where, when, and name of photographer.

5.3 Developing DVDs

The Board produces DVDs irregularly, usually either for education purposes (for example, for school children or a farmer's group) or for marketing purposes (for example, to promote the Board and its initiatives to investors and peers).

A Communication product request form must be completed to initiate a DVD project. Consider the following factors involved in producing a DVD:

- Funding
- Audience
- Message
- Images to be used
- Talent available



DVDs can be costly and difficult to produce, so their content needs to be targeted for maximum impact. Make sure you can answer the 'who, what, when, where, why and how' questions related to your DVD project.

Don't forget to think about how the DVD will be distributed— who will it be delivered to, and through which channels?

6. EVENTS

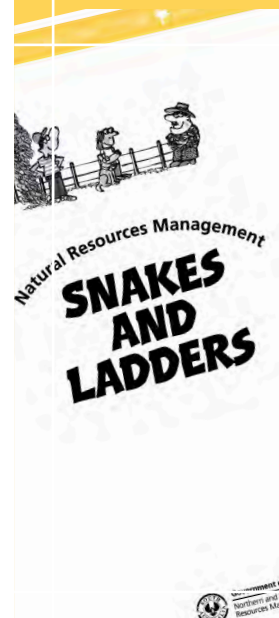
Events involving the community and NRM stakeholders have the potential to create a positive image, provide information and gain a response from your audience (two-way communication).



6.1 The purpose of events

Events allow the Board to promote its programs and services in a variety of ways, reaching different audiences, and should always be viewed as promotional opportunities.

Think about what you want your audience to gain from the event.



6.2 Types of event

Some examples of events held by the Board at various times are:

- Field days
- Workshops
- Bus tours
- Farm tours
- Demonstrations
- Briefings
- Community meetings
- Public displays.



6.3 How to attract your audience

Decide who you want to attend your special event and ensure that your publicity efforts and budget are used specifically to reach this audience. Better still, an article in the local paper costs nothing—apart from the effort needed to arrange it.

You may need to adopt new strategies to get an audience to attend your event. The personal approach is often more effective than a notice, which is easily overlooked.

These approaches may be useful:

- A personal letter and/or phone call to important stakeholders
- A telephone tree (one person calls three others, who each agree to call another three)
- Provide a crèche, car pool, etc.
- Hold meetings in community venues where your audience feels at home
- Hold events at times that are likely to suit your audience
- Meet and eat

6.4 Risk management

An integral part of the event planning process is to conduct a risk assessment and put in place strategies that will minimise identified risks. Brainstorm with Board members involved in the event to identify potential risks.

6.5 How to help your audience

A carefully planned and produced guide sheet including a map of the venue with access, parking, locations of various activities, plus a program of events and relevant information (brief and user-friendly), is very useful for visitors at special events. A mobile phone number (in case of emergency) for the contact person on the day of the event must be provided.

6.6 Location

The event location will affect practical considerations (such as use of waterproof materials or extra lighting). The location may also determine whether you have a captive or casual audience.

The location and timing of a promotional event are factors in its success. They influence not only who sees it but also whether the local media is able to help spread your message.

6.7 Banner/sign designs

A banner is effective when placed at eye level with sufficient lighting or if the words are large enough to be read from a distance

Decide where to place a banner/sign by putting yourself in the place of your audience
At an event with a speaker, place your banner behind the speaker at head height or on the front of the lectern. If TV cameras are at the event, the cameras will pick up the sign and your sign will still be seen from the back of the audience.

6.8 Timing

Be aware of other events that may impact on audience numbers. Avoid setting your activity on the same day as a major community event.

6.9 Special event checklist

Planning

- Establish a planning committee with reliable and enthusiastic members
- Ensure a risk assessment is performed
- Ensure that someone competent is in charge of services and infrastructure for the event
- Set your public relations objectives
- Determine your budget and gain necessary approval
- Establish possible dates and venue
- Notify your local member, minister and other VIPs to confirm date

Invitations and guests

- Prepare the guest list
- Select and instruct someone to handle RSVPs
- Set the event's date, venue and time, and provide guest names and addresses for the invitations plus RSVP contact and date
- Organise invitation content, printing, labels, envelopes and distribution
- Send media invitations
- Follow up on non-respondents

Note: If you would like to secure the attendance of the Minister for Environment and Conservation at an event, you must follow a process, see Appendix 4.

g Flinders



Publicity

- Write press release for local newspaper (know their deadline), TV or radio
- Know your key message and information to communicate
- Have appropriate media spokespeople

Background information

- Write briefing notes (background, potential issues) and speech notes
- Gather information for media release
- Check invitation responses for any surprises (for example, the opposition candidate turns up to the event uninvited)

Catering and refreshments

Confirm numbers

- Determine if there are any special dietary requirements that need to be considered
- Set table layouts, eating area
- Determine caterer's requirements
- Allocate tasks to helpers
- Determine set-up time for caterers
- Watch the budget

Agenda and program

- Send copies of program to official group
- Determine guest speakers, MC and timing
- Decide whether you'll need gifts and if so, what the budget is for them
- Organise refreshments (water and mints)

Other

- Organise name tags
- Organise photographer
- Make accommodation and travel arrangements
- Organise child-minding and/or information desk
- Inform local residents via a flier or letter if there is likely to be excessive noise and/or traffic
- Determine who is meeting any VIPs

ature

resh 'n' salty



sea and land get together, we
a some of the best fish and
skand birds in the world.
st of us don't know much
establis.

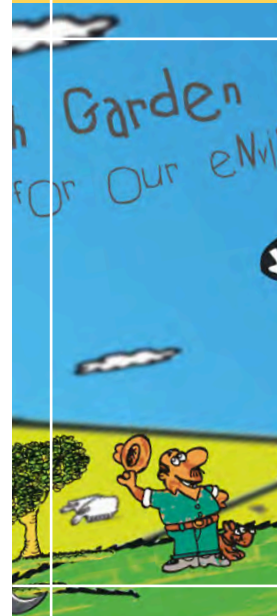
Campbell reports:
can these general ideas where beach
seas left water, where the sea merges
and.

the beaches, estuaries are not everywhere
most. For instance we determine
and animals that live there have adapted to
and conditions. Humans are often to these
requirements for natural coastal. The water
are an and from water in the one natural
kind of work?

Township of Northern and Yorke 10 at least an
and Yorke has 16 estuaries on the edges of
Black Flinders, from the light blue shells
of Adelaide to Blanche Harbor southwest of
the.

Location and venue

- Confirm booking of venue
- Check parking facilities and organise attendants to be on duty
- Order plaque or other items to be presented early and ensure dates and spelling are correct
- Organise displays, plants, background music
- Organise PA system and any special power requirements (fax, telephone, computers, etc.)
- Determine availability of audio-visual aids, lectern and microphone (check height) and setting up time
- Consider whether you'll need a marquee or poor weather venue
- Determine lighting requirements
- Allocate seating if necessary and reserve seating for VIPs and media.
- Determine wheelchair access
- Consider emergency requirements—should you inform St John's Ambulance or the police?
- Consider whether you will need portable toilets for a large audience
- Ensure you can hang signs/banners and arrange display boards



7. PROMOTIONS

What is a promotional activity?

A promotional activity is any activity that raises awareness of an issue, event, person or entity. It is a form of communication that influences, informs, or persuades audiences to think or behave in a particular way. Promotional activities can be used to help engage stakeholders in natural resources management, or to enhance the profile of the Board.

7.1 Plan your promotions

Remember that perception is reality. Promotion gives you the opportunity to optimise perceptions of the Board.

Planning is critical to the success of any promotional activity. Here are some ideas for you to consider:

- What specific area of activity or achievement is a priority and therefore should be promoted?
- Do you promote the Board's priorities to the whole community, or do you need to target specific groups within the community?
- How do you upgrade your publicity efforts and publications?
- What is the best method of communicating with your target audience and how can you measure the outcomes of any activity? (Feedback is an integral part of planning.)

7.2 Do your research

Effective promotion is based on good research. Basic research such as questionnaires, statistical information and straw polls can form the basis of an action plan for promotional activities and good communication.

7.3 Define your aims

Be clear about what you hope to achieve in your promotion and that it relates to DENR and the goals of the Board.

7.4 Consider your target audience

Be aware of your target audience and make sure your message and its presentation suit the audience. Put yourself in their place. What would you need to know? What would hold your interest? Know and understand your target audience. Ensure that you have considered your audience's:

- Experience
- Interest level
- Cultural background
- Attention span

Member's Recognition Scheme



- Literacy level
- Age
- Physical abilities

7.5 Risk management: a vital planning tool

An integral part of the event planning process is risk assessment and strategies that will minimise identified risks. Make sure you brainstorm with the Communications Unit and identify any potential risks.



7.6 Get your message across

While your primary message and image will relate to the Board, your secondary message should relate to the Department of Environment and Natural Resources and reflect its mission and goals.

Be clear about your message and what you hope to achieve. Give careful consideration to the image of the Board that may be conveyed through this message.

Having a slogan like ‘We value your opinion’ printed in a newsletter would be appropriate if you intend to get support from the community.

Choose the best way to get your message across by considering your target audience. Consider which medium to use and the most cost-effective means of delivery.

A well-designed poster can instantly inform, attract attention or act as a reminder but it can only deliver a brief and simple message. If detailed information needs to be given, a leaflet, brochure, video or website presentation may be more effective.

A display may convey a simple message. You need to consider whether it will be a travelling display, be used indoors or outdoors and whether it will be free-standing or wall-mounted.

A workshop, briefing or demonstration may be more effective in conveying a message than a written presentation, depending on the message and context.

The most effective communication between you and your audience is two-way (providing information and gaining a response).

Photographic images that you use should be of high quality and effectively portray your message. It is often worthwhile to get a professional photographer to take photos rather than relying on snapshots. Close-up photographs tend to work better than do smaller, more detailed ones. Remember, you want photographs to be striking and related to the message.

4 in action



7.7 Location

The event location will affect practical considerations (such as use of waterproof materials or extra lighting). The location may also determine whether you have a captive or casual audience. The location and timing of a promotional event are factors in its success. They influence not only who sees it but also whether the local media is able to help spread your message.

7.8 Banner/sign designs

A banner will be effective when placed at eye level with sufficient lighting or if the words are large enough to be read from a distance

Decide where to place a banner/sign by putting yourself in the place of your audience

At an event with a speaker, place your banner behind the speaker at head height or on the front of the lectern. If TV cameras are at the event, the cameras will pick up the sign and your sign will still be seen from the back of the audience

7.9 Timing

Be aware of other events that may impact on audience numbers. Avoid setting an activity on the same day as a major community event.

7.10 Types of promotions

Types of promotions can include:

- Displays
- Poster campaign
- Electronic campaigns—emails
- Direct mail
- Printed materials—pamphlets, fliers, etc.
- Field days
- Workshops
- Bus tours
- Farm tours
- Demonstrations
- Briefings
- Community meetings

Point Pearce plant me

The Point Pearce Primary School has established a memorial dedicated to the indigenous descendants of the region.

Reception to Year 2 school staff, together with TAFE staff, endemic plant species under a project with the Aboriginal Land

The 15m by 3.5m area of land was planted with a huge variety of plants, including Callitris and Allocasuarina (Sheoaks), Pittosporum (Wild Apple), Hardenbergia, Dianella and Rhododendron.

Aboriginal Land Management Officer Rick said, "Permanent plaques, with the names of families, were in memory of those people who worked at Point Pearce community."

Davenport's

2030 Resource Condition Targets

Summary
NORTHERN & YORKE
NATURAL RESOURCES MANAGEMENT PLAN

Healthy Soils
Soil Protection: The number of days that erosion-prone soil is exposed from erosion is reduced by at least 300 days per year (Target 51).
Soil Condition: The physical, chemical and biological condition of the region's soil resource will be maintained or improved from 2000 benchmark data (Target 52).

Healthy Terrestrial Ecosystems
Vegetation Condition: Maintain the condition of the region's 1,200,000 ha of remnant native vegetation, and improve the condition of 10% from 2000 levels (Target 61).
Soil Condition: There has been no loss of species of ecological communities, and their stability and conservation status has improved from 2000 levels (Target 62).
Invasive Communities: There is an increase in ecological connectivity within and between landscapes from 2000 (Target 63).
Healthy Water-dependent Ecosystems: Wetland and estuarine value-dependent ecosystems are maintained or improved in condition from 2000 levels (Target 64).

Viable Water Resources
Sustainable Water Supplies: The amount of surface and groundwater available is maintained within the bounds of seasonal variations and does not decline significantly from seasonal trends (Target 71).
Good Water Quality: Water quality is maintained, within already limited and natural conditions, within limits set for aquatic ecosystems in the Environment Protection (Water Quality) Policy (Target 72).
Water-dependent Community Protection: Catchment areas are protected by a 20% reduction in the extent of priority

Minimal Pest Impact
Invasive Pest Impact: There is a net reduction in the impact caused by pest plants and animals on the environment.
No New Pests: No new significant introduced pest species have been established (Target 8).

Our Vision
"A prosperous sustainable region, rich in diverse natural resources that are valued by an informed and passionate community."

Goals

1. Prosperous communities and industries using and managing natural resources within ecologically sustainable limits.
2. Landscape-scale management that maintains healthy natural systems and is adaptive to climate change.
3. Integrated management of biological diversity to increase resilience to natural systems, communities and industry.
4. Communities, governments and industries with the capability, commitment and connections to manage resources in an integrated way.

Agreemental Targets

- **Healthy Soils:** Healthy soils supporting the environmental, social and economic needs of the region, now and into the future.
- **Viable Water Resources:** Viable water resources supporting environmental, social and economic needs.
- **Healthy Coastal, Estuarine and Marine Ecosystems:** Healthy functioning coastal, estuarine and marine ecosystems, that are managed sustainably to support the environmental, social and economic values of the region.
- **Healthy Terrestrial Ecosystems:** Viable, resilient, and healthy functioning ecosystems.
- **Minimal Pest Impact:** Pest plants and animals controlled to not have a significant impact on the environment, primary production, or the community (Target 1).
- **Community Driven NRM:** The community effectively sharing sustainable natural resources management.

7.11 Evaluate the effectiveness of your promotions

- What were your aims/objectives?
- Did you achieve what you set out to do?
- Did it come in on budget?
- What were the intended and unintended outcomes?
- How will you measure effectiveness?

7.12 Promotions planning checklist

Follow these steps to successfully plan your promotional activities:

Research

- Establish current opinions or levels of knowledge
- Consider a questionnaire or straw poll
- Gather and analyse statistical information
- Identify the right people to help organise
- Establish a workable budget for your activities

Aim

- Be clear about your reasons for the activity

Target audience

- Identify your target audience
- Understand your audience, their levels of knowledge and their needs
- Consider how best to convey your message

Getting your message across

- Relate the message to the audience
- Risk assessment—consider the risks associated with the proposed event objectives, date, season, time, target audience and type of event
- Posters instantly raise awareness
- Leaflets, newsletters, displays and videos provide more detailed information
- A workshop, briefing or demonstration may be more effective
- Displays convey a simple message
- Ensure you have opportunities for two-way communication
- Establish a method of evaluation



Location

- Consider where to conduct the activity
- Plan for a captive or casual audience
- Consider whether the location requires additional lighting or use of waterproof materials
- Position signs and banners correctly

Timing

- Consider local media deadlines
- Be aware of conflicting events

Final check

- Proofread everything several times. Ask others (especially people with no knowledge of the activity) to read material and provide feedback. This will save time and money in the long run
- You may wish to do a sample run of your promotion with a small test group and seek feedback
- Consult the Communications Unit for advice and/or assistance regarding promotional activities



8. DISPLAYS

8.1 Why use a display?

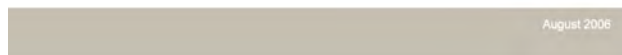
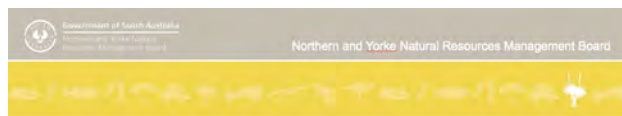
A display is a powerful medium for promoting a certain image of the Board. A display can be used to:

- Raise awareness
- Change perception
- Convey a certain message.

8.2 Display examples

There are a number of display options. These include:

- PowerPoint/e-displays
- Static stands
- Mobile displays/pop-up banners
- Staff noticeboards
- Bus stop signage
- Interactive displays



When deciding which type of display system to use, always consider your transportation requirements. There's no point in having a fabulous display if you can't move it around when required.

8.3 Interactive displays

Interactive displays usually involve audience participation, such as offering Web access at field days. These can be effective tools for interacting with the community and generating media interest. While they may take time to organise, interactive displays provide a great opportunity for the Board to showcase its achievements, highlight current or upcoming activities, raise funds and participate in local events.

8.4 Display design questions

Your display conveys the Board's ethos and makes an emotional connection with your target audience. The shapes, materials, surface treatments, colours, images and typography you choose help determine how you will be viewed by the public.

Your objectives dictate the shape of your display. If you want to generate a lot of traffic, you need an open, inviting space that allows easy entry for attendees and open sight lines for display staff.





What matters to your target audience?

You will discover what matters by determining the benefits your attendees are seeking and what your key advantages are.

It can take a lot of discussion to arrive at this conclusion, starting with your products or services, then moving to their features and benefits, until you distil the message into the key benefits that drive your target audience.

What messages do you want your visitors to get in the first few seconds?

Do you want them to remember your new products or services? Do you want to interest them in upcoming activities? Do you want to convey to them a certain image of the Board?

Think billboard, not bulletin board. It is better to go for impact—less is definitely more in a display—to explain what the Board does, introduce and explain new initiatives or programs and showcase examples of recent achievements.

Displays can include text panels, artwork, photographs, maps, charts or a multimedia presentation.

Display graphics are now becoming cheaper to produce, which means you may want to consider having displays produced digitally.

Photographs that are being enlarged for display purposes must be of high resolution and high quality.

When planning your display, don't forget to do a risk assessment—consider security and safety.

Displays can be self-explanatory but if additional information is required, provide a takeaway leaflet, a Web address, a contact address and/or phone number.

Consider including models, artefacts and other three-dimensional content, which will increase viewer interest and add a sense of reality and authenticity.

Northern and Yorke Natural Resources Management Plan

The NRM Plan

The Northern and Yorke Natural Resources Management Board is responsible for developing and managing a Natural Resources Management (NRM) plan for the region. A draft plan has been prepared, which will help define the State NRM Plan, and ensure the sustainable use and management of the region's natural resources.

The Plan Aims To:

- Review the state of the natural resources of the region;
- Identify processes which threaten them;
- Examine ways of managing them effectively;
- Develop a framework of actions and targets to guide regional communities and government agencies.

NRM Assets

The natural assets of the Northern and Yorke region have important environmental, social and economic value.

THEY INCLUDE:

- Northern Agricultural District and Yorke Pastoral soils and water resources (and for agriculture, aquaculture and tourism);
- RIP systems, supporting riparian and mangrove ecosystems, their systems and skills for fishing, recreation, tourism and research; with a focus on maintaining groundwater; and
- Northern and Yorke coastal and estuarine ecosystems.

Aspirational targets

Generally State goals and Objectives, the NRM Plan sets the following Aspirational Targets:

- HEALTHY SOILS**
Supporting environmental, social and economic needs of the region into the future.
- VISIBLE WATER RESOURCES**
Supporting the region's environmental, social and economic needs.
- HEALTHY ESTUARINE AND MARINE ECOSYSTEMS**
Managed sustainably to support the environmental, social and economic values of the region.
- HEALTHY TERRESTRIAL ECOSYSTEMS**
Ecologically sustainable and resilient.
- PEST PLANS AND ANIMAL CONTROL**
Managed to ensure they do not significantly reduce or threaten the sustainability of ecosystems.

Have Your Say

Have your say about the draft plan. There is a public consultation period from 15 October 2014 to 15 February 2015. You can provide your comments online or by email. For more information, visit www.nrm.gov.au or call 1800 000 000.

GOALS AND TARGETS OF THE NRM PLAN

The NRM Plan has four sections:

- VOLUME A – STATE OF THE REGION**
The State of the Region report identifies the region's natural assets, as well as the threats and pressures on them.
- VOLUME B – STRATEGIC PLAN**
The Strategic Plan sets the direction for natural resources management in the region for the next 10 years. It includes:
 - vision, goals and action priorities;
 - strategic objectives, actions, programs and projects;
 - management action plans (MAPs), which are strategic plans for managing natural resources;
 - strategies and activities to promote sustainable natural resource management; and
 - commitments for implementation and monitoring.
- VOLUME C – BUSINESS PLAN**
The Business Plan identifies the short, medium and long-term actions and activities necessary to implement the Strategic Plan, and sets out monitoring and evaluation.

A **Business Plan** includes implementation and monitoring. The Business Plan is a key document for the region's natural resources management and monitoring.

How will you measure the effectiveness of your display?

Perhaps consider:

- Number of people attending
- Number of people interested in becoming involved
- Pre-/post-display surveys measuring perception
- Exit interviews

8.5 Helpful hints for preparing displays

Effective displays incorporate:

- Eye-catching design
- Vivid colour and imagery
- Concise, clear statements
- Board colours and logos
- A suitable heading to explain the display's contents



Remember the following:

- Clearly state that the Board is responsible for presenting the display.
- Explain the content.
- Consider the optimum viewing zones for the audience. Displays have an ideal viewing area and any information placed outside this area will be more difficult to read.
- People should not have to bend over to get information. Looking up is preferable.
- Interactive displays are often more successful than static ones.

Helpful hints for preparing layout:

- Choose a bold heading, as it will be viewed from a distance of 5–10 metres away
- Choose an appropriate font for the heading—one that matches your topic and is legible
- Choose appropriately sized logos
- Sub-headings should be used to introduce the topic briefly
- Select a suitable font and size for written information. Maintain it throughout the display
- Ensure that the main message and the important and detailed visual have the maximum impact.
- Keep written material very brief and present it in an uncluttered way
- Bolder material can be positioned on the extremities and still be effective and legible

8.6 Display systems

There are many display systems on the market which can be used effectively to promote the Board and its projects. They can be expensive to purchase but can be used many times and can look very smart.

There are exhibition companies that can put together your whole display; however, this option can be costly. Consult the Communications Unit for advice.

action



8.7 Display checklist

Consider the following issues when planning displays:

- Target audience
- Budget
- Does the display have visual impact? Does it meet your objectives?
- Does it convey an instant message and does it require a response?
- Does the display provide the Board's name, address, telephone number, website address, email address, etc.?
- Is the information sequenced logically, with an obvious start and finish?
- Is a supporting leaflet or takeaway information necessary?
- Is the visual material informative?
- Is the visual material of suitable quality?
- Are your tables the right height for the target audience? If there will be young children, provide smaller tables
- Is the display at the right height for the target audience? Eye height is recommended
- Are the written messages brief and clear?
- Is the font legible?
- Will the display be in a position that will keep it safe from vandals, etc.?
- Is your display going to last the distance, is it appropriately secured (double-sided tape, velcro)?
- Will maintenance be necessary during the display period? By whom and how often?
- Could this be a travelling display?
- Will it be possible to re-use the display without making major modifications?
- Is the venue and location suitable for displays?
- Have you completed a risk assessment on the display?
- Will the display remain indoors or be used in all-weather conditions?
- Does your display require special lighting? Lighting can really make a display look great
- How will you transport your display? Will it require special packaging?
- Do you need to insure the display?
- Have all contributors and sponsors been consulted and acknowledged?
- Does the display conform to the venue's guidelines (such as restrictions on height)?
- Can one person carry it? Does it fit in a car?
- Can one person put it up?
- Is it current?
- Have you considered workplace health and safety issues?
- Have you got the correct logos (DENR, sponsors, etc.)?
- Are the logos properly positioned and of the appropriate size?



9. ADVERTISING

Advertising, marketing and promotions are an integral part of connecting with the community. As a government entity, there are a number of protocols that the NRM Board must follow. These include logo usage, procurement processes and mass-circulation advertising, promotional material and marketing campaigns. All advertising and marketing materials, including banners, newspaper advertisements and posters must comply with SA Government branding guidelines.

For NRM Advertising Guidelines, see Appendix 5

For Marketing Communications and Advertising Guidelines, see Appendix 6

9.1 Functional advertising

Characteristics of functional advertising include:

- Providing basic information in a form similar to a statutory or public notice
- Consisting mostly of text
- Having very little to no graphic design (or creative) elements
- Seeking to impart information in a direct and unembellished manner

Examples include newspaper notices for recruitment or tenders.

9.2 Brand advertising

Characteristics of brand advertising include:

- High creative content (usually)
- Designed to promote or sell a product or service
- May use pictures or design graphics that seek to position the brand, to change behaviour or to influence attitudes
- Generally short-term and once-off in nature

Placing brand advertisements in the media consecutively for weeks at a time is considered a campaign. Brand advertisements should be developed by graphic designers, as graphic design work has a high creative element. The graphic designer must be provided with the Board's advertising guidelines as well as the SA Government Branding guidelines.

Please contact the Board's Communications Unit as soon as possible in the early stages to ensure your advertisement adheres to the necessary advertising standards. All brand advertisements require approval from the Communications Unit. When planning your advertisement, please allow up to four weeks for the approvals process.



9.3 Tips for creating an effective advertisement

Advertisement content:

- Language should be simple and direct, and written in plain English
- The advertisement should have a headline that emphasises the main message
- Any pictures included should relate to the fundamental message of the advertisement
- The advertisement should include a call to action (what do you want the reader to do as a result of reading the advertisement?) and contact details

Basic design principles:

- Keep the font styles to a minimum. It is best to use one font family (typeface) and use different sizes for emphasis
- Font size should be large enough (no smaller than 7-point) to be legible
- Text should flow from headline to copy, include a call to action and finish with contact details
- Use images that are professionally photographed, with appropriate lighting and good resolution
- Avoid using images from the internet, as they are of low resolution and reproduce badly
- When using photographs from any provider, ensure you are not infringing copyright
- Logos in brand advertisements are best positioned at the bottom right-hand corner

9.4 Advertising campaigns

A collection of various promotional materials (such as advertisements, brochures, posters, fliers) can constitute a 'campaign'. SA Government policies require relevant approvals for advertising campaigns. Please contact the Communications Unit as early as possible in your planning for advice on whether your activities constitute a campaign and what is the required approvals process.

9.5 What makes a good advertisement?

Advertising layout:

- Less is more: it's more immediate
- If you are trying to obtain responses—such as 'Come to the field day'—keep the text in your advertisement to a minimum
- White space in your ad will draw the eye, so you won't need a strong border. You can still use a border but a

Government of South Australia
Northern and Yorke Natural Resources Management Board

Children's eNviRonMent Corner

Don't miss the exciting range of children's environmental activities at Paskeville Field Days

Free

- Bush garden walk
- Interactive workshops about water, biodiversity and weather
- Yellow brick road
- Prizes ...family passes to St Kilda boardwalk and Interpretive Centre, and the Dolphin Explorer
- Snakes and Ladders game about natural resources management

FOR ADULTS

- Launch of the regional NRM Plan by Minister for Environment and Conservation Hon Jay Weatherill
- Information, advice and support about natural resources management
- On-site direct seeder and bait layer

Stalls 16 – 18, PIRSA tent, 609 Artherton Road, Paskeville Field Days site
Contact: Communications Officer Wendy Fowler on 8636 2361 or NRM Officer Brooke Kerin on 8847 2544

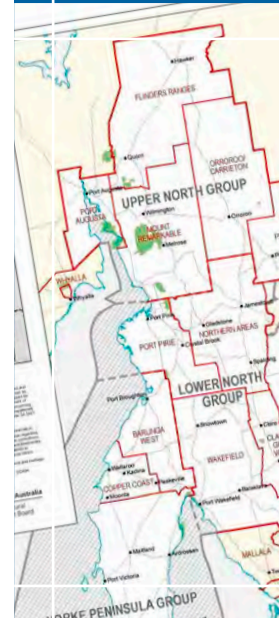
Presented by Northern and Yorke Natural Resources Management Board

fine line or double line will do

- Avoid 'crooked' text or text which is placed off-centre
- One logo will do the job—co-branding is fine but additional program and other initiative logos are not necessary and make the ad look messy
- Reverse type on dark background reduces readership by 50%
- Avoid capitals: it comes across as 'yelling' and is harder to read

Advertising content:

- Make sure the wording follows a logical progression
- Don't confuse the reader with more than one message in your advertisement
- Keep it simple. Remove information that does not support your message
- Start with a headline emphasising the benefit to the reader or the core message of your advertisement
- Don't open with a question directed at the reader
- Follow up with a sub-headline hinting at what will follow in the body of the ad
- If you intend to use a graphic, using just one is most effective
- Send your advertisement with your contact information



10. MEDIA

10.1 Why form a relationship with local media?

Coverage of the Board's programs and activities is a great way to promote natural resources management to the local community. It also helps to create a sense of community ownership of local NRM issues.

10.2 DENR media policy

According to the DENR media policy, Board staff members may be called on to provide information to the media about the department's policies and activities. Chief Executives will determine which staff members will be authorised to make public comment. These authorised officers should confine themselves to providing information necessary to explain government policy or provide factual, explanatory or background material related to the question at hand.

Board staff should avoid making any comment which could undermine public confidence or disrupt the everyday administration of the public service or the government. They should not give their personal views on government policy or administration and should not speculate on future policy or criticise any political party.

If a Board staff member who is not authorised to make public comment does receive a news media inquiry, they should direct the journalist to either the DENR Media and Public Relations Manager, or the Manager.

Any staff member who is approached by the media should inform the Public Affairs Branch of the approach as soon as possible.

Media protocols exist for NRM Boards and they should be adhered to by all staff (Appendix 7).

Government of South Australia
Northern and Yorke Natural Resources Management Board

MEDIA RELEASE

xx/xx/xxxx

Headline: short, punchy - lower case 20 point Arial

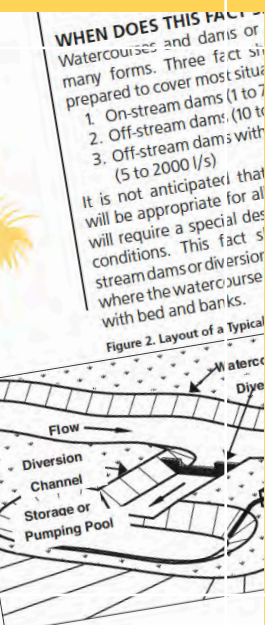
Body text in 11 point Arial

(ends)

Caption: *Who, what, when, where (in italics)*

Comments: *Name, title, phone numbers (in italics)*

Media: Wendy Fowler
Email: wendy.fowler@nynrm.sa.gov.au
Phone: 8636 2361
Mobile: 0429 362 011



10.3 Getting your story in the newspaper

You can discuss a prospective media opportunity with the Communications Liaison Officer. If you proceed with the opportunity, make sure you know the newspaper's deadlines for both copy and photographs. Contact them at least one week before your event or activity and follow up with a phone call a day before the event.

10.4 Media releases

Keep it short, simple and clear. Busy newspaper chiefs of staff want to see, almost at a glance, whether your story is interesting and newsworthy. Your first sentence should capture their attention. Summarise your story in the first paragraph. Remember to include 'who, what, when, where, how and why'.

10.4.1 Dealing with the media

If the media have been invited to a Board event, you should:

- Have extra copies of any media release about the event on hand
- Ensure someone is organised to meet and accompany them while at the event
- Ask if they would like to take a photograph and what help they might need
- Find out if your guest speaker will be available for interviews and, if possible, obtain a transcript of speeches for distribution

10.4.2 How to write a media release

- Discuss your communications plan with the Communications Liaison Officer
- Establish the message you want to convey, including 'who, what, when, where, how and why'
- Identify the most interesting of these aspects to form the lead (opening sentence) of your release. Usually either 'who' or 'what' tend to be the most interesting
- Make the first sentence short and to the point. The media should be able to learn what the release is about in the first paragraph. Journalists want to know what's new about the story and the benefits it will bring to the community, so say this up front
- Avoid hype and unsubstantiated claims. Stick to the facts and provide specific information—don't exaggerate the worthiness of the story
- If you are trying to publicise a forthcoming event, make sure to state when and where it will happen
- Stick to the one sentence per paragraph rule. This is journalistic style and makes it easier for journalists to recognise the relevant facts
- Keep your language simple. Avoid using acronyms, abbreviations or technical language that may not be understood by everyone
- Use quotes. Sometimes a news organisation won't send a journalist to cover your event but they may still print if the press release is interesting and contains key quotes from the people involved



2
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- Make sure you attribute quotes by using quotation marks and including the name of the person who has made the statement. Don't quote more than two people, as it can be confusing
- Keep it to one page. A short, simple release is most effective
- Provide a contact name and phone number at the foot of the release so more information can be sought if necessary
- Proofread your release for accuracy and typographical errors. Give it to someone else to check it for you—and then proofread it again!
- Use the pyramid approach to writing your release. The main news should be summarised succinctly in the first sentence and it should be no longer than 15 words. Information in subsequent sentences should be provided in descending order of importance. Remember newspaper stories are always cut from the bottom, so your last sentence must not contain vital information
- Use direct language. Avoid excessive use of adjectives and fancy language
- Use a font type that is easy to read. Arial is the most popular and 12-point is the best size for body text. Headings should be capitalised and be between 22- and 30-point. Use single line spacing
- Before distributing your media release, provide a copy to the Communications Liaison Officer

10.5 Tips for doing radio interviews

- Most radio interviews are conducted over the telephone
- Check if the interview will be live-to-air or pre-recorded. If it is pre-recorded, it is likely they want a 'sound bite' for a news bulletin. If it is live, it is likely to be more in-depth
- Ask how long the interview will take. Also ask what kinds of questions they will ask, so you can be prepared
- Have a list of key points you want to make and stick to them
- Talk to the interviewer as if it is a one-on-one conversation
- Be confident, firm and polite. No matter how frustrating a person is, never put them down. If the question is unreasonable or inappropriate, let them down gently
- Don't feel pressure to fill the void. When you have answered a question, stop. People can get in trouble on radio if they talk too much. Once you have answered to your satisfaction, it is up to the interviewer to ask the next question
- Don't use jargon. Keep it simple
- Don't be afraid to admit that you don't know something—it is preferable to guessing and making a mistake. Tell the interviewer you will find out and get back to them. Above all, don't bluff or say something that is untrue
- If the questioner gets facts wrong in the preamble or introduction to a question, correct them before answering the question
- Be wary of 'why' and 'how' questions—these are speculative questions that you may not be in a position to answer. Don't respond to blind quotes or allow words to be put



into your mouth (such as ‘One of your staff tells me that ... do you agree?’ or ‘Would you agree that ...?’)

- Don’t say ‘No comment’. If you haven’t had a chance to review facts, say ‘I’d very much like to comment on this when I have all the information. Let me get back to you.’
- There is no such thing as ‘off the record’—every conversation you have with a journalist is on the record. Even after you have finished the interview, the camera or tape recorder may still be running

10.6 Tips for doing television interviews

- All of the tips for a radio interview apply
- Look the journalist in the eye when answering a question. Do not look at the camera or at your shoes
- Make sure you are suitably dressed for a television interview. Get one of your colleagues to check your appearance
- Do not feel compelled to make a comment on camera
- If you are unsure of your answer, ask the reporter to repeat the question. Use the time to think. If you make a mistake, stop and start again
- Act as if the camera is on at all times and never say anything that could be misconstrued or inappropriate
- Never put your hand up to the lens of a camera or attempt to run from a camera



11. THE INTERNET AND SOCIAL MEDIA

The internet is an integral communication tool used by a wide range of individuals and groups. There is an increasing demand from the community to access relevant and up-to-date information online. To this end, the Northern and Yorke Natural Resources Management Board maintains its informative and user-friendly website at <http://www.nynrm.sa.gov.au/>.



The website contains a wide range of information, from latest news and upcoming events to policies and media releases. Staff members should be familiar with the website and be able to direct interested parties to different sections of the site.

11.1 Writing for the Web

Staff members may occasionally be required to provide content for the website. When doing so, it is important to remember that people rarely read Web pages word-for-word. Instead, they scan the page, picking out individual words and sentences. It is important to always write in 'plain English' by:

- Using familiar, everyday words
- Writing in short, simple sentences
- Using the active rather than passive voice
- Avoiding euphemisms or trendy words.

11.2 Social media

Social media are online services and tools used for publishing, sharing and discussing information. Some examples of social media include:

- Blogs ('Web logs' that provide commentary or news on a particular subject or function as personal journals)
- Forums/boards (online message boards on which users can post messages and comment on other posts)
- Photo-sharing sites (websites such as Flickr® at which users can upload photos, comment on other users' photos and re-use them with permission)
- Social networking websites (sites such as Facebook® and MySpace® which build online communities by enabling users to create their own profiles, join groups, share photos and videos, post messages and run other applications)

- Video-sharing websites (sites such as YouTube™ that allow users to upload videos to be viewed by other users)
- Wikis (websites such as Wikipedia® that allow Web pages to be created, interlinked and edited by any user).



The Government of South Australia has a social media policy that can be viewed at http://www.espi.sa.gov.au/files/socialmedia_guidelines.pdf. This policy acknowledges that social media can be of benefit to government departments and agencies by:

- Increasing citizens' access to government
- Increasing government's access to audiences
- Enabling government to be more active in its relationships with citizens, partners and stakeholders
- Increasing the level of trust in government
- Enabling agencies to reach specific audiences on specific issues

11.3 Principles of engagement with social media

The basic 'principles of engagement' that staff members should use with social media are:

- Be credible. Be accurate, fair, thorough and transparent
- Be respectful. Encourage constructive criticism and deliberation. Be cordial, honest and professional at all times
- Listen before you talk. Before entering a conversation, make sure you understand the context. Who are you speaking to? Is there a good reason for you to join the

HEALTHY TERRESTRIAL ECOSYSTEMS

COMMUNICATIONS GUIDE

Northern and Yorke NRM Board

Watercourse Mgt Issue	Area per cent of priority
Important riverine habitat	
Good native watercourse vegetation	
Remnant vegetation	
Poor native watercourse vegetation	
No significant management issues	
Riparian weeds	
Exotic trees	
Other (cultivated watercourse)	
Poor bank stability	
Salinity	
Side gully erosion/gully heads	
Lack of native vegetation	
Unrestricted stock access	
Erosion heads (no. sites)	
Structures causing or threatened by	

Ten ecological communities in the endangered at State level (Table 1)

Additional plant communities in need of conservation in the N&Y NRM region

- Peppermint Box + Blue Gum + Eucalyptus odorata + Eucalyptus leucocylon +/- Eucalyptus fasciolata woodlands;
- Mallee Box (Eucalyptus porosa) w and low woodlands with a grassy u
- Grey Box (Eucalyptus microcarpa) woodland with a grassy understore
- Peppermint Box +/- Mallee Box (Eucalyptus odorata +/- Eucalyptus porosa) wo

12. SPONSORSHIP

With limited funds available for events and programs, there is often a need to find additional dollars and goods to run them.

Sponsorship can be a great way to fund events and to achieve extra impact through association with high profile businesses and community members.

Sponsorship is not a simple task, as it is about a relationship that has to be built and then maintained.

It is important to work out whether the value you receive from sponsorship makes it worth the effort.

The degree of difficulty may also depend on the amount of money or type of goods you are seeking.

12.1 Things to consider

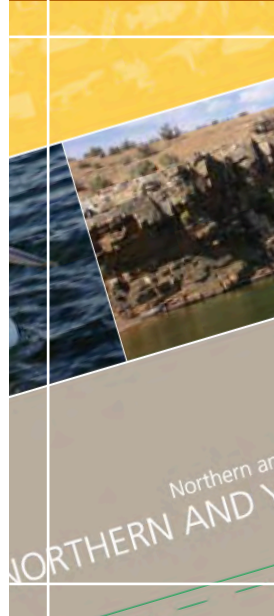
- Is the effort worth what you are getting in return?
- Do you have to compromise the project to obtain sponsorship?
- Is there a local company or organisation that could help?
- Does the company/organisation complement the project?
- Does the success of the project depend on obtaining sponsorship?
- Are you prepared to maintain the relationship with the sponsor throughout the project and beyond?

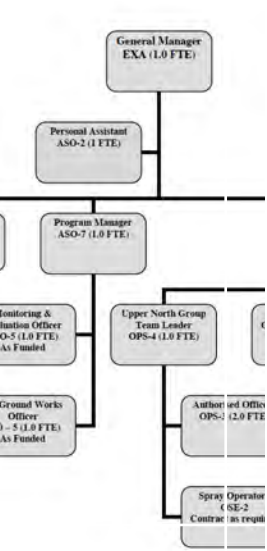
12.2 Principles for sponsoring organisations

- Sponsorships and promotions must be consistent with the Board's values, purposes and goals
- Sponsorships or promotions should avoid placing undue pressure on anyone involved to purchase particular products or services, or to adopt particular attitudes, beliefs or courses of action
- Organisations should not seek endorsement of their products or services as a condition of sponsorship or of participation in a promotion
- Any educational materials provided as part of a sponsorship or promotion should be clearly identified as being those of the sponsor

12.3 Principles for the Board

- Sponsorships and promotions should be used to enhance programs and not to displace other funding arrangements on which the Board depends
- Sponsorship agreements should only be negotiated with organisations whose public image, products or services are consistent with the Board's ethos





- All sponsorship agreements should be reached through negotiation. The agreement must specify the roles and responsibilities of each party and the nature and level of acknowledgment to be given to the sponsor
- Participation in sponsorships and promotions should not place undue pressure on anyone involved to purchase particular products or services, or to adopt particular attitudes, beliefs or courses of action
- Sponsorships and promotions should not involve endorsement of products or services by the Board
- Any educational materials provided as part of a sponsorship or promotion should be clearly identified as being those of the sponsor

12.4 Benefits of sponsorship

Both the Board and the commercial organisations involved will receive benefits from the sponsorship arrangement. For example:

- The Board receives funds, goods or services which enable it to improve and/or expand its range of programs and services
- Sponsors gain the public recognition and kudos associated with having their name favourably linked to responsible NRM
- Sponsorship can establish positive and fruitful links between the Board and the business sector
- Sponsorship offers opportunities for individuals and companies to demonstrate support for NRM in a tangible fashion
- Sponsorship improves the cohesion between the Board and the community by providing a focus for collaborative action
- Sponsorship demonstrates to the community the importance placed on natural resources management by organisations beyond the Board

12.5 Sponsorship checklist

- Is the amount of sponsorship sought of greater value than the time and resources used to obtain it?
- GST is payable on sponsorship where money is provided. If the sponsor provides \$1000, ask them to also provide the GST component of \$100, or \$1100 in total
- Sponsorship should be viewed as an ongoing relationship with the sponsor and not a one-off
- Sponsorship decisions are usually budgeted for 12 months in advance. Allow enough time for negotiations to take place

Appendices

1. Communications Strategy-guidelines
2. Communications Project Brief Form
3. Communications Product Request Form
4. Securing the attendance of the Minister for Environment and Conservation
5. NRM Advertising Guidelines
6. Marketing Communications and Advertising Guidelines
7. Media Protocols for NRM Boards-Department of Environment and Natural Resources

