



Water Quality Component Communications Strategy

1 Overview

The Water Quality team has developed this communications strategy to help amplify and extend the impact of the RTP Water Quality Component. Amplifying and extending the impact of the RTP WQ Component will be achieved by:

- (1) Assisting our partners in achieving both their goals outlined in their communication plans and in developing materials crafted for GBRF audiences
- (2) Using platforms and communication products as learning resources for broader audiences with an interest in improving the quality of water that flows to the Reef, and
- (3) Identifying content and stories to be shared via GBRF channels. Providing content to support the whole-of-GBRF communications goals, including to support fundraising initiatives.

This document is a resource for partners to support effective communications concerning the RTP Water Quality Component through collaboration and engagement with the Great Barrier Reef Foundation. If you have any questions or concerns, please reach out to our Project Officer, Emma Muench, at emuench@barrierreef.org.

2 Goals

This document includes **inter-program goals** that synchronise and amplify our partner's work to their identified audiences through well-defined collaborative processes and **broader audience outreach goals** to extend the impact of the RTP Water Quality Component.

For broader audience outreach through GBRF channels, content should be curated to include discussions about threats to the Reef and the positive impact of your work in reducing those threats.

2.1 Inter-program communication goals

To ensure successful delivery of the Water Quality Component's Programs, GBRF, Regional Partnership Coordinators and Delivery Providers will work together to achieve the following goals:

- **Goal 1:** Regional Partners have channels for collaboration, discussion and staying up to date with RTP Water Quality projects and opportunities for amplifying their impact through GBRF-led channels.
- **Goal 2:** The Water Quality Team has informative communication materials concerning the RTP Water Quality program for dissemination to regional stakeholders.

2.2 Broader audience outreach goals

To amplify the extent and impact of the Water Quality Component, GBRF, regional Partnership Coordinators and Deliver Providers will work together to achieve the following goals:

- **Goal 3:** The Great Barrier Reef Foundation participates in water quality events and develops community learning hubs and communication products for best practice in achieving water quality outcomes.
- **Goal 4:** The Great Barrier Reef Foundation actively engages with a diverse global audience on catchment management and its role in improving ecosystems.

3 Communication/Engagement approach and audience

We aim to inspire as many people as possible to do their part in protecting Reef ecosystems. Figure 1 displays the three primary audiences we intend to reach:



1. The Community of Practice—Stakeholders engaged with the Reef Trust Partnership
2. The Community of Inquiry—Stakeholders involved or interested in, or researching the topic of, improving water quality and/or water quality’s effect on Reef ecosystems
3. The Community of Purpose—A community united in their sense of responsibility for the Great Barrier Reef. This community is focused on a broader audience and includes an educational element.

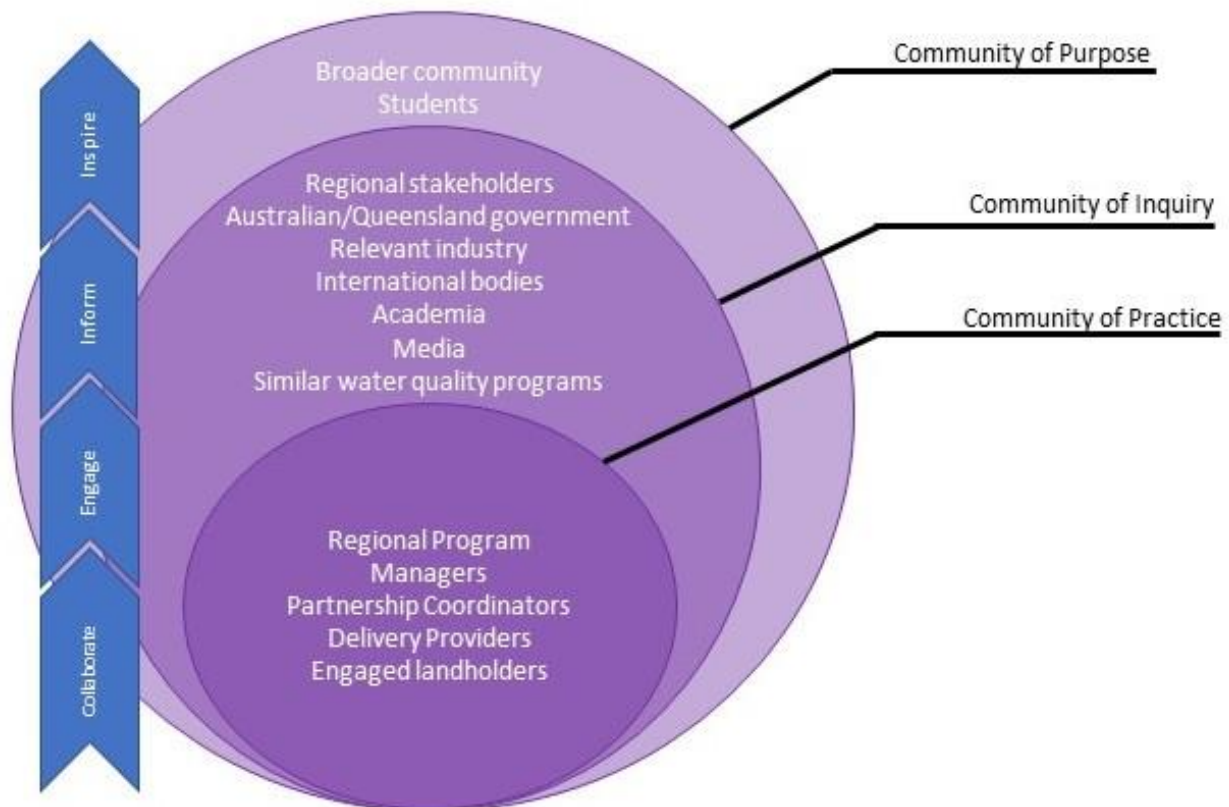


Figure 1. **Stakeholder and audience map.** This figure displays a nested approach for each group relevant to our goals.

The blue arrows on the left of the stakeholder and audience map (Fig. 1) represent the communication approach for each relevant stakeholder. Because our regional program partners (the Community of Practice) are both stakeholders in achieving broader audience outreach goals and an audience for our inter-program communication goals, collaboration and engagement are the priority aims. The priority aims for communication with the Community of Inquiry is to engage and inform, and the priority aim for the Community of Purpose is to inspire into action and raise awareness. However, because this is a nested approach, all four aims should be kept in mind for all relevant communities.

4 Key Messages

4.1 Community of Practice key messages

- Working together to make measurable improvement in the quality of water reaching the Great Barrier Reef lagoon.
- Approaches to reducing pollutant runoff and improving water quality need to also be beneficial to the relevant landholders for the outcomes to be enduring.



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- Catchment restoration strengthens the relationship between rural communities and the ecosystems they rely on through building economic and environmental resilience.

4.2 Community of Inquiry key messages

- Using the best science available to reduce a significant threat to the Great Barrier Reef in the most cost-effective way currently available.
- Investing in state-of-the-art technologies and novel policies to drive innovation needed in the water quality industry to achieve goals outlined in [Reef 2050 Long-Term Sustainability Plan](#) and the [Reef 2050 Water Quality Improvement Plan](#).
- Restoring and preserving landscapes for future generations to value.
- Catchment restoration builds resilience in rural communities and ecosystems.

4.3 Community of Purpose key messages

- We are still learning how interdependent and connected ecosystems are. The health of the land next to the Reef will impact the future of the Reef.
- The Great Barrier Reef is under threat, most especially from climate change—reducing key pollutants running into the Reef is a crucial part of building its resilience to changes in sea temperatures.

5 Methods for Collaboration

5.1 Water Quality Communications Working Group (for Regional Programs)

The regional program water quality working group will meet quarterly and include representation from Program Managers, Partnership Coordinators, and relevant communication officers from these organisations.

5.2 Progress Reports

We use content derived from your six-monthly progress reports, particularly section 2.4 ‘Communication and stakeholder engagement’ summary story. This includes any pictures (in .jpg file format and preferably high-resolution) that are not submitted directly to the Visual Library that our communications team has set up. ***Please do not embed photos into PDF or Word documents, including the progress report template.*** Please also note that the Foundation will be rolling out a digital asset management system that partners can log on to and upload photos directly. Details will be coming soon.

5.3 Direct communication

If you have a story you would like to share with us, we encourage you to reach out to our Project Officer, Emma Muench, at emuench@barrierreef.org.

6 GBRF-led Communication Channels

Channel	GBRF Team Managing
Program Webpages	Water Quality Team
Regional Program Handouts	Water Quality Team
Webinar Series	Water Quality Team
Custom Communication Products	Water Quality Team



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Reef Community Hub and Reef Network News	Water Quality and Communications Team
GBRF Social Media Channels and News website	Communications Team
Traditional Media	Communications Team

Partners are also encouraged to use their own communication channels (e.g. web and social media), in line with communication protocols.