

Communicating research results

Program management

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Budget

	\$m
2005–06 actual	0.75
2006–07 estimate	0.68
2007–08 budget	0.70

Key performance indicators for 2007–08

- Information on project achievements and impacts is widely available in print and web-based media
- Evidence of continuing demand for and appreciation of ACIAR's scientific and corporate publications
- Targeted stakeholder groups are satisfied that their information needs are being effectively met
- ACIAR's use of information and communication methods and technologies for disseminating agricultural research information for development is consistent with current best practice

Position

ACIAR is committed to communicating the results and impacts of the research it funds. The Communication and Secretariat Unit (the Unit) is responsible for communicating these results to a wide range of stakeholders through the most appropriate mediums and channels.

The ACIAR website is the first port of call for people and organisations wanting to find information about ACIAR and its work. The website is designed to be information rich and accessible to our Australian and developing country partners. The website is being continuously improved to ensure timely dissemination of information, including free downloadable electronic publications and an online shopping facility for the purchase of hard copy publications by developed country organisations. Individuals and organisations in ACIAR's developing country partners continue to receive hard copy publications free of charge.

Through its publishing program, the Unit provides an avenue to communicate and disseminate results of research to next user groups. The Unit helps to build the bridge between research and adoption by providing low-cost access to a range of publications including 'how to' type manuals and impact assessment reports.

The publication work is complemented by a suite of corporate publications including the flagship publication *Partners in Research for Development* magazine, which is published three times a year. Through *Partners*, ACIAR communicates the

benefits of ACIAR's research to a wide range of audiences, conveys the partnership mode of operation and presents this through an 'on the ground' perspective.

The Unit also provides training in science communication (for example media skills, writing and editing) to build the scientific communication skills of researchers in partner countries. The Unit also provides program managers and project partners with advice on strategic communications and communication tools, products and practitioners.

The Communication and Secretariat Unit helps raise the profile of ACIAR's work by undertaking a range of promotional and public awareness activities, and responding to stakeholder feedback and requests.

In addition, the Unit provides customised information resources and briefing materials to support communications and public affairs activities of its portfolio partners, country offices and Australian posts in partner countries.

Indicative priorities

- Publish information (including 12–16 new titles) on outcomes and impacts of ACIAR-funded projects in a variety of formats, aimed at enhancing dissemination and adoption of results of ACIAR-funded work.
- Look at the most appropriate method of communicating research results on a case-by-case basis.
- Publish the *Partners in Research for Development* magazine three times per year to disseminate information about projects and increase awareness of ACIAR's contributions to regional development, with special emphasis on the people involved.
- Monitor issues and stakeholder feedback to inform communication strategies and activities.
- Support ACIAR's training and capacity-building activities in science communication and use of ICTs, including the use of electronic newsletters in disseminating agricultural research information.
- Participate in targeted public awareness initiatives such as the annual Crawford Fund seminar, publication and project launches, targeted advertising and sponsorship, media releases and opportunities and ACIAR's training and capacity-building work.
- Work with country offices on development of communication strategies and tools for partner countries; for example, bilingual publications and newsletters, media monitoring, liaison and training, and other communications support as required.