

# Communicating research results

## Program management

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### Funding

	\$m
2006–07 actual	0.66
2007–08 estimate	0.70
2008–09 budget	0.72

### Key performance indicators (2008–09)

- information on program and project achievements and impacts widely available in print and web-based media
- evidence produced of continuing demand for and appreciation of ACIAR's scientific and corporate publications
- targeted stakeholder groups satisfied that their information needs are being effectively met
- ACIAR's use of information and communication methods and technologies for disseminating agricultural research information for development consistent with current best practice

### Position

The *ACIAR Act 1982* commits ACIAR to communicating the results and impacts of the research it funds. Responsibility for delivering on this commitment is held by the Communication and Secretariat Unit (the unit), which works to communicate these results to a wide range of stakeholders through the most appropriate mediums and channels. The unit is also responsible for the secretariat of the Commission and Policy Advisory Council, government relations and reporting, and information management.

The ACIAR website is designed as a first port of call for people and organisations wanting to find and access information about ACIAR and its work. The website provides comprehensive information about ACIAR's programs and projects, including country strategies and priorities, project summaries, progress reports, comprehensive final reports, impact assessments and other evaluation studies. Research outcomes are presented in the form of free downloadable electronic publications and an online shopping facility. (Publications are available free of charge to developing-country partners.)

The unit supports extension and adoption of project outcomes by next-user groups through a number of mechanisms, including targeted media campaigns and print and electronic publishing. The unit produces a wide range of practical 'how to' guides and reference and technical material in both print and electronic form (depending on end-user needs). This material is made available to end-user groups through a combination of mailouts, distribution

through partners, and the website. All ACIAR publications are available on the ACIAR website.

Dissemination of research outcomes is complemented by a suite of corporate publications including the flagship publication *Partners in Research for Development* magazine, which communicates the benefits of ACIAR's research to a wide range of audiences, conveys the partnership mode of operation and presents this through an 'on-the-ground' perspective. Other types of publications include country profiles, training manuals, impact assessment reports, adoption studies and annual reports.

The unit conducts public awareness activities, promoting agricultural research as part of Australia's aid program. It also gives support to program managers, project partners and the seven ACIAR country offices in key partner countries—providing advice on strategic communications and communication tools, products and practitioners.

### Indicative priorities

- Publish information (including 12–16 new titles) on outcomes and impacts of ACIAR-funded projects in a variety of formats, aimed at enhancing dissemination and adoption of results of ACIAR-funded work.
- Look at the most appropriate method of communicating research results on a case-by-case basis.
- Implement website strategy, including the investigation and delivery of appropriate technology options to enhance accessibility (including low bandwidth version), a review of search functionality and implementation of design improvements.
- Publish the *Partners in Research for Development* magazine three times per year to disseminate information about projects and increase awareness of ACIAR's contributions to regional development, with special emphasis on the people involved.
- Monitor issues and stakeholder feedback to inform communication strategies and activities.
- Participate in targeted public awareness initiatives such as the annual ATSE Crawford Fund seminar, publication and project launches, targeted advertising and sponsorship, and media releases.
- Work with country offices on development of communication strategies and tools for partner countries; for example, bilingual publications and newsletters, media monitoring, and liaison and training.