



Communications Strategy for the Health 4 Wealth Project for RR&D4P 'Enhancing supply chain profitability through reporting and utilization of peri-mortem information by livestock producers'

Final Report APL Project 2017/2227

March 2018

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Executive Summary

The objective of this project was to refine the Health 4 Wealth (H4W) Project Communications Plan to include branding and identity, to undertake more detailed stakeholder analysis and to create a profile for the project through a communications tool kit.

The objectives of the project have been met.

A refined H4W Project Communications Plan has been developed. As part of the development of the Communications Plan, the overarching strategy for the Project has been re-focussed on four research themes:

- i. Abattoir animal health feedback systems reduce the prevalence of disease in animals presented for slaughter
- ii. Abattoir animal health feedback systems accurate to the level of the individual consignment/ farm/ animal, as relevant for the species being slaughtered (cattle, goats, pigs and sheep)
- iii. The data collected is relevant to the species being slaughtered (cattle, goats, pigs and sheep) and to different supply chains
- iv. Abattoir animal health feedback systems cost less to implement and run than the potential returns

No goat levy money is included in funding for the H4W project; however, learnings will be leveraged from other species.

The above research themes (i-iv) can be embedded within the KPIs and Outputs of the H4W Project, helping to ensure the success of the Project.

The four research themes also underpin the recommended key communication message for the H4W Project, that *Abattoir animal health feedback systems are useful, cost-effective and add value throughout supply chains*.

Project stakeholders have been divided into four tiers for the purposes of communication. The four tiers are:

Tier 1- partners in the Health 4 Wealth project and the Project Expert Panel.

Tier 2 - processors and producers participating in the project pilot studies.

Tier 3 - processors not participating in the project pilot studies

Tier 4 – Producers not participating in the project pilot studies and all other stakeholders

The specific stakeholders in each Tier are:

Tier 1	Australian Government Department of Agriculture and Water Resources Rural Research & Development for Profit Program Australian Meat Processor Corporation Australian Pork Limited
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	Meat & Livestock Australia South Australian Research & Development Institute Victorian Government Department of Economic Development, Jobs, Transport and Resources Members of the Project Expert Panel
Tier 2	Pilot study participants (including participating processors and producers)
Tier 3	Processors not participating in the pilot studies
Tier 4	Producers not participating in the pilot studies DAWR Meat Exports Branch & other inspection providers Other stakeholders not specifically nominated

This plan focuses its communications on Tiers 1-3.

Tier 1 primarily receive reports, feedback and communications through the Project Dropbox folder supported by email communications where necessary. Tier 1 includes the Project Steering Committee and Project Management Committee who participate in regular meetings and conferences with milestone reports written and reviewed by these committees and an expert panel appointed by the Project Management Committee, before distribution to others in this Tier.

Tier 2 will receive information by project partners managing the pilot studies.

For Tier 3 AMPC will take the lead on communications with processors not participating in the pilot studies.

For Tier 4 the Health 4 Wealth's sponsoring Producers Research & Development Corporations will take the lead on communications with producers. MLA has primary responsibility for communications with red meat producers and APL for pork producers. MLA and APL may elect to nominate and use species specific champions to lead communications where deemed useful or necessary. All other Tier 4 stakeholders will be informed regarding all aspects of the project through the Research & Development Corporations with the need for this communication going beyond completion and implementation of the outcomes of the Health 4 Wealth project.

Branding

A logo has been developed for the H4W Project that incorporates the branding colours of the three Research Development Corporation (RDC) project partners. All the Project templates and existing communications materials have been updated with the new logo.

Supporting fact sheets for that summarise the findings of sub-project to date are to be developed, including factsheets on the MINTRAC survey and the feedback collected at the MINTRAC Network meetings and conference September – December 2018..

The refined approach to H4W Project Communications was approved by the H4W Project Steering Committee on 20 March 2018.

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I. Background to Research

The Australian Government's Rural Research and Development for Profit Program is a competitive research initiative with funding available over eight financial years (2014-22). The objective of the program is to realise productivity and profitability improvements for primary producers by:

- a) generating knowledge, technologies, products or processes that benefit primary producers;
- b) strengthening pathways to extend the results of rural R&D, including understanding the barriers to adoption; and
- c) establishing and fostering industry and research collaborations that form the basis for ongoing innovation and growth of Australian agriculture.

The project *Enhancing supply chain profitability through reporting and utilization of peri-mortem information for livestock producers* (Health 4 Wealth or H4W) is one of the seventeen projects that received funding under Round 2 of the Rural Research and Development for Profit Program. The Project is a partnership between Australian Meat Processor Corporation (AMPC), Australian Pork Limited (APL), Meat & Livestock Australia (MLA), the South Australian Research & Development Institute (SARDI) and the Victorian Government Department of Economic Development, Jobs, Transport and Resources (DEDJTR).

The Project will run for four years (July 2016 – June 2020) and aims to develop standards for the consistent reporting, recording and analysis of disease-related peri-mortem information for use by producers, processors, regulators and other key stakeholders. A national approach to reporting this information will contribute to streamlining investments in systems that are commonly used in abattoirs, such as processing automation, accreditation and certification, and slaughter floor design.

The H4W project will deliver the following key outcomes:

- A business case for a peri-mortem data capture and reporting system that meets the needs of relevant stakeholders across the beef, goatmeat, pork and sheepmeat supply chains and that considers the risks and rewards from such a system
- Standards and software modules that can be used to collect and consistently report the causes and prevalence of disease-related carcase (total and partial) and offal condemnations during ante- and post-mortem inspections, together with associated pathology, to producers by processors. Business rules will be developed that detail the type and extent of condemnation information collected by processors that will be made available to key stakeholders, including regulatory agencies (both Federal and State), producers and their veterinarians
- Pilot studies that identify the challenges or barriers to implementing the standards and software modules and that recommend solutions before rollout of a national feedback system
- A national extension and adoption strategy that will allow agreed outputs to be integrated into Australia's livestock production, meat inspection and verification systems. The cross-sector implementation of common reporting frameworks will maximise the efficiencies of on-farm production through animal health data capture, analysis, reporting and extension.

2. Objectives of the Research Project

The objectives of this consultancy project were to:

- Develop branding and identity for the H4W Project development so the project develops its own identity. This will include where best to host the project webpage, templates, style guide, 'look & feel' and logo.
- Meet with each of H4W project partners to determine a communications 'wish list' and expectations for communications outcomes.
- More detailed stakeholder analysis, including an engagement plan for each key stakeholder group.
- Create a profile for the project through a communications tool kit including: standard blurb, fact sheets and latest project updates etc. with recommendations for a Project Champion.
- Identify potential industry and stakeholder meetings that the Project Champion can attend to:
 - Create awareness about the project and what it aims to achieve
 - Ask what they would like out of project
 - Offer support
- Collate various reports that can be summarised into briefing notes for the tool kit.
- Consultation meetings with project partners and potentially a few key stakeholders for initial branding feedback.

3. Results

The recommended H4W Communications Plan is provided in Appendix I.

The H4W Strategy Snapshot is provided in Appendix 2.

The Style Guide for use of the Health 4 Wealth logo is available in the Project Dropbox folder (https://www.dropbox.com/s/nglbwi93fivdcjv/H4W_BrandGuidelines_V2.pdf?dl=0).

Templates for Briefing Notes, Factsheets, Media Releases, PowerPoint presentations and Final and Milestone Reports incorporating the Health 4 Wealth logo are stored in the Project Dropbox folder (<https://www.dropbox.com/sh/d0872vhy30btqnf/AABbYQw8kTKOw9c-oVhnOCgSa?dl=0>).

4. Implementation

The following provides an estimate of time and cost expectations to implement the communications plan.

A budget of up to \$50k per annum for implementation of the Communications Plan is recommended. The recommended budget assumes that no further graphic design work is required.

Item	
Materials development <ul style="list-style-type: none">• Project updates• Factsheets based on subproject final reports, including identification of key messages and re-writing for the target audience• PowerPoint presentations Up to 15 days at \$1500 per day	\$22,500
Project Officer support, including liaison with Research and Development Corporation communications personnel and assisting with development of communications materials Up to 20 days at \$1200 per days	\$24,000
Expenses, including travel, postage, couriers and services associated with large printing jobs that require outsourcing	\$3,500
Total	\$50,000

5. Appendices

- 1.1 Appendix 1 H4W | A Research Project Communications Plan***
- 1.2 Appendix 3 H4W | A Research Project Strategy Snapshot***