

COMMUNICATION STRATEGY

The CRC SIIB communication program has kept our staff and the Australian sugarcane industry in touch with our work; importantly the program has stimulated interest here and overseas in groundbreaking Australian science outcomes.

Strategy objectives

Our second communication strategy, developed in 2007-08, provided a framework to guide and support all CRC SIIB research and development activities.

Our program objectives have been to:

- provide credible advice and information;
- create awareness and understanding of the scope, direction and outcomes of the CRC SIIB's research through two-way communication;
- maintain and gain additional support for, and involvement in, CRC SIIB; and
- implement a cohesive approach to CRC SIIB communication.

During the final year of our CRC, the communication program helped to market the potential of bioproducts and value-added sugarcane to all stakeholders.

A new area on commercial products was developed and added to our web site.

Additionally, reference was made throughout the year to our research outcomes and their application in the commercial world through a series of articles and web site updates sent to our stakeholders, the broader sugarcane industry, scientists, commercial bodies, the general public and other members of our audience where appropriate. Communication played a key role in extending the commercial outcomes of our CRC.

Once again, Communication released regular 'public' information on our CRC's activities. Monthly media releases were distributed through media monitors to selected databases. Media follow-ups across the board were positive, including particular interest from ABC news networks, University magazines and various national and international news websites, and the national CRC newsletter. Our stories on Weediness in Sugarcane research, and ongoing publicity on our outcomes during our final year, attracted sustained media interest. Additionally, regular feature stories on a wide range of our projects were submitted to specialty publications such as the BSES Bulletin and Australian Sugarcane.

Early in the year Communication worked closely with the Genome Mapping Project to educate the CRC's audiences of the significance of genome research to the Australian sugarcane industry. In August 2009 we

helped publicise the Genome Conference in Port Douglas and developed a specialised media kit for national and international research and media groups.

Internally, our key achievements, significant internal events and staff career development options were published every six to eight weeks and distributed to staff, students and key stakeholders as a web-based newsletter.

CRC Communication worked extensively on special events during the later half of 2009 and first half of 2010. Our National Famers Federation Conference display (July 09) focused on our contributions to the future development of bioproducts based on sugarcane. Throughout July and August 2009 we produced a 'commercial products' handout and matching banner/poster for an international biotechnology conference held in August in Montreal. We provided support for several education events and school presentations, including a 'how to make bioplastics' handout and a similar handout on 'how to conduct a simple fermentation experiment'.

Further to this, we put together the display for the CRC's section at August 2009 Exhibition held in Brisbane. This exhibit focused on Qld Science and the green energy potential of a lot of the work now underway in Qld. About 4000 leaflets, including information on our projects and the potential of biotechnology to develop environmentally 'smart' products such as bioplastics

2009/10 Highlights

- > Production and release of the 2009>10 Annual Report and Highlights.
- > Strong uptake of CRC SIIB media releases, including regular coverage on ABC radio news, national and international web coverage of several commercial stories, good regional media coverage throughout Qld and northern NSW, university magazines and websites, specialty science and innovation magazines and international websites.
- > Media interest in a release on the Genome Mapping Project (sent out in August 2009) and the Sugarcane Weediness project (several releases and feature stories distributed throughout the year).
- > Fortnightly updates and reviews of our main website including news updates and science highlights and revamped photographs to reflect the commercial status of our CRC.
- > Regular e-newsletter sent to internal CRC SIIB, industry and commercial contacts.
- > Ten feature stories published in major sugar industry and research magazines.
- > Graphics and media support for an International Genome Mapping Conference held in Port Douglas in August 2009.
- > Development of two Award submissions for the Annual CRC Conference held in Darwin.
- > Revision of CRC SIIB web site to ensure usability of the site as it remains live through to June 2014
- > Staging of a bioproducts display for various education events, the 2009 Royal National Show (RNA) held in Brisbane in early August, the 2009 World Bio Congress held in Montreal in July 2009, a new display on CRC SIIB outcomes for the final CRC SIIB Research Symposium in May 2010 and the 2010 Australian Society of Sugarcane Technologists Conference.

and recyclable cardboard, were distributed to students of all ages and the general public.

Communication was behind our CRC's involvement in the 2010 ASSCT as a principal sponsor. The potential of Biotechnology research and it's applications to the sugarcane industry was the focus of the 2010 ASSCT. Our display, Outcomes CD, handouts and powerpoint presentations presented delegates (including Australian and international sugarcane researchers, growers and business people) with the latest information on and benefits to arise from our work. The display was well visited and received many positive comments/queries. Excellent coverage of ASSCT was achieved, including

television broadcasts across the state quoting Dr Peter Twine. Towards the end of our CRC Communication provided support for our final Research Symposium through media and web site publicity, development of powerpoints, and information folders.

Early in 2010 Communication staff worked on two submissions to the national CRCA research and education awards. Our submissions involved significant research, editing and final layout to produce two professional documents for the prestigious annual CRC event.

Ongoing development and maintenance of an internal photo library resulted in exciting new imagery to support communication activities.

Bioproduct and novel sugarcane photos have been used throughout the year on our website, published material and in the many displays we took part in during the year. Some of the other communication services provided during the year included the production of a range of images on request for media, presentations and various websites, preparation and printing of CRC SIIB stationery, development of artwork for CRC SIIB promotional items, and continued review of interest in our website via Google Analytics.

The communication strategy is available at:
www.crcsugar.com