

Communications Strategy for the East Asian-Australasian Flyway Partnership

Introduction

The East Asian-Australasian Flyway Partnership provides a framework for international cooperation for the conservation of migratory waterbirds and the sustainable use of their wetland habitats in the East Asian-Australasian Flyway.

The partnership supports the development of a Waterbird Site Network (for sites of international importance) as well as a range of activities to increase knowledge and raise awareness of migratory waterbirds, while building capacity for the sustainable management and conservation of migratory waterbird habitat along the flyway.

The objectives of this communication strategy are to facilitate communication within the partnership, to raise the profile of the partnership to the stakeholders at the network sites and to the wider community and, ultimately, to ensure the conservation status of migratory waterbirds and their habitats is improved through collaborative flyway-wide activities.

Outcomes

Key outcomes to be achieved through the Flyway Partnership by the end of 2011 include:

- Communications plans developed for highest priority candidate sites based on their recruitment to the Waterbird Site Network.
- Through raising brand awareness, the Flyway Partnership is recognised as the predominant partnership for the protection of migratory waterbirds and their habitats in the flyway.
- A central port of call created with information and resources available to managers of waterbird network sites.

Deliverables

Internally:

- Implementation Strategy, Communication Strategy, Annual Workplans and Reports (by the Secretariat and Working Groups) made available to:
 - nominated representatives of Partners (and their respective government or organisation);
 - elected Chairs of Advisory Groups and their members.

Externally:

- Recruit partners by promoting the benefits of the Flyway Partnership to:
 - key government officials in countries along the flyway that are yet to join the partnership;
 - key contacts within international NGOs along the flyway that are yet to join the partnership.
- Develop national partnerships within member countries to achieve partnership outcomes.

Target audiences

| Internally | |
|---|--|
| Partners | <u>Government:</u> China, Australia, Democratic Peoples Republic of Korea, Indonesia, Japan, Kingdom of Thailand, Republic of Singapore, The Philippines, The Russian Federation, Unites States of America, |
| | <u>International NGOs:</u> Birdlife Asia, Wetlands International, WWF, |
| Working Groups | Communication Education and Public Awareness (CEPA), Livelihood |
| Externally | |
| Governments (of countries along the flyway which are yet to join the partnership) | <u>Primary:</u> Malaysia, Mongolia, <u>Secondary:</u> Lao People's Democratic Republic, Union of Myanmar, New Zealand, Papua New Guinea, Democratic Republic of East Timor, Socialist Republic of Vietnam, People's Republic of |

| | |
|--|---|
| | Bangladesh, Brunei Darussalem, Cambodia |
| International bodies and NGOs (along the flyway which are yet to join the partnership) | UN bodies Asian Development Bank Development NGOs (Eg. Oxfam) |
| National NGOs (to support national partnerships) | Wetland Centres Birds Australia |
| Private Organisations | Sponsors (Eg. HSBC, Toyota, Shell) |
| Schools | Sister Schools Programme |

Key messages

Externally:

- Twenty percent of migratory waterbirds along the flyway are globally threatened.
- Key threats to migratory waterbirds include the loss and degradation of habitat, introduced predators, invasive plants, climate change and human disturbance (including a low standard of living and awareness among communities at network sites).
- The Flyway Partnership, including 19 partners (comprising ten countries, two inter-governmental agencies and seven international Non-Government Organisations) has been established to protect migratory waterbirds, their habitat and the livelihoods of people dependent upon them.
- By joining the Flyway Partnership you will have access to a network of wetland and waterbird specialists to assist you in the management of sites of international importance to migratory waterbirds; as well as socio-economic experts to help with rural development issues.

Opportunities

- Access to 19 partners and their respective resources, networks and expertise.
- First time a partnership like this has been done
- One of the only partnerships of its kind to link environment, social and economic development

Challenges

Mandate to communicate – clear, workable and non-democratic.

Internally:

- Branding – procedures to ensure documents and key messages are consistent among partners
- Process – procedures and time allocated to seeking input and endorsement of documents by partners.
- Accountability – identifying one (or two) people responsible for sign-off within Working Groups and the Partnership.
- Information Management – procedures and point of contact for managing information.

Externally:

- Identifying key contacts within government and international NGOs.
- Language – consistent communication of key messages and developing information and training in local languages.
- Finance – a budget to implement the communications plan.

Recommendations

Internally:

- Brand guidelines – placement of the logo and format of documents (eg. templates for letters, media releases, powerpoint presentations, Implementation Strategy, Communications Strategy, Workplans and Reports).
- Procedure guidelines – process for preparation of documents.
- Authorities and delegations guidelines – nomination of one (or two) people who are accountable for sign-off on documents (eg. Implementation Strategy, Communication Strategy, Annual Workplans, media releases, letters, etc) and information management.

Externally:

- Consult partners and their networks to identify appropriate contacts within government and international NGOs (for those yet to join the partnership) and, where opportunities exist, use partners to help facilitate meetings with key government and NGO contacts.
- Ensure key messages are consistent.
- Ensure information and training is delivered in local languages.
- Sponsorship proposal for funding implementation of the communications plan.

Mechanisms

Internally:

- Face-to-face meetings of Partners and Working Groups
- Flyway Partnership website (with intranet facility to manage documents)
- Annual Reporting (by Partners and Working Groups)
- Regular Secretariat updates

Externally:

- Flyway Partnership website
- Letter of introduction to key government and NGO contacts
- Meetings with key government and NGO contacts
- Report or online database containing information on the Flyway-wide status and trends of migratory waterbird populations and their habitats
- National and flyway-wide information and training packages

Implementation timeline (starting from when funding is obtained)

| Activity | Months after Communication Plan has been approved | | | | | | | | Lead person |
|---|---|---|---|---|---|---|---|---|-------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| Promotion of the Flyway Partnership | | | | | | | | | |
| Identify contacts within Govt. & key NGOs | Y | Y | Y | | | | | | |
| Circulate letters of introduction | | | Y | Y | Y | | | | |
| Meetings with key Govt & NGO contacts | | | | | | Y | Y | Y | |
| | | | | | | | | | |
| Partnership website (1) | | | | | | | | | |
| Identify contents (2) and language(s) (3) | * | | | | | | | | |
| Hire contractor to develop website | Y | Y | | | | | | | |
| First draft of website for comment | | | Y | | | | | | |
| Contractor revise first draft | | | | Y | | | | | |
| Second draft of website for comment | | | | Y | | | | | |
| Contractor revises second draft | | | | | Y | | | | |
| Website up and running | | | | | | Y | | | |
| Partnership newsletter | | | | | | | | | |
| Editorial group to be formed and start work | Y | | | | | | | | |
| | | | | | | | | | |
| Branding | | | | | | | | | |
| Develop branding guidelines (4) | Y | | | | | | | | |
| | | | | | | | | | |

(1) This will be subject to funding being obtained.

(2) This may include intranet facilities, latest and archive of news, reports, resources and information; e-discussion group, contact details of members and other key persons in Partnership such as Advisory Group Chairs; details of network sites, etc.)

(3) The language(s) of communication will need to be confirmed. May need to find volunteers to help translate the contents of the website into local languages.

(4) Including logo, format of letterheads etc.