

## Subcommittee on Plant Health Diagnostic Standards

### *SPHDS Communication Strategy and Plan*

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## **SPHDS Communication Strategy and Plan**

Communication with stakeholders is important to augment SPHDS's status for professionalism, commitment and results, as well as to achieve the stated mission for the Sub-committee.

This Communication Strategy is a component of the SPHDS's Business Plan and its purpose is to provide:

- communication conduits to better inform stakeholders and to help the Sub-committee achieve its mission and outcomes,
- a framework for SPHDS to map out its communication activities as part of its business plan,
- information to stakeholders about our role and responsibilities, and
- recognition for SPHDS's achievements and contributions to plant biosecurity.

### **SPHDS Mission**

The Subcommittee on Plant Health Diagnostic Standards (SPHDS) seeks to sustain and improve the health of plants and plant products and to assure biosecurity and market access through the application of best practice to plant health diagnostic laboratory services.

### **SPHDS Primary Goal**

To establish, implement and monitor professional and technical standards within plant health diagnostic laboratories through the development and maintenance of an accreditation system, and national diagnostic standards for emergency plant pests.

### **Objectives**

The overall objective of the SPHDS communication strategy and plan is to provide information to target audiences. The plan will be designed to ensure that communication is focused on helping SPHDS to achieve its mission and main objectives. The plan will provide relevant, complete, concise and accurate information for stakeholders and external audiences on the activities and outcomes achieved by SPHDS.

### **Background**

Australia's unique trade status is, in part, a result of protecting the country's agricultural crops and native plants from emergency plant pests and diseases. The Plant Health Committee (PHC) has been assigned the task of facilitating activities that will further improve Australia's plant biosecurity. One outcome has been the establishment of the Subcommittee on Plant Health Diagnostic Standards (SPHDS). Membership of SPHDS includes representatives of universities, CSIRO, museums, industries (via PHA), government agencies and the New Zealand Ministry of Agriculture and Forestry which has observer status. SPHDS' brief is to sustain and improve the quality and reliability of plant diagnostics for emergency plant pests throughout Australia. This will be attained through various programs that include: accreditation of laboratories; facilitation assessment, approval and review of national diagnostic standards for emergency plant pests; provision of advice on diagnostic testing during pest incursions; designation of quality assured national reference laboratories and collections; and coordination of diagnostic training. Through these initiatives SPHDS is now building a network between various specialists and organisations to ensure national capability in diagnostics for all emergency plant pests.

### Sub-committee Structure

Sub-committee on Plant Health Diagnostic Standards is comprised of three working groups:

- Accreditation Working Group (AWG)
- Diagnostic Standards Working Group (DSWG)
- Expertise and Resources Working Group (ERWG)

Membership:

- AQIS
- CSIRO
- DAFF
- Dept. Agric. And Food (DAFWA), Western Australia
- DPI, New South Wales
- DPI, Victoria
- DPI & F, Queensland
- DPIF & M, Northern Territory
- DPIW, Tasmania
- MAF, New Zealand (observer)
- Museum Victoria
- PHA
- PHC
- Queensland University of Technology,
- SARDI

### Communication strategy: Roles and responsibilities of key individuals

**Margaret Williams:** Chair of SPHDS, communication with PHC on SPHDS issues.

**Therese Brackenbury:** Executive Officer - co-ordinate and assist in the development of communication strategies and plans.

**Jacek Plazinski:** Coordinator of DSWG, communication with stakeholders on plant pest diagnostic issues.

**Peter Whittle:** Coordinator of ERWG, communication with stakeholders on expertise and resource issues.

**Margaret Williams:** Acting Coordinator of AWG, communication with stakeholders and industry on accreditation and proficiency testing issues.

### Key Messages

- Accreditation
- National diagnostic standards
- Reference laboratories
- Plant health diagnostic capabilities and capacity
- Announcement of meetings, dates and locations
- Expression of interests for the development of diagnostic protocols
- Milestones
- On going activities

### **Communication Objective**

The communication objective:

- inform stakeholders regarding the development and progress of the:
  - Accreditation Working Group - accreditation of experts and laboratories,
  - Diagnostic Standards Working Group - diagnostic protocols and standards,
  - Expertise and Resources Working Group - plant health specialists and reference laboratories,
- provide stakeholders with information that will enable them to access and benefit from the outcomes achieved by SPHDS
- provision of technical information from plant health professionals on the development in plant health diagnostics to SPHDS
- promote reporting of suspect emergency plant pests and diseases through the Emergency Plant Pest and Disease hotline telephone number 1800 084 881.

### **Target Audience / Key Stakeholders**

Government agencies:

- Australian Quarantine and Inspection Service
- Biosecurity Australia
- Department of Primary Industries, Victoria
- Department of Primary Industries & Fisheries, Queensland
- Department of Primary Industries, Water & Environment, Tasmania
- Department of Primary Industries, Fisheries and Mines, Northern Territory
- Department of Agriculture and Food, Western Australia
- Department of Primary Industries, New South Wales
- Department of Territory and Municipal Services, ACT
- Ministry of Agriculture and Forestry, New Zealand
- Office of the Chief Plant Protection Officer
- Plant Health Committee
- Primary Industries and Resources, South Australia (PIRSA)

Plant Health Laboratories, including Biological Collections:

- AGWEST Plant Laboratories, DAFWA (WA)
- Auckland Museum Herbarium Collection, New Zealand
- Auckland Museum Entomology Collection (Other Museum Entomology Collections Canterbury TePapa, Otago), New Zealand
- Australian Museums
- Crop Health Services, DPI (Vic.)
- CSIRO, ANIC
- Diagnostic Services, DPIW (Tas.)
- Diagnostic Services DPIFM (NT)
- Elizabeth MacArthur Agricultural Institute (NSW)
- Ensis
- Ensis Entomology collection Rotorua (Formally FRI)
- Forest Science Centre, DPI (NSW)

- Indooroopilly Plant Health Laboratories, DPI&F (Qld)
- International Collection of Micro-organisms from Plants and Associated Databases, New Zealand
- New Zealand Arthropod Collection, New Zealand Nematode Collection and Specimen and Information Database, Landcare Research, New Zealand
- MAF IDC exotic pest and disease collections (PANZ Auckland & PCNZ Lincoln), New Zealand
- New Zealand Fungal Herbarium and Associated Database, Landcare Research, New Zealand
- Orange Agricultural Institute (NSW)
- Plant Health and Diagnostic Laboratory, (Investigations and Diagnostic Centres [IDC], MAF, New Zealand)
- Research Herbarium for Plant Biosystematics, Landcare Research, New Zealand
- South Australian Research and Development Institute (SARDI)
- Universities and other educational institutions

Other Audiences:

- Corporative Research Centres
- Department of Environment & Heritage
- Industry (via PHA)
- IPPC (via Secretariat)
- Plant Health Australia (PHA)
- NATA
- QUADS

### Strategies and Tools

SPHDS will use a range of strategies and tools to communicate with their stakeholders.

The communication plan will:

- be designed to achieve the communication objectives,
- recognise opportunities to promote milestones,
- inform and engage stakeholders

The communications tools will include:

- publications and CDs,
- reports,
- contributions to existing news letters,
- seminars,
- internet:
  - emails
  - electronic bulletins
  - webpage,
- workshops, and
- scholarships

### Distribution lists

SPHDS members  
Government agencies  
Laboratories  
External

### Evaluation Strategy

Feedback from:

- Plant Health Committee
- other stakeholders
- response to information requests
- web page users

### Acronyms in the Communication Strategy and Plan

AQIS	Australian Quarantine and Inspection Service
ANIC	Australian National Insect Collection
AWG	Accreditation Working Group
CSIRO	Commonwealth Scientific and Industrial Research Organisation
CRC NBP	Cooperative Research Centre for National Plant Biosecurity
DAFF	Department of Agriculture, Fisheries and Forestry
DSWG	Diagnostic Standards Working Group
DPI, NSW	Department of Primary Industries, New South Wales
DAFWA, Western Australia	Department of Agriculture and Food, Western Australia
DPI & F, Queensland	Department of Primary Industries and Fisheries, Queensland
DPI, Victoria	Department of Primary Industries, Victoria
DPIW, Tasmania	Department of Primary Industries, and Water, Tasmania
DPIF & M, Northern Territory	Department of Primary Industries, Forestry and Mines, Northern Territory
ERWG	Expertise and Resources Working Group
MAF, New Zealand	Ministry of Agriculture and Forestry, New Zealand
NZ	New Zealand
PHA	Plant Health Australia
PHC	Plant Health Committee
SARDI	South Australian Research and Development Institute
SPHDS	Subcommittee on Plant Health Diagnostic Standards

### Contact Officer

SPHDS Executive Officer: Therese Brackenbury Tel. 02 6272 5191

Summary of SPHDS Communication Effort (Activities/Action plan)								
The following table identifies the primary intended audience, the corresponding communication initiatives and the frequency of the communication for each.								
Communication initiative		Audiences						
		Government agencies	DSWG members	ERWG members	AWG members	SPHDS members	PHC	Laboratories
<b>1</b>	<b>Meetings:</b>							
a	SPHDS Committee	Disseminate through membership				Two face to face per annum		
b	Coordinators Group	Disseminate through membership				Two or three teleconferences per annum		
c	DSWG		As required					
d	ERWG			As required				
e	AWG				As required			
<b>2.</b>	<b>Reports:</b>							
a	Work Plan						Annual	
b	Progress Report						Bi-annual	
c	SPHDS Minutes (email/website)	Disseminate through membership				Bi-annual		
d	WG Minutes (email/website)	Disseminate through membership				Bi-annual		
e	Plant Protection E-newsletter - contribution will be as needed	Variable				Variable		Variable

Communication initiative		Audiences							
		Government agencies	DSWG members	ERWG members	AWG members	SPHDS members	PHC	Laboratories	External audience
f	Fact sheets (using OCPPO webpage)	On going				On going		On going	On going
g	Fact sheets	On going				On going		On going	On going
h	SPHDS brochure	As required				As required		As required	As required
<b>3.</b>	<b>Diagnostic Standards</b>								On going
a	Call for writing diagnostic protocol standards	As required				As required		As required	As required
<b>4.</b>	<b>Training</b>								
a	Diagnostic Scholarships	Annual - report on progress/outcomes				Annual - report on progress/outcomes		Annual	Annual
B	Training Workshops	As required				As required		As required	As required

Communication initiative		Audiences							
		Government agencies	DSWG members	ERWG members	AWG members	SPHDS members	PHC	Laboratories	External audience
5.	Presentation & forums								
a	Conferences	As information becomes available				As information becomes available		As information becomes available	As information becomes available
b	Workshops	As information becomes available							As information becomes available
6.	Repository Website	On going				On going		On going	On going
7.	SPHDS work plan	Disseminate through membership				Annual			