

# Community Communication Resource Folder

This folder provides wide-ranging information promoting the effective use of the Community Communication Guide.

## How to use the folder

The folder is a working document and should be used as a reference and a guide for people of the seafood industry to engage in effective communication activities within their communities. The folder should be accessible to as many people as possible. The more people using this information the more impact will be made in raising the profile of the industry and improving public perceptions about the industry.

The folder is divided into three sections:

**Action sheets** - provide guidelines and instructions to help you put your communication plans into action.

**Information sheets** - support the action sheets by providing tools to help implement strategies.

**Seafood facts** - provide information to help users understand the many aspects and opportunities that exist within the industry. It also provides facts and figures about the industry, which are useful when communicating with the media and the community.

The folder is in these sections to make it easy for you to find the particular pages you need. The ring binder enables you to flick to the section you need, take out the pages you want and photocopy if needed. Just remember to put the original back for next time.

## Contents of resource folder

### Action sheets

1. Developing networks/Setting up a WINSC branch
2. Conducting seminars, workshops, and open days
3. Organising displays and events
4. Promoting seafood education
5. Producing brochures fact sheets and websites
6. Taming the media
7. Creating seafood cookbooks
8. Lobbying and representation
9. Presentations, meetings and proposals
10. Gaining sponsorship and funding

### Information sheets

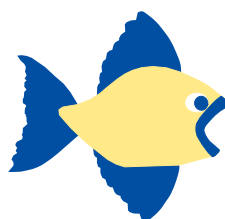
1. Common terms used by the seafood industry
2. Finding handout materials and further reading
3. Making better use of communication technologies
4. Contact details and websites
5. Templates and checklists
6. Avoiding conflict

### Seafood facts

1. Seafood for the consumer
2. Fisheries management
3. From Antarctica to the tropics: a snapshot of the Australian fishing industry, FRDC
4. Fishing methods
5. Seafood Services Australia  
Blue chooser  
Green chooser
6. Careers and training
7. Environmental initiatives
8. Other networks and organisations



**When you see this symbol, use your network for help**



**Go to the resource folder section indicated.**

<b>Action sheets</b>	<b>Uses</b>
1. Developing networks Setting up a WINSK network	helps broaden your ideas about networking and provides advice on how to broaden your networks
2. Conducting seminars, workshops, and open days	provides ideas and gives guidelines to follow
3. Organising displays and events	provides ideas and gives guidelines to follow
4. Promoting seafood education	provides ideas and gives guidelines to follow
5. Producing brochures, fact sheets and websites	provides ideas and gives guidelines to follow
6. Taming the media	takes the mystique out of working with the media
7. Creating seafood cookbooks	provides ideas and gives guidelines to follow
8. Lobbying and representation	gives guidelines to follow and provides suggestions about increasing your say within the community
9. Presentations, meetings and proposals	gives guidelines to follow to make it less scary when approaching these activities
10. Gaining sponsorship and funding	gives guidelines to follow and provides funding options
<b>Information sheets</b>	
1. Common terms used by the seafood industry	helps familiarise you with industry-speak
2. Finding handout materials and further reading	gives advice on finding more information to support your activities
3. Making better use of communication technologies	demystifies and encourages you to consider communicating smarter
4. Contact details and websites	basic contact reference
5. Templates and checklists	<i>Contact list</i> - copy and use <i>Contact list of key people</i> - copy and use <i>Task list</i> - copy and use <i>Local industry profile</i> - prompts for doing your own <i>Fact sheet addressing an issue</i> - prompts for doing your own <i>Seafood cookbook task list</i> -prompts for doing your own <i>Staff briefing notes</i> - prompts for doing your own <i>Talk structure</i> - copy and use
6. Avoiding conflict	gives guidelines to follow
<b>Seafood facts</b>	
1. Seafood for the consumer	information about nutrition, selection and handling - may be photocopied or use the information for presentations, displays, and media
2. Fisheries management	a brief overview that may be photocopied or use the information for presentations, displays, and media
3. From Antarctica to the Tropics: A snapshot of the Australian Fishing Industry, FRDC 1999	FRDC publication with information about fisheries production, users of the fisheries, seafood consumption, production and exports - use the information for presentations, displays, and media
4. Fishing methods	a brief overview of the main fishing methods - use the information for presentations, displays, and media
5. Seafood Services Australia	Green and Blue Choosers provide strategies for a smarter industry - use the information for presentations, displays, and media
6. Careers and training	a brief overview of career and training opportunities - use the information for presentations, displays, and media- particularly useful for school career events
7. Environmental initiatives	describes the activities of Fisheries Action Program, Ocean Watch and SeaNet - use the information for presentations, displays, and media to demonstrate the industry's commitment to the environment
8. Other networks and organisation	a brief overview of some of the organisations established that have links to the seafood industry - for your information

# Action sheet 1 Developing network

Many of us cringe at the idea of meeting strangers, but networking is far more rewarding than “making new friends”. It also involves communicating better with people you already know.

**People only stay in networks if they get something out of them.**

Life today consists of series of networks, many interconnected. You probably are part of at least three informal networks now. They may be branches of your family, old school friends, work or business colleagues or people you've met through your children, sport, or social activities.

A network can bring together different groups and individuals under one banner. This can give you a stronger, more credible voice when lobbying government or speaking to the community.



You can communicate with a variety of people through networks. It is an effective way to get information across to the community, get feedback on what issues are of primary concern within the community, and know what issues interest politicians and community leaders.

If you want to set up a Women's Industry Network Seafood Community (WINSOC) branch use the existing networks in both your community and industry to get started. However, before you decide to form a new network, research existing networks. Consider the already established groups and their aims. Find out what potential members of your network would want.

Networking involves exchanging information and developing contacts with people who can help you with recommendations, support and advice. It also involves creating opportunities from everyday situations, and providing support and advice to others.

Networking is a case of getting out of your comfort zone. Most people are quite uncomfortable about meeting new people or walking into a room where they don't know anyone.



If you're the person responsible for running a networking function or gathering, make a point of introducing new people to others. If you are the new person, look for others who are also looking a little lost and introduce yourself. Nametags are helpful.

Present others with the opportunity to be involved in your activities. Be inclusive. Ask for help.



Word of mouth is the best advertisement. Encourage everyone involved in the network to bring along friends and associates, or to help you link in with other groups.

Look upon your network as a chance to share experiences and knowledge. Ask yourself: "what can I give to this group"?

## Networking tips:

- link in with existing networks in your industry (e.g. fisher and marketer organisations fisheries agencies and associated industries) and the community (e.g. lions, rotary);
- use credible spokespeople to endorse and promote your ideas or network to others;
- get out and get involved in the community;
- create and seek out opportunities for face to face contact with people who may be helpful;
- listen actively to those around you to make sure you are providing what your network wants;
- set up and maintain your network contact list;
- maintain regular contact via formal and informal meetings;
- organise relaxed and informal get-togethers with guest speakers – this gives people a reason to be there, plus the opportunity to socialise and network;
- link in with other organisations such as Rural Women, environmental groups etc.



**“People like to do business with people they know and trust. Alternatively, they will do business with people who are known to people they know and trust.”**

**Robyn Henderson,  
Networking Specialist**

## Developing your network:

- collectively define a clear purpose for the group;
- introduce information and share ideas which will assist members to consider the big picture;
- take time to review the group's progress and plan for the future;
- examine the approach taken by other groups, industries or organisations to bring in a new perspective.

***Out of the Safety Zone  
"Ships are safe in the  
harbour, but that's not what  
ships are built for"***

## Maintaining your network:

- create time and opportunity for individuals to get to know each other;
- ensure the specific interests and skills of each member is known, not just their current role and organisation and utilise them;
- encourage individuals to be loyal to each other and the group both within and outside of meetings;
- encourage all members to contribute;
- encourage listening for understanding of each other by all group members;
- identify emotions within the group and seek clarification;
- ensure everyone has the opportunity to speak;
- provide feedback about progress to all members.

When you see  use your network

# Setting up a Women's Industry Network Seafood Community (WINSC) branch

Your informal group's enthusiasm, determination and commitment will drive "where to from here".

Establishing a recognised and identifiable group provides a means for achieving many things. It will give your group credibility. The WINSC (the national group) umbrella provides support and lobbying at a national level.

The WINSC is working to assist the skills development of all seafood women in pursuit of their personal or business goals. Its aim is foster a sense of pride, tradition and unity within women working in the seafood industry and to develop and improve the skills, knowledge and attitudes of the seafood industry so that the industry can become more competitive and reach its full potential.

## The WINSC's objectives are to:

- recognise and enhance the skills of women;
- develop effective partnerships with government agencies and other industry stakeholders;
- create a supportive environment to ensure women reach their potential;
- actively encourage the involvement of women;
- provide community education on all aspects of the industry.

## People you should include when considering setting up a WIN branch:

- fishers;
- fisher's partners, family members;
- women from other sections of the seafood industry such as aquaculture, processing, retailing and wholesaling;
- women from service and maintenance businesses;
- women from fisheries government agencies including management, policy development, compliance, research and training.

## Steps for starting a WIN branch

There is no fool-proof formula for getting started. It depends on your individual circumstances and the amount of time and commitment you and your friends have. The following guidelines will help you get started.

1. Read through steps 1-5 (networking, objectives, messages, audience and activities) in the Community Communication Guide to formalise your ideas for action.
2. Contact your WINSC State Director for a copy of the WINSC Information Kit including the constitution and membership forms.
3. Invite interested people to a meeting and get started on working out who's going to be responsible for what. It might take several meetings for the group to expand and gain momentum. Be patient and persistent.
4. Appoint or elect people to the following positions:
  - Chair: organises and chairs meetings etc
  - Secretary: records meetings, writes proposals, letters, assists Chair in arranging meetings
  - Treasurer: financial management
  - Fund raising coordinator: fundraising initiatives
  - Media officer: prepares media releases, liases with local media etc
  - Education officer: promotes seafood education in schools and the community
  - Events coordinator: plans and coordinates events
  - Spokesperson/s: works with the Chair on representing the group at all levels
  - Industry liaison officer: communicates directly with industry about the activities of the group (These positions can be shared - many hands make light work!)
5. Follow the WINSC direction provided on formalising a WINSC group (the WINSC State Director can provide this information).
6. Hold a number of meetings to plan your future direction.



## How to get started

Talk on the phone to a couple of friends about establishing the group, what it might be able to achieve and who might be interested. Each of you needs to talk to a few more friends, colleagues or family members



Meet for a coffee to expand your plans. By now you should have 5-6 people interested



Contact your State WINSC Director and get copies of their Information Kit



Meet to discuss your objectives and make a list of people who might be interested in becoming involved (use the guide as the framework to develop your plans). Encourage everyone in this group to invite interested people to a meeting to establish the future of your group



Meet to establish your WIN branch and elect / appoint office bearers



Meet regularly to discuss issues, make plans and provide support to the members of the group



Hold regular meetings at a time and place that suits the majority of the group

### ***The WINSC Vision***

***The Women's Industry Network Seafood Community is a network of women in the seafood industry. Network members influence decision-making to ensure a profitable, dynamic, secure, innovative and sustainable industry, that is proactive and responsive to the needs of the industry and community.***

# Action sheet 2 Conducting seminars, workshops and open days

A **seminar** generally provides information through speakers to the audience with some opportunity for questions, but not a lot of active participation or discussion.

A **workshop** is a group meeting where there is a high level of participation through discussion and / or activities with the audience. There may be one or more guest speakers and a chairperson or facilitator who oversees the action.

An **open day** provides a high level of participation and usually has displays and activities.



Seminars, workshops and open days are a great way to involve the public in what you are doing. These kinds of events can provide a valuable opportunity to educate and inform the community or industry while they are being entertained.

Planning a successful event always begins with clear objectives. What are you trying to achieve?

As well as having clear objectives of what you want to achieve, you also need to know who you want to communicate with. Some questions that may help you pinpoint your target audience are:

- who will attend - background, age, and gender?
- what are they expecting?
- what do they already know about the subject?
- how many people will come?
- will they be familiar with the terms and words you use?
- what questions will they ask?
- what information will they want to take away with them?

The audience you want to attract will determine the day or time of day you should hold your event - weekday, weekend, daytime or evening. Once you have decided on the timing of the event, consider these points:

- choose your location carefully;
- develop objectives, so participants will know exactly what to expect;
- have an agenda or program for structure;
- find appropriate spokespeople and chairperson;
- consider how to handle conflict if it arises;
- make sure any audio-visual equipment is available and working properly;
- do a test run with overheads or your powerpoint presentation (for those with computer savvy);
- provide a way for people to give feedback for evaluation purposes.



## Choosing speakers

Choose your speakers well. Make sure they are experts or experienced in the topic, can hold the audiences attention and have something worthwhile to say. Ensure they know exactly what you expect of them and provide them with a briefing on times, venue and the audience, who and how many. Ask around to get some ideas of good speakers.

If you are one of the speakers refer to **Action sheet 9** for help with giving a presentation.

## Event checklist

- convenient location and plenty of parking
  - wheelchair accessibility
  - clear directions to location -and to the venue
  - once in the building
  - brief the speakers
  - availability of childcare if applicable
  - size of room
  - temperature control of room
  - layout of tables
  - sound equipment
  - podium
  - audio-visual aids
  - writing material for speaker (whiteboard & markers or other)
  - catering
- provide name tags for speakers and people attending, and a sign-in sheet if appropriate



# Action sheet 3

## Organising displays and events

You are about to launch into planning an event. Before you start jotting ideas down, here are some vital questions to ask yourself or your group:

- What are our objectives - do we want to educate, inform, change attitudes etc.?
- Is this the best way to achieve our objectives - what other options are there?
- Who are our target audiences?
- What resources are available - people, money, print and display materials, venue etc?
- How are we going to evaluate success - through attendance, follow-up interest, or profits?
- How should the media be involved - sponsors or publicity?

***Ask people what they are good at and use their talents***

### Types of events to consider

- shopping centre displays
- in-store demonstrations
- touch and taste show or trade fair displays (industry or careers)
- open day at the port, fisheries research facility or a seafood market
- seafood festivals
- seafood industry awards (refer to your state industry organisation for category details)

If you want to get the media and the community interested in your event, you need to make it different, interesting, and worthwhile.



What's in it for the media? It may be that the event provides an opportunity for them to:

- provide a community service;
- promote paper sales, or attract viewers/listeners;
- sell advertising.

### Ingredients for successful event planning:

- define objectives - what do you want to achieve?
- decide who your target audience is;
- get a project plan down on paper;
- clearly define roles/tasks for everyone and keep a check on their progress;
- pay attention to detail;
- create something different and interesting;
- avoid holding your event during big news times such as grand finals and elections or special holidays unless linking in with the holiday's theme;
- promote your event - use community bulletin boards in suburban papers and radio community announcements (both FM and AM run these as free services and will often post them on their websites as well); school newsletters; e-mail networks; media alerts and editorials;
- make contingency plans - have backup speakers and plan for bad weather!
- choose a location within mobile phone range.

***Event management is really project management. It is about matching your objectives to the resources you have available.***

## Weeks before event

8-10 Weeks

8 Weeks

4 Weeks

3 Weeks

1 Week

### Steps to planning a major event or display

The success for the event rests heavily on your preparation. Give yourself as much time as possible to round up a great team of helpers. Two months preparation time is the absolute minimum.



- Establish objectives
- Review - target audience information and evaluation from previous years (if available)
- Draw up a preliminary budget for the event considering what sponsorship might be needed
- Find out who wants to be involved



- Hold first meeting to consider:
  - budget
  - display theme
  - site location
  - equipment required (marquee etc)
  - possible themes
  - accommodation required
  - agree on deadlines and actions
  - delegate -very important - don't try and do it all yourself
  - media
  - licensing/insurance requirements



- Space allocated to displays
- Display plan drawn up
- Thematic and corporate signs organised
- Display boards and equipment organised (hire and set-up)
- Accommodation organised (if applicable)

- Organise t-shirts for staff
- Order any give-aways (e.g. balloons, stickers, badges, posters etc.)
- Ask for volunteers to attend display
- Organise equipment for interactive activities
- Finalise budget

- Produce staff briefing notes to include:
  - event, venue and opening times
  - staff roster
  - running sheet describing times and activities
  - information about the event and the display
  - likely questions and answers from the public
  - what to wear
  - contact details of display coordinator
- Produce a running sheet covering times and activities
- Organise travel plans
- Produce name tags
- Hold a staff briefing session



**Tips on conducting event planning meetings:**

- hold meetings regularly;
- set clear agendas;
- prepare task lists;
- remind people of actions to be completed;
- write minutes and distribute.

**Creating displays that work**

Displays are an important tool in community education. They are also time consuming and expensive to prepare, so it is important that they get your message across and can be used in a variety of situations.

An effective display will capture attention, hold it long enough to make a point - and make that point. Having a theme that can be understood at a glance will help you achieve this.

Design should be bright, uncluttered, with large colourful graphics, attention grabbing headlines and text that is easy to read.

You can get your message across quickly and clearly by organising display text in levels:

Level 1 - Presents your theme through titles and sub titles

Level 2 - presents your message (the body text with up to three messages to support the theme)

Level 3 - gives selected details in captions or sub text (facts/information that explains your main ideas)

Level 4 - offers the take-home message or ways the reader can act on the information in the display

***Treat mistakes as a learning experience.***

**Display tips:**

- use one theme, with three main messages for each part of the display;
- organise text in levels with catchy headings and attention-grabbing design;
- use 18-24 point size text, with adequate spacing between the lines;
- prepare simple text with personal words (you, we, I, ours), and active verbs;
- appeal to the senses with texture, colour, light, and sound;
- use illustrations, photos, maps and graphics as a substitute for words;
- include brochures, activities, and samples to add interest;
- have a knowledgeable group member on hand at the display (unmanned displays are generally a waste of time);
- acknowledge support from sponsors and funding bodies.

# Sample staff briefing notes

Event: Seafood Directions 2001 Monday 26 - Thursday 29 November 2001 Brisbane

Sheraton Hotel

Opening Times / Staff Roster

Day	Times	Staff and Contact Number
Monday 26	12.30pm-4pm(set up)	Lucy Jones (07 3262 7839 Mob 0411 345 567)
		Harry Beevers (07 3273 8492)
		John Morgan (07 3948 9481)
Tuesday 27	10am- 1 pm	Harry Beevers (07 3273 8492)
	12pm-3pm	Karen Sinclair (07 3497 0833)
Wednesday 28	10am-1pm	Lucy Jones (07 3262 7839 Mob 0411 345 567)
	12pm-3pm	Harry Beevers (07 3273 8492)
	5pm- 8pm	Terri Gardner (07 3467 8754)
	5.30pm-8.30pm	Fred Kennedy (Mob.0422 345 456)
Thursday 29	10am-1pm	Harry Beevers (07 3273 8492)
	12pm-3pm	Terri Gardner (07 3467 8754)
	5pm- 8pm	Fred Kennedy (Mob-0422 345 456)
	5.30pm-8.32pm	Karen Sinclair (07 3497 0833)

contact numbers make it easy for you to find a replacement

overlap shifts to cover busy times

allow plenty of help for set-up and pull down of display

**Information about the event:** Seafood Directions 2001 is the seafood industry's major conference and trade display held every two years.

**Who will attend:** fishers, fisheries managers and researchers, trainers, seafood marketers and processors, support services providers, and media.

**About the display:** The purpose of the display is to highlight our services to the seafood industry and promote goodwill with existing members and potential members. The display will include pictures of our activities, particularly our successes, a continuous video presentation, give-away pens and caps to potential members and brochures about the organisation.

**Likely questions and answers:** Most questions will be about the organisation and how it can help them. Be familiar with our structure, achievements and services. Make sure you have membership forms available. If you are asked a question you can't answer, refer them to someone at the stand who can or get their name and a contact number so we can get back to them later with the information.

**What to wear:** Blue slacks, skirt or jeans, company polo shirt and cap, and comfortable shoes.

**Contact details of display coordinator.** Lucy Jones (07 3262 7839 Mob 0411 345 567)

what to expect

describe the display so staff know what to expect

provide staff with relevant brochures and reports so they can handle questions

dress smart, comfortable and identifiable

provide a couple of ways for contact in an emergency



# Action sheet 4

## Promoting seafood education

Children are a great way of getting messages through to adults - television advertisers use them all the time. More importantly, ideas and perceptions formed by children often stay with them throughout life. Proof: most of us still hate going to the dentist!

The seafood industry can be studied as a primary industry in Social Studies, Geography and Economics. Studies in Science and Geography can focus on the biological and ecological aspects of the industry while studies in Home Science and Catering can highlight seafood products, their versatility and nutrition. Art, History and English can use all kinds of subject matter from the seafood industry.

***Ideas and perceptions formed by children often stay with them throughout life***



In secondary schools, careers advisers can exert as much influence as parents in the careers chosen by students. At this level, your involvement may be in the form of advising and informing these advisers of the benefits of a career in seafood and the training opportunities and incentives available. Put forward suggestions on industry visits, work experience placements, traineeships and high school marine studies at the secondary school level. A collaborative approach between the careers advisers and industry is the best way of ensuring smooth linkages from school to work in the seafood industry.

***The Workboot series - Fishing, Fishing Industry School Book and Resource Kit is due to be released in August 2002. Refer to the industry body in your state for details.***

Each high school in Australia has a copy of the Seafood Industry Implementation and Assessment Guide, which is a great resource for vocational studies in seafood.

Beyond secondary school, there are numerous vocational and tertiary programs directed at a career in the seafood industry.



Seafood Training Australia has available career posters and flyers, which feature the different types of jobs and the qualifications available in the seafood industry. Contact Seafood Training Australia on Telephone No: 1300 733 037. Your local representative there will be able to help you with your query. Alternatively, you can download some of these materials which are available from [www.seafoodtraining.com.au](http://www.seafoodtraining.com.au).

### Activity ideas

#### Young kids (ages 4-10)

Excursions:

- Visit a fishing boat
- Visit a seafood market

School based:

- Seafood themed arts and crafts - drawing, collage and paper mache
- Show and tell - touch and taste

#### Big kids (ages 10-17)

Excursions:

- Visit fishing boat/s
- Visit a seafood market or seafood processor
- Visit a fisheries research station

School based:

- Talks on local industry profile and issues
- Demonstrations on handling and preparing seafood
- Careers expo
- Careers display

### Themes for kids

Where the fish on their plate comes from and how it gets there?

Protect our fish by being kind to the environment and throw little fish back.

### Getting in the door

Schools today are very busy places. The school curriculum is full and children are involved in a myriad of social, cultural and physical activities. Teachers are dedicated but also over-worked and not always receptive to varying the main game - the curriculum.

You've got to provide the children with stimulus and a positive learning experience without creating extra work or effort for the teacher.

Contact the career guidance officer at the school and discuss opportunities for students to participate in work experience in various areas of the seafood industry.






Within your network there will be people with school children who can approach the school or an individual teacher to arrange some activities. Also look for someone in your group with teaching experience to guide your local school education program.

Be organised with a written proposal of what you can offer. The proposal should include all the areas you have covered in other communication plans such as the messages you want to deliver and how you are going to deliver them. Remember to be flexible and work in with the teacher.



***Kids like plenty of action and movement - just like adults!  
The same rules apply if you want of arrange community education through giving talks to women's groups such as the seniors groups, church groups, and Weight Watchers.***

### Steps for the talk or excursion

1. Arrange a time, date and location. 
2. Plan what you are going to do or say.
3. Make any necessary arrangements for an excursion (such as with the boat owner, seafood marketer or processor). 
4. Prepare background information about the industry. This is when an industry profile is a great help!
5. Arrange your props, such as display seafood, prawns to peel, crabs to break fish to fillet. 
6. Prepare handout materials. Fisheries agencies often have a collection of give-aways that you could use.
7. Contact the media with a media release and follow up phone call about your activities - kids ways provide a great photo opportunity (you may need to get permission from the school first). 
8. The day before the planned event, confirm details with the teacher/school and others involved. Follow up the visit with a thank you call or letter and ask for some feedback on the success of your efforts - this may lead to further activities.
9. Evaluate your efforts and learn by it. 

Giving a presentation to kids is much the same as for adults. Be confident with your topic, keep it simple and visual, and add humour or funny personal stories.

# Action sheet 5 Producing brochures, fact sheets and websites

Whether you are producing a brochure, fact sheet or web page, there are some useful rules and steps you can follow to keep your publication on track.

To achieve this:

- write in short sentences with one thought to a sentence;
- use bullet points or numbers instead of sentences if it can communicate your messages without the extra words;
- use active sentences, i.e. people act on things, they are not acted upon by things, for example "the woman caught the fish", not "the fish was caught by the woman";

## *Keep it simple*

*There are very few exceptions to this rule when writing - unless you are a lawyer! simple, clear writing gets the message across.*

- explain complex or technical words - never assume your audience will know what you mean;
- eliminate gender-specific terms i.e. use - "human beings" instead of "mankind"; use "they" or "them" rather than "he" or "she", unless referring to a particular person;
- write a draft then be ruthless in editing - ask "so what?" - what does it mean to your audience;
- use pictures and tables if it can give the message better than words.

Challenge yourself: practice reducing a message or idea down to no more than 20 words to get used to writing succinctly and clearly.

It is possible to do a good job on simple publications by being well organised and following some basic steps:

1. **Planning:** ask yourself what the brochure or fact sheets will be used for, who your audience will be, and what message/s you want to get across - then draw up an outline.
2. **Writing:** choose the writing style most suited to your audience, draft it, rewrite it (it helps to get feedback from others), then edit and polish it.
3. **Production:** this involves deciding on the format (i.e. what you want the end product to look like), layout and printing of your brochure or fact sheet.

If you don't have layout and design skills, find someone who has. It will save a lot of heartache, be more cost-effective and produce a better result.



## **Tips for layout:**

- supplement text with photographs, graphics, illustrations and other visuals;
- use plenty of white space;
- use at least 10-point type for the body text;
- avoid having text or photographs running across a fold in the paper;
- stick with one type of alignment (not centred, flush etc.);
- use contrast - strong colours, size of headings vs. body text, etc.;
- use linking ideas - with headings and/or in the design;
- don't bury important messages in text- if it's important, give it a heading;
- test - fold a piece of paper or pick up other brochures to see what works best and in what order you read the panels.

## *Looks count!*

*The visual appeal of the document is almost as important as the content. Use bold and catchy titles and headings. Many people scan over a brochure and only read the sentences with headings that catch their eye.*

## Brochures and fact sheets

Publications such as brochures and fact sheets are an effective way of communicating, provided they are written, designed and produced well. People will only read brochures and fact sheets if they are interested in knowing more than an advertisement, flier or display tells them.

They are excellent marketing and community information tools. You can hand them out at presentations, trade shows and similar venues, use them with your displays, or send them out in response to inquiries.

Here's some ideas for some topics you could use for a brochure or fact sheet:

- local industry profile
- issues affecting your industry
- positive industry initiatives involving the environment, resource management and planning
- handling and preparing local seafood

## Websites

We may have entered the technological age but we are still catching up with how to put together a decent website. Many websites do not work, simply because they are written in the same style as print media.

Start by asking yourself or your group why you need a website in the first place. Websites need to be updated regularly. There is no point in simply putting your standard print publications or articles up on your website. Look at other industry websites for ideas. If you've got the resources and there seems to be a demand - go for it.



As luck would have it, many school kids aged over twelve have enough internet nouse to be a great help in designing a website.

Ask around your network and you should come up with a few pint-size computer experts! They'll just need guidance on the content!

### Content ideas for your website:

- industry profile
- challenges facing the industry
- industry initiatives within the community
- what the industry is doing for the environment



**Web readers like chunks of information, dot points and short sentences. More depth of information can be added via links.**

**Web readers are a completely different and unforgiving audience. They do not read, they scan. Eye-tracking studies show that the reader's eye travels from headline to captions to introductory paragraphs - not pictures or graphics**

- what's new - technology, markets, etc.
- careers in the industry
- jobs vacant
- recipes
- local seafood identities
- local issues
- who to contact for further information
- links to other key sites



A good rule of thumb is to cut text by at least 50 percent. Keep it tight, simple and straight to the point or you will lose your audience.

The key is to write for scannability using highlighting for emphasis. However, do not use underlining to emphasise text on the web. Underlining indicates a "link" - that means people will try to click on these words and be frustrated.

Cute, glitzy, or vague headlines and links that do not say exactly what is at the end of them will lose your audience. People want to find information fast and move on.

It is now known that web advertising is ignored - and it follows that sections of your website design that remotely resemble advertising will also be ignored.

### Web tips:

- be reader focused - what do they want to know?
- write half as much as you would for print;
- use newspaper style - with the most important information first;
- start with a short conclusion or summarising paragraph;
- keep your language simple and direct;
- highlight for emphasis (bold text not underlining);
- provide links to extra information;
- write in chunks of information for easy printing;
- always include contact details, sources and date everything for credibility;
- regularly update and maintain the website.



# Local industry profile fact sheet

## The Brunswick Heads Seafood Industry: supplying sustainable seafood to the community

*positive intro* → The Brunswick Heads Seafood Industry supplies fresh, local seafood to our community and supports over 70 jobs in commercial fishing, seafood processing and marketing as well as goods and service industries that support the fishing fleet and the seafood marketing and distribution network.

*talk up the industry* → **Species harvested** include prawns, squid, cuttlefish, blue swimmer crabs, octopus, flathead, whiting, snapper, pearl perch, parrot fish, kingfish, bar cod, bass groper, hapuku, long tail snapper, long tailed and orange finned perch, pig fish, morwong, sweep, tarwhine, trevally, ling and spanner crab

**Seasonality:** Most species can be harvested caught all year round, although fishing success depends on weather conditions, water temperature and the east coast current. Most fishers fish approximately 100 days per year when weather conditions are suitable and safe port access is available for fishing boats to cross the Brunswick Heads bar. Fishers and their crew spend most of the remaining time on boat and gear maintenance and waiting for suitable weather.

*provide history and community ownership* → **The Brunswick-Byron Fishermen's Co-Operative** has been a vital hub for the local fishing fleet for over fifty years. The Co-Op supplies consumers directly with fresh local seafood (cooked and uncooked) through its retail outlet as well as supplying seafood wholesale to local restaurants and other food businesses. While to Co-Op has about 10 active members, it provides goods and services to fishing boats from as far away as Southport.

**Markets:** Most seafood is sold locally through the Co-op's retail shop, which sells fresh and cooked seafood to locals, travellers and tourists. The Co-op also wholesales to local restaurants and businesses. The remaining is either exported overseas or is sent to the Sydney Fish Markets in refrigerated trucks.

**Jobs for the local community**

The Co-op is a major local business, employing 20 locals in the wholesale and retail areas. The Co-op puts through approximately two million dollars in wages to staff and returns to the fishers.

Approximately forty local families directly rely on the fishing industry for their livelihood. This is made up from the ten active master fishers, plus another twenty to thirty people working as crew. Many families have several members working in the industry.

Based on economic studies showing that for every person employed on a fishing boat, another 24 people are employed on shore, the fishing industry supports between 50 and 100 additional in seafood marketing and goods and service industries.

**More than just a fishing fleet...**

The local fishing fleet supports many other industries, including seafood processors, marketers, and exporters, fuel suppliers, chandlery outlets, motor companies, engineering contractors for boats, boat builders, and slip ways. Restaurants, clubs and hotels, bait and packaging suppliers, net makers, other regional fish retailers, electronic sales, refrigerated freight lines, along with many small businesses also rely on the fishing fleet.

*subject to rigorous management* → **Ensuring sustainable fisheries**

Sustainable fish stocks are vital to the future health and well being of the seafood industry and the many jobs it supports. To ensure sustainability, a wide range of fisheries management measures have been implemented under fisheries legislation, placing restrictions on the industry including:

- spanner crab fleet closure on the taking of female crabs for three months of the year
- total closure on the taking of spanner crabs for one month of the year
- Ocean Prawn Trawl fishery has a juvenile prawn closure on for part of the year. This area closure has been recognised by industry as important to sustain stock recruitment.
- regulations on size, gender and species of seafood caught, fishing apparatus used, and fishing areas allowed

**Protecting the environment**

The fishers of Brunswick Heads are taking positive action to protect the natural environment critical to sustainable fisheries, including:

- adopted the ASIC Code of Practice for a Responsible Seafood Industry;
- regularly participate in training for safe and sustainable fishing practices;
- the Co-operative provides all boat owners with a free pick up of all bilge waters (which have an oil or diesel content) plus oil - drums are supplied and are picked up monthly for the correct discard;
- all fishers return all plastics and rubbish to port in bins provided by the Co-op;
- all prawn trawlers are fitted with Bycatch Reduction Devices (BRDs) to reduce unwanted bycatch;
- fish trappers voluntarily use fish escape panels, which allow juvenile fish to escape on the sea floor - NSW Fisheries are still trialling this escape panel with a view to making it mandatory;
- fishing industry representatives hold positions on the local water management committee and assist the local University with facilities to carry out its research.

**Socially responsible**

As well as the important socio-economic contribution through provision of jobs and supporting the livelihoods of dozens of local families, the fishing industry actively participates in local community activities and events. For example, the Brunswick Heads Fishermen's Co-operative supports local organisations such as the Air Sea Rescue by supplying free water and electricity and local sporting clubs and schools. It also organises the annual blessing of the fleet providing a full day of family activities, and is a member of the local Chamber of Commerce.

*well thought out challenges will gain community understanding* → **Facing the challenges**

Many of the challenges faced by the local seafood industry relate to issues that the overall community must play a vital role to ensure sustainable fisheries and seafood supplies for the future. Our concerns over the environment, which are also shared by environmentalists and recreational fishers, include:

- reduced water quality;
- habitat destruction and modification;
- impacts of land management practices on the marine environment;
- acid sulphate run off;
- clearing of wetlands;
- fish kills;
- red spot on estuarine fish species;
- release or escape of aquaculture fish into the wild.

The fishing fleet at Brunswick Heads has declined over the past decade due to siltation problems in the Brunswick River, a dangerous bar crossing and management changes such as the closure of the Brunswick River to commercial fishing in 1988.

It is clear the well considered government policies and initiatives supported by the best scientific information available are required to secure the future of this very important local industry and to ensure it continues to supply much needed employment and fresh local seafood to the region.

**Professional fishing activities from Brunswick Heads**

- trawling
- fish trapping
- drop lining
- hand lining, trolling
- spanner crabbing
- mud crabbing in the river

**For further information contact:**  
Barbara Radley on 02 6680 1606 or email radley.fisher@bigpond.com

*descriptive title tells what it's about* →

*boxed text helps the visual appeal and highlights* →

*social values* →

*economic values* →

*responsible and proactive* →

*talk up the contribution the industry makes for the benefit of all* →

*community commitments* →

*appeal for local support* →



# Action sheet 6 Taming the media

Media includes television, radio, newspapers, magazines and journals, as well as the web. Through the media you can get specific messages out to the wider community as well as raising awareness of the industry in general.

The key is to establish good relationships with journalists in your local media. Journalists are real people and quite approachable. Recognise that they have a job to do - they run to tight deadlines and the expectations of their editors!

***Treat local journalists as your "allies" in getting a message across to the community***

Journalists are on the lookout for interesting and important stories, but they are not just after hard-hitting news stories. If you have a good story, journalists want to help you get it out.

## **Get to know your local media**

Target any journalists or presenters who take a particular interest in the seafood industry or who specialise in the environment. Food, fishing and business writers or commentators are also useful. Does your local radio run a segment that relates to your industry? If so contact them too.

### **Know their deadlines:**

- Radio - immediately for live programs, half an hour before the news for news;
- Print - if there is a weekly paper it will be 2-3 days before the paper hits the streets, for daily state/national papers their deadlines are around 5pm - call them late morning or earlier if you have a photo opportunity;
- TV - really needs to have shot the story for that night's news before about 2pm, the earlier the better!

Make up a **contact list** of local and other media outlets. Phone or visit them and get to know them. An occasional media function works wonders. Invite the local media along to a gathering of industry people and spoil them with some seafood hospitality.

Have one or two people who can act as spokespersons. Make sure all the spokespeople give consistent messages and are easy to contact.

Media training is available for your spokespeople. Check with your local TAFE for details.

Once your local journalists get to know you, they will begin to call you looking for any interesting stories and updates or to make comments when your industry's position is important.

***Journalists are always looking for "talent" - someone who can get their point across clearly, and in the language their audience understands***

## **Preparing a media profile sheet for your group**

Before bombarding the media with media releases and so on, tell them who you are and what you are doing in a media profile fact sheet. This will help them identify you and your group as a credible source of information. A media profile fact sheet should include:

- who - your name and contact details of who you are and the group you represent (always include as many contact details as possible, so they can contact you after hours);
- what - define what you do;
- when - describe your history in the industry;
- where - describe where you live and work;
- why - describe the importance of your role or the role of your group;
- how - describe your business including issues, activities and representation.

Conclude with a statement or vision and a summary of what you want to achieve. Use examples to demonstrate how you have or are working to achieve this vision (examples will make it more media-worthy).

***Don't comment if you are unsure of the facts or issues. Refer them to someone who knows.***

**Statement adapted from the WINSC vision:**

**Women's Industry Network Seafood Community (WINSC) is a network of women in the seafood industry. Network members influence decision-making to ensure a profitable, dynamic, secure, innovative and sustainable industry, which is proactive and responsive to the needs of the industry and community.**

**We aim to provide our community with accurate and useful information about the seafood industry and its contribution to the community. Through community understanding of, and support for, our seafood industry we can continue to contribute and prosper for the benefit of all the community.**

Limit your words to a series of short and simple points. Try to get this onto one page, even if it means using a smaller font.

Send out the profile with your first media release or give it to local media representatives in person.

## **Media Releases: Baiting the hook to catch attention**

Editors get hundreds of media releases across their desk each day. Talk to any journalist and they will tell you, "if it doesn't catch my interest in the first paragraph, it has lost me". The key is to really hook them.

Start with a strong, catchy headline. Follow with a sentence of no more than 25 words that summarises the most interesting, newsworthy part of your story.

Look at some stories in the newspaper. You will notice that the first two paragraphs include the vital facts: who, what, when, where, why and how (referred to as the 5W's and the H). You will also see that "a paragraph" equals one sentence, or two at the most.

This is how journalists are taught to write, and this is how they like to read media releases.



Media releases start with the most important and newsworthy facts up front and then follow with the less important detail. Include interesting facts about the industry from your local industry profile.



A good media release grabs attention, then gets to the point quickly and clearly. It includes quotations from a credible spokesperson, and contact details of that person for the media to follow up.

It is also a good idea to include a second person to act as media liaison - for photo opportunities, more information, or if the spokesperson's line is engaged.

## **Tips for writing media releases:**

- If you don't have a letterhead, type the full name and address of your organisation across the top of the paper. head it 'media release';
- Put your main point or news angle into the introduction and if possible the heading;
- Answer the questions who? what? where? when? why? and how?;
- Select one or two main messages only;
- Use short active sentences with 'doing' words;
- Paragraphs should only be one or two short sentences;
- Include quotes from your spokesperson (in the second or third paragraph);
- State the facts clearly (5w's & one h), especially times, dates, and venues for events;
- Put the most important information in the first few paragraphs;
- Provide the name and phone number (use as many numbers as possible) for a contact person (and make sure they are available when the release goes out!);
- Provide details of photo opportunities or vision for TV (colour and movement!);
- limit the release to one page. two pages are acceptable if you can't get the information down to one page;
- If necessary, attach or offer 1-2 pages of background information (e.g. details of your project or event program);
- Fax or mail your release to all local media outlets;
- Follow up the media release with a phone call to the chief of staff, news editor or a specific journalist;
- If your media release is not run, try re-writing it as a letter to the editor.

***Good media releases often get printed 'word for word' in local or community newspapers - offer them a good action photo to go with the story.***

label clearly

## MEDIA RELEASE

(organisation logo)

letterhead or logo for credibility!

### Taking it to the streets

Women in Seafood Conference September 25-26

THE HOOK... heading to catch attention

#### For Immediate release Monday, September 17, 2001

"Get out and talk more" is the message for women at the Women's Industry Network Seafood Community's **Working with our communities** conference being held at the Brisbane Sheraton Hotel next week.

First paragraph must tell who, what, when, where, why - and how!

include direct quotes

"This conference is all about getting out and communicating with the public about the seafood industry, and how each woman in this industry can make a difference," says WINSC communication project manager, Judith Ham.

"The theme **Working with our communities** reflects WINSC's commitment to building strong and productive networks," she says.

The second annual AGM and Conference will review and celebrate WINSC's progress in the past twelve months and look to the future.

A highlight of the conference will be Monday's Communication Workshop, which will train women in the use of the new Fisheries Research and Development Corporation (FRDC) funded Community Communication Guide and Resource Folder.

one sentence per paragraph

"The workshop aims to give women the tools and the confidence to communicate effectively with our local communities," says Judith.

most important info

plenty of white space!

#### Each delegate can choose four sessions, including:

1. Becoming local media "talent" - media interview skills practice
2. Getting noticed by the media - developing a good media "yarn"
3. Communicating with the "heavies" - dealing with politicians and other leaders
4. Networking for influence - working with your community
5. Getting the messages right - determining objectives and shaping messages
6. Setting priorities - working out who to communicate with and how
7. Planning for control - action plans and crisis management
8. Funding all the action - preparing funding applications

to least important

**Should you be there?** According to Judith Ham, if you have a passion and commitment for the future of the seafood industry in Australia, the answer is yes. The Women's Industry Network Seafood Community (WINSC) particularly welcomes women from all areas of the seafood industry who have not previously participated in industry activities, but have ideas and care about the future of the industry.

#### For further information and registration details

[www.seafoodsite.com.au](http://www.seafoodsite.com.au)

#### For workshop or project information contact:

Judith Ham (07) 3927 4132 or email [j.ham@bigpond.com](mailto:j.ham@bigpond.com)

contact person (at least two ways to get hold of them!)

Action sheet

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Page 3

## Photo opportunities

A picture paints a thousand words so make sure you have a few good ideas for photos or film. Boats, fish, children, and delicious looking seafood are always popular. Delicious looking seafood is even better if the journalist and photographer/camera operator can eat it afterwards!

Take home packs of prawns or oysters or tasty seafood snacks provide a great incentive for journalists to come out and do a story and photo. Be sure to include this sort of information in your media release.

## Feature articles: Getting your story into print

Feature articles are longer than ordinary news stories and take a more in-depth approach. It is easier to get a 600 word feature story (with really good pictures) published than a 1 000 word epistle.

The key with feature writing is to approach it in a similar way to media releases. Read the publications or newspapers you are targeting. What language do they use? Is it formal or relaxed and friendly? Are most of the articles written from a personal point of view or as a third person (i.e. "they")? What kind of people do you think would read this magazine? Be guided by how others write.

As you flick through the magazine, write down any story ideas that come to mind. You can either ring the editor to ask if they are interested in any of your ideas, or you can choose a storyline and begin your article.

Present your article double-spaced. Don't bother with a catchy title. State the subject as the title e.g. Seafood for BBQs. On each page have your name, contact phone, subject and page number (use the "header" on your computer or type this at the top). On the bottom of each page (use "footer") have the copyright symbol and your name, e.g. © Ann Smith.

Send a self addressed envelope, especially for the return of any photos (these must be clearly labelled). If one editor rejects your article, try similar publications. "Rejection" is par for the course for writers!

## Tips for features:

- a picture sells the story - supply 3 to 4 good photos;
- start with a plan - write down 3 to 4 key points and backup information;
- use anecdotes and direct quotes from others to tell the story;
- have a strong introduction and link this in to your conclusion;
- one or two sentences equals a paragraph;
- write in short sentences with one thought to a sentence;
- write in the active (doing) voice e.g. 'Ann prepared the seafood' not 'the seafood was prepared by Ann';
- be accurate with your facts and story;
- keep your audience in mind (write to interest them).

## Regular features or reports

There are opportunities for you to provide regular articles for publication or broadcast. These include regular information about what's in season and other consumer based information about preparing and eating seafood e.g. handling tips, recipes or seafood prices. This will help to promote an ongoing interest in the industry.

Target a publication or broadcaster and put together a proposal detailing the sort of information you could provide. If you are targeting radio or television, make sure you are up to the task of talking into a microphone - or find someone who is.



## Letters to the editor

Writing a letter to the editor is an easy way of getting your message into the local paper. It is also a great way of responding to negative publicity or misinformation about the industry or specific issues. It can also create an interesting debate.

Letters to the editor should:

- be short and to the point;
- clearly describe the facts;
- use simple active sentences;
- avoid being too emotive.

**letters to Ed should be 100 words or less...**

**a punchy headline attracts attention!**

**Put up or Shut up**

Sir,  
In response to the letter from Ray Page ("Bairnsdale Advertiser" Monday 6 April 1998), regarding the banning of commercial netting in Victorian bays and inlets including Gippsland Lakes.

**identify the letter, article or issue you are referring to**

**...unless you have a lot of evidence to present, as in this letter**

Mr Page's comments on the need to ban netting as a method of harvesting seafood are only perceptions without any facts or evidence to support the comments he makes.

**make your position clear (either state outright or indirectly)**

Other states are not phasing out or replacing netting with other methods as an alternative to harvesting fish, as claimed by Mr. Page. Fisheries worldwide have acclaimed research and development by several of Australia's marine institutes into netting practices, particularly by-catch reduction.

**bring in the facts!**

Netting is still the most effective and efficient method of harvesting to provide fresh seafood for the vast majority of consumers who choose to buy their fish.

**back your words with action**

Netting methods including those used by bay & inlet fishermen are not harmful to juvenile fish and they do not have a negative impact on the seabed habitat as Mr Page claims. These comments are substantiated in the consultants reports prepared for the Fisheries Co-management Council review into Bays and Inlets Scalefish.

**identify yourself, your position, your organisation for credibility**

There is also plenty of other documentation and filmed evidence to support our comments on this issue. In fact the fishing industry would be prepared to debate this issue with VRFish and its members anytime.

The comments on aquaculture by Mr. Page are just a smoke screen for his comments, lacking any facts to support his argument for the banning of netting. Victoria has a developing aquaculture industry that is expanding each year.

Ross Hodge  
Executive Director Victorian Fishing Industry Federation  
Suite7, 120 Commercial Road, Melbourne, 3004 1

**provokes thought and images**

**witty and descriptive title**

**Letters to the Editor ... can be short and to the point!**

**Who's going to take the bait in the rec vs. pro fishers debate?**

**first sentence states the issue**

**emotional conclusion**

If the argument is about sharing the fish fairly, who is going to catch my fish and prawns if the government shut down the pros?

**facts to justify first sentence**

I'll get none - BUT the 10 percent of recreational fishers, who take 90 percent of the recreational catch, will get more.

That's not fair for me - and certainly doesn't help all the other people and businesses who rely on the commercial fishers!

Signed  
Seafood lover  
(name supplied)

**You can request not to have your name published, but you'll get a better run if you are prepared to stand by your word.**

## Talk back radio

Calling your local radio station during talk back is a fast and easy way of getting your message out there. Before you ring in, list the facts you want to cover - one or two at the most for talk back.

An enthusiastic and confident voice will attract the interest of listeners and provide credibility to what you have to say. Imagine you are having a phone conversation with just one person. It will be less daunting, and one-to-one conversation is really what radio is built on. Don't ramble, be succinct.

Two or three of you ringing in can really develop and drive a talk back session. Get together and practice! This is good if you are pursuing a particular issue.



***Relationships with the media take time to build. Be gracious and be patient - but never give up.***

## Television

TV is probably the hardest medium to receive coverage on - but it does reach the most people in urban areas so it is worth the effort. Regional TV News (e.g. WIN) also needs to get 8-10 local stories each day, so it can be easier to get on these news programs.

Boats, children and great looking seafood are always good. Colour and movement is the key. Meetings are boring unless there is great enthusiasm, and this kind of vision will only be used as a quick "grab" of 3 seconds. To attract TV, you will need other vision opportunities as well or a high profile spokesperson to be interviewed.

If you want coverage for an event, send your media release indicating the best time for the cameras to be there and follow it up with a phone call to the news editor or chief of staff. Offering to send some sample seafood back to the studio might help them see the value of the story.

***Be genuinely helpful and informative. If you are a relaxed guest and develop a good rapport with the presenter, you may be asked to become part of a regular segment.***

## On the air

If you have a particular area of expertise or interest, contact your local radio presenter. Let them know you are available and willing to go on air to speak about related issues of interest to their audience.

You may be able to provide expert advice on topics such as fishing or seafood preparation, or comment on environmental sustainability or similar industry issues. ABC Regional Radio is hungry for local interesting and entertaining talent.

A word of caution: provide advice and information that interests the audience, but never push particular products or services for commercial gain. Consider whether there is an opportunity for you to try this approach with your local television station.

***TV is all about pictures, so provide great vision opportunities that will help tell the story***

# Action sheet 7

## Creating seafood cookbooks

Producing and selling cookbooks can be a great opportunity for raising money for future activities and creating interest in the local industry. Look at cookbooks put out by other groups and consider what you like and dislike about them. Also check out how much these sold for. It'll give you an idea of what people are prepared to pay for yours.

Make your seafood cookbook a culinary adventure by including:

- tried and tested recipes - in varying degrees of difficulty;
- snippets of interesting information throughout the book such as seafood facts (e.g. local industry history, seasons, fishing operations);
- handy tips on:
  - time saving cooking tips
  - peeling prawns, filleting fish and cleaning crabs
  - selecting, handling and storing seafood.



The recipes can be collected from local fishing families or other identities such as politicians and media personalities. Real recipes from real people are best. This makes the book interesting and fun. It also creates a market for the book as everyone wants to own a book they have their name in! If you have recipes from sixty people you are bound to sell at least sixty copies.

**Keep the recipes simple. No more than eight ingredients and six steps in the method. Include a contents page.**

Take a relaxed, conversational approach when writing your book. A cookbook can include line drawings, cartoons or photographs, but a word of warning! Food photography is a very specialised area. Average or bad photographs will detract from your book, so if a professional photographer or illustrator is beyond your budget, use interesting formatting and good design instead. Leave the glossy cookbooks to the Women's Weekly.

There is an initial cost involved for the production of the book, but with good planning this will be recuperated from the sales.



### Steps for producing a fantastic seafood cookbook



1. Decide on a title, size (number of recipes and pages) and style for the cookbook.
2. Decide how many you think you can sell.
3. Get quotes for the printing of the book.
4. Work out a budget for the project.
5. Look for sponsorship for the initial expenses.
6. Make a task list of what has to be done by whom and by when.
7. Make a marketing plan for the promotion and sale of the books.
8. Collect the recipes and additional information to be included.
9. Carefully edit and proof read the cookbook before it goes to print.
10. Finalise the design and go into print.
11. Hold a function (with food) to launch the cookbook inviting the media, community personalities, recipe contributors and industry members.
12. Use the media to promote the book.



**Check there are no copyright problems with any additional information you might include. This happens when you take information directly out of another book and fail to get permission from the author to use it. It will tell you in the front of a book the conditions for reproducing information.**

## Sponsorship

How much money do you need or want? You can use sponsorship by selling advertising space in the cookbook to offset the cost of production only, or you could add it to the overall revenue from the book. These are decisions you have to make.

Find out what it is going to cost to produce and sell the book. Your budget should not only be how much you are going to spend but also what you are planning to make. This will help you decide on your advertising rates. You can charge more for the back cover space and a lot more for naming rights for the cookbook e.g. The Lakes Entrance Chandlery Seafood Cookbook.

Another option is to make it a joint project with a local service club. This could help enormously with extending sales as well as providing some extra expertise in the design and production of the cookbook.



## Steps for getting sponsorship

1. Identify and list businesses or organisations that might be interested in supporting the cookbook project.
2. Write a letter, phone or visit those on your list and explain what the cookbook is about, providing details about the contributors, who you are going to sell it to, how many are going to be printed, how much it will cost them to place an ad in the book, etc.
3. Offer them the opportunity to be a sponsor and tell them what's in it for them.



Give them some time to think about it, then follow up with a phone call or visit.

## Promotion and sales

Decide who is going to want to buy the cookbook. First of all there are the contributors and the people associated with the industry - they will want a copy - especially if they know the authors. The local community, schools and tourists and visitors to your region should also be targeted.

Where you are going to sell the book poses some problems. If it's through shops and businesses you will probably have to pay a commission to them. This will eat into profits unless you factor it in to the selling price.

Talk to the local seafood businesses and the local tourist office to see what they are prepared to do in helping with sales. Other options for sales will be at special events or direct sales from people within your network.

Let everyone know there is a fantastic local seafood cookbook available and where they can buy it. Flyers and notices in shop windows can be useful. The media and word of mouth are also very effective. Prepare a media release about the cookbook including what's in the cookbook, who contributed, how much it costs, and where it's available.

A fun book launch produces good publicity. Be prepared to give a few away to get publicity for the book. It could be a give-away for a contest on the local radio or in the newspaper.



# Sample Seafood Cookbook Task List

Task	By whom	By when	Outcomes	
Decide on the style for the cookbook	All the group	3 June	Title: Secrets from the deep Collection of recipes from local families, the Mayor, local sporting champion and local MP	← a 'catchy' title helps grab interest
Decide on who you are going to sell it to	All the group	20 June	Industry people, local community and tourists from local fish shops and seafood market, and where caravan park, tourist office at the council chambers, at the school fete and direct from our group	← start with the obvious then go outside your square
Decide on the design, paper and printing and how many you want printed	Editorial committee-Sally, Kate, Malcolm and Dorothy	13 July	A4 spiral bound 50 pages one colour with sketches to be done by Sally Jones 200 copies	← check out other books for style ideas
Get quotes for and the printing marketing of the book	Production committee-Sally, Mavis, Annie and Doug	20 July 1	100 copies \$13 each or 200 copies \$7 each. Everyone approached was happy to sell the books free of cost or commission	← shop around and get a couple of quotes - ask to see examples of their work
Compile, edit, and proof read the book	Editorial committee	30 August	Of the 60 people approached to provide recipes we got one or more recipes from 49 of them. Some recipes needed to be re-written. We also decided the book would look good if we used hand written recipes. We had to write some of the recipes ourselves to fix spelling mistakes and to make it readable.	← get more than 1 person to check for mistakes
Oversee production and distribution	Sally and Doug	28 August	Book produced	
Write a media release	Kate	1 September	Two releases written - one for before the launch and one after about the book	← follow up with the media
Book launch	Kate, Sally	1 September	The Mayor is going to launch the book at the school fete. We have arranged for the media, industry and local politicians to come to a cook-up of some of the recipes. Seafood donated by the fishers	← work with the media!
Budget and financial and management of the project	Cathryn	Throughout	Budget drawn up Cost of production \$1400. Cost of launch incidentals \$200. Sold 5 ads at \$150 each and one at \$400(back cover). We only need to sell 45 books to break even - after that it's profit! GST has been taken into consideration.	← good bookwork... earns good profits
Sales and promotion	Annie and Sally	From mid August to	Mini posters put in shop windows, cookbooks distributed to shops, etc. Many sold at the fete (68)- we had a good 30 September captive audience. Gave two away to Radio station for prizes which generated a further 18 sales. Sales continuing through seafood market- high traffic location with locals and tourists. Expect a rush with Christmas coming on. Might consider reprinting in the New Year.	← be inventive

↑  
be flexible and allow more time than you think necessary



# Action sheet 8 Lobbying and representation

## Lobbying to gain support

Lobbying involves getting popular and political support for your particular cause or issue. Forms of lobbying include asking for:

- support from the community;
- support and endorsement from an influential person;
- sponsorship from an organisation;
- funding from government.

**Warning: Lobbyists can become too demanding and pushy. This works against them, and may cause influential people to withdraw any support they had intended to offer.**

Lobbying will only work if it is based on the understanding of mutual benefit. Benefits can include positive publicity, lifting profile, being seen to "do the right thing" in terms of voters or the public or gaining advantage in the marketplace.



Lobbying works best with credible group backing, which is why forming strong networks is useful. It gives you a stronger voice.

Take into account the demand on politicians and community leaders' time. They are faced with many requests for funding, sponsorship, assistance and support every day.

As a lobbyist, you need to be aware of what is possible in terms of support, not ask too much, and not over-estimate your group's power to influence decisions in government. Don't ignore the power of electorate lobbying. Votes count - but it is also a mistake to put too much emphasis on voter power.

**As the people you most likely want to lobby are very busy and probably receive many such proposals, always provide a one page proposal summary that highlights your objectives and the key messages. These can be written as bullet points. The summary must be interesting enough to hook them into reading the full proposal. It could also be presented as a covering letter.**

## Tips for successful lobbying:

- be reasonable in your requests;
- identify problems, but include possible solutions;
- use facts to support your arguments or rely on facts;
- be clear on who you should be targeting with your request;
- be prepared - make sure you have an overall plan;
- put together a clear, succinct proposal;
- don't make your representations too late;
- follow up on your proposal without being demanding and pushy;
- recognise the demands on influential people's time - and funds;
- demonstrate why your proposal deserves support.

Find out who the decision-maker is in the organisation or government department and target that person. Avoid going in to lengthy explanations over the phone. The key is to hook their interest. Make an appointment as face to face communication is most effective. It's harder for someone to look you in the eye and say "no".

If you have friends or members of your group or network with connections, ask for their help in arranging an introduction or appointment. Ask the person in your group with a high profile and credibility to attend the appointment.



It is vital to have an overall plan.

Putting together a written proposal helps you to do this. It also gives you a chance to deliver your proposal in person, and the opportunity to follow up in a given period of time.

## Face to face

Always approach a meeting or presentation in a professional and polite manner. Go prepared for this meeting and make sure those accompanying you have been fully briefed. Look professional, be enthusiastic and listen to what their needs are. Avoid promising more than you are capable of giving. Be brief, acknowledge the time they have given to see you, and finish with making a time to contact them for a decision.

Finally, follow up with a phone call to check on the progress of your request. If you are successful in your quest, hand-write a thank you note, and then work on fulfilling your part of the deal. Keep them updated, be prompt with reports and involve them where possible.

If support is not forthcoming this time, talk about possibilities for the future - in other words, keep the lines of communication open.

Lobbying and networking go hand in hand. You may get knock-backs, but remember, you are building long-term relationships.

## Getting greater representation for women on boards, committees and councils

Why would you want to lock yourself into a life of meetings? Good question!

There are many reasons why ordinary people like you and members of your group could and should play an active role in the decisions that affect your lives.

**Throughout Australia governments are actively promoting greater representation from women. They at last have recognised the skills, experience and expertise of women. Now is the time to make a mover.**

This means getting appointed to decision making and direction setting bodies. Most importantly, it puts you in a position of influence and expands your network.

There are also a number of positive spin offs for expanding your level of community involvement including:

- expanding the networks in which to present your industry's position;
- accessing decision makers and direction setters;
- improving industry profile.

Not all of you are in a position to undertake representative roles. However, collectively you can provide the support and encouragement to get a few of you in there!

## Finding out about boards, committees and councils

Deciding what organisation you are interested in and would be most suited to is the first task. In your immediate circle there are school councils, school Parent & Friends committees, water management, catchment management, and vegetation management committees to name just a few. Then there are the "cares" for the fish and coast. The Marine and Coastal Community Network, and the Australian Marine Conservation Society also do great work and are a good starting point for involvement.

Look in your local library and at the council office for information about community based committees, groups and organisations.

Being elected to your local council is an enormous undertaking but very worthwhile and could be personally satisfying.

### Put your name on government registers

The information regarding government registers are on your state/territory government website. Follow the paths through the industry development/women and you should be able to find details about a women's register.



### Help in preparing a resume and application

There is a lot of help available from government departments.



**Only the crazy or very committed would consider state or federal politics, but with a strong network working together, anything is possible.**

# Action sheet 9 Presentations, meetings and proposals

## Presentations

As part of your workshop, seminar, open day or other event, you may be required to give a presentation. Public speaking is right up there with death on the fear scale. Even the most experienced person can feel fear when it comes to standing before an audience.

The key is to recognise that it is very normal to have a dry mouth, sweaty palms, and a sick stomach. Being well prepared will help you feel more confident. Breathing properly, drinking water with a dash of lemon in it, humming and loosening your jaw, neck and shoulders before you get up to speak will also reduce some of the tension. Picture a boxer limbering up before a fight!

First impressions count, so think about what you are going to wear - dress to impress - but at the same time feel comfortable. Smile and be warm and welcoming. Look and act confident - even if you are quaking in your boots!

Be positive. Remember that your audience has made the time to come and listen to you for a reason. They want to be entertained, informed or educated (or all of these). It is up to you to work out what you can give to your audience and the best way to deliver it.

The best presentations are like an entertaining conversation. Include examples to illustrate your points. Strong examples and words that create visual pictures help information to stick in people's minds.

You may have heard the saying: "tell them what you are going to tell them, tell them, and then tell them what you said". Keep this in mind when planning your presentation. Your audience cannot go back and re-read parts of your presentation, so it is important to deliver it in a logical order with the key points clearly stated.

### Tips for preparing your presentation:

- know your audience - who is going to be there, how many, who the key people are;
- target what you are going to say;
- visit the venue so you are familiar with the layout and equipment;
- objectives: be clear about your topic and purpose;
- content: have three or four key points and then gather ideas, facts and figures and material to support them;
- define terms: don't assume your audience know industry terms the same way you do;
- prepare a rough draft of your speech with a good punchy introduction;

- transfer your speech to mental or written notes
  - use a series of key points leave your audience with a "call for action";
- prepare your visual aids to fit in with your talk;
- practice, practice, practice - in front of a mirror, friends and on tape.

### Presentation format

1. Introduction: inform the audience of your topic and what you are going to cover.
2. Content: make three or four major points, using facts and examples to support these points.
3. Conclusion: reinforce and repeat your main message.



### Visual aids

Use visual aids in your presentation. They will help the audience retain more of what you are saying, and will help to keep you on track with your presentation. We remember 20 percent of what we hear, but 50 percent of what we see and hear.

The moment of delivery has arrived. You'll be tempted to read your speech, so have dot points rather than full notes. Speak to your audience not to the visual aids such as overheads and powerpoint presentations.

You'll also be inclined to speak too fast. Slow down, and pause occasionally to mark the end of a section or for dramatic effect and emphasis. And finally, see each presentation as a learning experience. The more you do it, the better you get.

Whether you are being introduced or introducing yourself prepare a few points about yourself including your name, where you are from and your experience in the subject you are talking about. This helps set the scene for your presentation. It can also help to relax you!

### On your feet...

- Slow down - talk at about one third the pace an audience can read
- Use a variety of audio-visual techniques to help get your message across
- Be aware of your body language - how you stand, what you do with your hands and your facial expressions come across loud and clear
- Keep it simple - cram in too much information and your key message will be lost.
- Be prepared to respond to your audience
- Be aware of time - don't drag on or rush your ending (Practice!)
- End with a bang not a whimper - your conclusion is the message your audience will remember

## Holding an informal meeting

Informal meetings can be a small group having a chat over a cup of coffee, or a larger gathering sitting around a table, working to an agenda. Either way what's important is that you produce some identifiable outcomes- future plans or solutions to existing problems or concerns.

Everyone has been to a meeting, and many have endured a bad meeting! They are a big turn off. If you are organising a meeting - you may as well organise a good one!

Possible venues for meetings:

- the park
- coffee shop
- meeting hall (if you expect over 15 people)
- someone's home (take it in turns to host the meetings)

### Steps for holding an informal meeting:

1. Select a venue and make catering arrangements if required.
2. Prepare an agenda covering the objectives of the meeting.
3. Invite people.
4. Prepare the venue on the day.
5. Record and circulate the outcomes.

Hold the meeting at a venue that everyone feels comfortable - especially people coming for the first time. Consider access, parking and provision for children.

If you want a lot of interaction set it up in a circle or around a table - not theatre style where you have to turn around to hear someone speak.

### Tips for holding a successful informal meeting:

A good meeting	What you need to do to make it happen
Everyone knows what's the meeting for and what to expect. to be made.	Produce and circulate an agenda which lists the items for discussion and any decisions which need
Everyone has their say. people who have not said much.	Regularly ask for comments. Call specifically on
The business gets finished on time. going to and watch the time.	Agree to an agenda and a time the meeting is
Everyone is clear about what happened and what decisions were made. the meeting.	Work to the agenda and record the decisions made. Read out the decisions made at the end of
There is care and sensitivity to people's different cultural backgrounds.	Be aware of such issues and acknowledge where appropriate.
Everyone understands the meeting procedures being used, the jargon and abbreviations.	As you go through the agenda ask the group if they all understand the various terms.
Business is not too rushed and not too slow. is needed, discuss it with the group.	Pace yourself against the agenda and if more time
The group is welcoming and encouraging to new and quiet people. new to the group. During the meeting, ask these	Make time before the meeting gets going for everyone to meet each other - particularly people people for their comments or opinion.
The chair is neutral.	Get the group participating as much as possible rather than dominating the floor with your ideas. Consider asking someone else to Chair or rotate it.
The atmosphere is calm, hardworking and enjoyable and at the end there is a sense of achievement.	Good humour and avoiding conflict or personality clashes help. At the end of the meeting sum up the outcomes of the meeting from the notes you have made next to the agenda.

## A bad meeting is one where...

- A few people dominate discussion and decision making.
- Business is never finished. Agenda items are carried on from one meeting to the next. The meeting finishes very late and everyone feels frustrated.
- There is confusion or conflict, anger or fights.
- New people feel unwelcome and alienated.
- Formal procedure is used but only a few people understand it.
- There is lots of jargon and abbreviation being used that only a few people understand.
- A dominant chairperson who gives their opinion strongly all the time and pushes their own ideas races through decision making.
- Everything is disorganised and the agenda is ignored.
- The chairperson is inconsistent and misleading. (extract from AFFA: Young Rural Leaders' Course, Learning Guide)

## Writing a proposal to gain support

It is important to have your issues clearly outlined, but don't provide too much detail too soon. With the amount of paperwork most people in these positions have to shuffle through each day, something short and to the point is best.

A proposal is more likely to be read if it includes clear headings and good lead paragraphs under each heading which give the main thrust of your proposal. Bullet points also help to highlight your main messages.

Provide a covering letter or summary that outlines your main points and clearly asks for something, whether it be money or support.

The first step is to do your research! What are the issues most important to the person or organisation you are writing to? What benefits can you offer?



Will their involvement:

- \* give them positive media coverage;
- \* offer publicity opportunities (including public appearances and logos on signage);
- \* give them credibility through association with your cause;
- \* fit in with broader areas they are concerned with, e.g. the environment, employment, promotion of their state/territory;
- \* increase or create public goodwill for their organisation?

These are a few of the more obvious benefits. You may come up with more. The key is to identify the potential people you wish to target - politicians, community leaders or particular businesses. Then brainstorm the benefits!

### Tips for writing a proposal:

- be brief and professional;
- provide clear objectives and sufficient information;
- present it as an opportunity, listing the benefits you've identified;
- detail who will manage the project;
- outline the budget for the project (if applicable);
- show the steps you will take to ensure accountability (e.g. costs, evaluation, report);
- present your document professionally (use group or industry logos for credibility and pay attention to formatting, grammar, spelling etc.);
- give contact details;
- provide a one page cover letter that gives a summary of the proposal and asks for something.

**For formal meeting procedures  
contact WINSC or your  
state seafood industry  
association**



# Action sheet 10

## Gaining sponsorship and funding

How much money do you want and what do you want it for?

Cost out your planned activities and make a budget from all the hard work you've already done in establishing objectives and activity planning (See steps 2-5 in the guide). Establish a fundraising target. There are many creative ways of getting funding for local activities. The chook raffle is far from dead!

Get the prizes donated from local businesses and sell the tickets through outlets with a high turnover such as seafood retailers, service stations and pubs. Make sure you have worthy prizes - ones you'd want to win! Check for any permits that might be required.

### Sponsorship

Sponsorship is about getting a person, business or organisation to provide money in exchange for something. Therefore you have to have something to

offer them, such as exposure to a new or existing market, sales and promotion, or just the opportunity to provide a community service.

Remind them that it would be a tax deduction. Another option is to have a joint project with a local service club. They are often looking for worthwhile community activities to be involved in.

That could help enormously with providing extra expertise and helpers in the project. It's particularly useful for seafood festivals and big events.

### Steps for getting sponsorship:

1. Identify and list businesses or organisations that might be interested in supporting the activity. The most likely sponsors will be ones where you already have contacts.
2. Write a letter, phone or visit those on your list and explain what the project is about, providing details about the contributors - who, how, when and why?
3. Offer them the opportunity to be a sponsor and highlight what's in it for them.
4. Give them some time to think about it then follow up with a phone call.

**The quick raffle: Prize \$100 Sell 100 tickets at \$5 each and draw a winner! Bingo - \$400 profit for the cost of a book of raffle tickets.**

Fundraising ideas	Resources required	Comments
<b>Raffles</b>	<ul style="list-style-type: none"> <li>• prizes and tickets (seafood trays or store vouchers are appealing)</li> <li>• ticket sellers</li> <li>• publicity</li> </ul>	Get the prizes donated from local businesses and sell the tickets through outlets with a high turnover such as seafood retailers, service stations and pubs. make sure you have worthy prizes - ones you'd want to win! Check for any permits that might be required.
<b>Prawn or sausage sizzles, barbeques, cocktail parties (drinks with finger food)</b>	<ul style="list-style-type: none"> <li>• food and drinks</li> <li>• cooks</li> <li>• venue and barbeques</li> <li>• publicity</li> <li>• attendees!</li> </ul>	These are good fundraisers and also great community building and networking events. Try to get goods donated or at very good prices. This will help maximise profits. A raffle at an event will help to boost profits.
<b>Cricket matches and golf days</b>	<ul style="list-style-type: none"> <li>• someone who knows about the sport to organise the competition</li> <li>• prizes</li> <li>• venue</li> <li>• same as for the prawn or sausage sizzle if you finish the day with a gathering</li> </ul>	These event encourage community building and networking and can involve all the family.
<b>Seafood cookbooks</b>	<ul style="list-style-type: none"> <li>• recipes</li> <li>• design and production coordinator</li> <li>• sales and promotion coordinator</li> </ul>	Besides being a fund-raiser they also promote community spirit.

## Funding major projects

There are many government funding initiatives supporting worthwhile projects. It's a matter of finding them and then producing an application that's outstanding and meets the funding guidelines.



Projects focusing on training, community capacity building, business development, and environmental protection and enhancement are all supported well by governments. There are good funding opportunities for projects initiated and progressed by women.

***If you are after big bucks a more formal funding proposal will help***

Once you've established your project objectives and have an idea of how, what, when and where, you need to find an appropriate funding body to apply to. Use the steps in the Community Communication Guide to fine-tune your ideas. The Internet is a great place to look for funding programs.

The main national funding programs currently available (2001/2) are FarmBis administered by Agriculture, Forestry and Fisheries Australia (AFFA), National Heritage Trust (NHT) administered by Environment Australia and the Fisheries Research and Development Corporation (FRDC).

Seafood Services Australia is also funding industry development projects.

The websites are as follows:

- [www.affa.gov.au](http://www.affa.gov.au)
- [www.ea.gov.au](http://www.ea.gov.au)
- [www.frdc.com.au](http://www.frdc.com.au)
- [www.ssaust.com](http://www.ssaust.com)



The Australian has a publication titled *the Australian Grants Register* compiled by Dr Julie Summers that lists and describes over 2300 grants. It's available from Australian Scholarly Publishing and costs around \$70. It also provides information about preparing grant applications.

There is a website for Grantsearch with a subscription fee. [www.grantsearch.com.au](http://www.grantsearch.com.au)

Check the government website in your state for more funding options. Look in your state's web page on women in rural industries as there are several funding opportunities there.

Go into the website and follow the signs to grants or funding applications. Preparing funding applications takes time and patience. Make sure you are well equipped with both.

Thoroughly read the application guidelines and make sure your intended project fits into the described criteria. You may need to re-work your project to fit into the funding criteria.

Contact the funding body and talk through your intended project and ask for guidance on how best to approach the application. Ask other people who have successfully applied for funding for help with your application. Someone at your state industry body should be able to help.

Things you always need to demonstrate in the application:

- industry and community support for the project;
- industry and community need for the project;
- ability to undertake the project;
- appropriate methodology;
- supportive references;
- clearly defined outcomes;
- ability to evaluate the project.

*Good luck!*

