

Communicating Research

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AOP budgeted expenditure in 2007–08	\$700,000
Actual expenditure in 2007–08	\$634,968
Expenditure in 2006–07	\$657,485
Expenditure in 2005–06	\$690,925
Proportion of total ACIAR expenditure 2007–08	1.0%

Key performance indicators	Performance 2007–08
Information on project achievements and impacts is widely available in print and web-based media	<ul style="list-style-type: none"> • ACIAR now publishes all project final reports online in pdf form, and in print form through on-demand short print runs. Fifty-one final reports were published during 2007–08. • ACIAR produced a total of 36 publications during 2007–08, including: <ul style="list-style-type: none"> – 16 scientific and extension publications – 6 independent impact assessments of research outcomes (covering 25–30 projects) as well as an annual publication covering adoption of projects completed four years earlier – 8 country profiles – 4 co-publications and one interactive CD with partner organisations. • Media coverage (in Australia and in partner countries), events, conferences, briefings and other activities provided information about ACIAR's research and development activities as well as providing information to end users. There has been a substantial increase in media coverage of ACIAR projects over the past year. • <i>Partners for Development in Research</i>, ACIAR's flagship publication was published every four months and covered themes such as climate change, gender and genetic diversity, with demand for <i>Partners</i> continuing to rise. • The ACIAR website provides a comprehensive window to ACIAR activities and key themes and issues for agricultural research for development. It provides up-to-date news and highlights, including current issues, priorities and programs and consultation with its partners, as well as information about all ACIAR's projects.

Key performance indicators	Performance 2007–08
Evidence of continuing demand for and appreciation of ACIAR's scientific and corporate publications	<ul style="list-style-type: none"> • 25,763 copies of ACIAR publications were disseminated in hard copy format (an increase of 100 per cent from the previous year), with 877 copies sold upon request, earning a net income of \$21,447. • Since PDF counting was instigated in February 2008, 17,000 PDFs were downloaded from the ACIAR website, with an average of around 4,250 viewings per month. • Through popular demand, three of ACIAR's publications (two monographs, one working paper, and one project final report) were translated into five different languages. • Also, through demand, 2 publications (<i>Monograph 128 – Quality manual of fresh produce from the highlands of Papua New Guinea</i>, and the climate issue of <i>Partners for Research in Development</i> magazine) were reprinted. • A total of 219,213 separate visitors viewed ACIAR's website, with more than 11,258,503 hits recorded. • Website traffic has grown by 52 per cent. • 9046 website visitors have subscribed to the latest publications RSS feed since implementation in December 2007. • Publications continue to feature in the top 10 pages visited and in the most used search terms.
Targeted stakeholder groups are satisfied that their information needs are being effectively met	<ul style="list-style-type: none"> • New reporting templates and streamlining of project development and reporting processes were successfully implemented in consultation with project leaders from partner organisations. • Collaborative websites have also been developed to assist remote project teams, and across organisations, with communication and collaboration (see KPI below). • ACIAR works closely with partner research organisations to produce scientific and extension materials for a range of audiences in partner countries and Australia. This includes copublishing, translations into a number of partner country languages, and provision of publications and other tools to a range of research organisations, NGOs, international agencies and other partners. • ACIAR has strengthened its partnership with the Crawford Fund through collaborative public awareness activities including media campaigns, events and conferences.

Key performance indicators	Performance 2007–08
<p>ACIAR's use of information and communication technologies for disseminating agricultural research information for development is consistent with current best practice</p>	<ul style="list-style-type: none"> • ACIAR's information-rich website provides the first port of call for information about ACIAR. • ACIAR provides electronic versions of its scientific and corporate publications free of charge on its website. The process of digitising and web publishing ACIAR's out-of-print publication titles from earlier years has begun. • The website is undergoing a process of continuous improvement and new technologies are monitored and explored. The past year has seen the introduction of RSS feeds, and improvements in delivery across low bandwidth. • Websites utilising Web2.0 technologies such as wikis and blogs have been developed to meet specific project communication and development needs.

Position

ACIAR has a statutory obligation to communicate the results of the research it funds. With a wide range of stakeholders, the communication program targets specific audiences through the ACIAR website, printed and electronic publications, and other communication activities that raise awareness of the Centre's activities and outcomes.

ACIAR's scientific publishing program provides an avenue for project participants to communicate and disseminate results of their research to next user groups by providing low-cost access to a range of publications, from 'how-to' manuals to workshop proceedings, extension publications, technical reports, monographs and a suite of corporate publications.

The communication program uses ACIAR's website as the primary source of information on project activities and outcomes, dissemination of free publications and an associated on-line shopping facility, with material also provided in hard copy and on CD. Translations into regional languages and use of multimedia technology are also supported.

Other activities include raising public awareness of ACIAR's work through a range of briefings, events and activities, media releases,

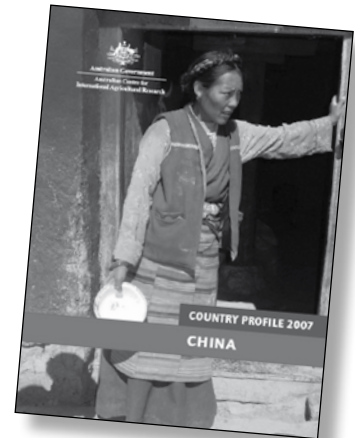
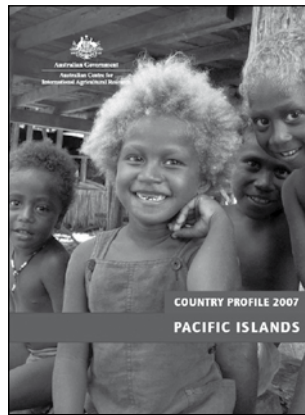
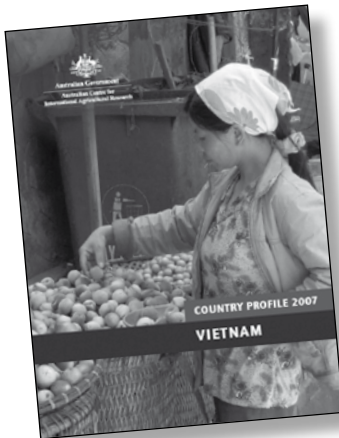
television and radio coverage; targeting specific audiences and communicating research outcomes; and the provision of materials at major scientific conferences and events.

Achievements

In the 2007–08 year ACIAR published and distributed 16 new titles in its scientific series (10 monographs, two proceedings, one working paper and three technical reports), and six reports in its impact assessment series. In addition, a new project final reports series was introduced, and 51 titles were published online in PDF format, with a few titles also being printed in small numbers on demand. All publications are listed in Appendix 4, together with the corporate and research awareness titles produced during the year.



A total of 25,763 hard copies of publications were distributed (double the distribution from the previous year), of which 877 were sold to developed world customers, earning a net income of \$21,447. Complimentary copies are distributed on request to people and institutions involved in agricultural



research, development and extension in ACIAR's partner countries. Current ACIAR publications are available as downloads from the website, and these are also frequently accessed. Since February 2008 when counting began, 17,000 PDFs were downloaded, with an average of around 4,250 viewings per month. A program to selectively digitise out-of-print ACIAR publications has commenced.

One of the most popular hard copy titles produced in the 2007–08 year was *Quality management of fresh produce from the highlands of Papua New Guinea: a postharvest manual* (Monograph 128). Written by staff from the Fresh Produce Development Agency in Papua New Guinea as part of an ACIAR project, the manual has been well received. A reprint was requested and provided for distribution to all educational institutions in the Western Highlands Province.

Another successful publication was *Diagnostic manual for plant diseases in Vietnam* (Monograph 129). This has been used extensively in plant disease workshops and is to be used as the core text book for the University of Adelaide's short course 'Classical diagnostic methods in plant health'. It is currently being translated into Vietnamese.

Through popular demand, three of ACIAR's hard-copy publications were translated into several languages. Following the success

of the Indonesian translation in 2006–07, *Guidelines for surveillance for plant pests in Asia and the Pacific* (Monograph 119) was translated into Vietnamese and Thai. A *survey of the mineral status of livestock in the Tibet Autonomous Region of China* (Working Paper 59) was translated into Mandarin. And *Better-practice approaches for culture-based fisheries development in Asia* (Monograph 120) was translated into Lao and Vietnamese, with Tamil and Sinhalese translations in the pipeline.

Adoption of ACIAR project outputs: studies of projects completed in 2003–2004 examined extension and adoption of research outcomes from the projects that ended four years earlier.



The flagship ACIAR magazine, *Partners in Research for Development*, continued to attract favourable attention from Australian and overseas recipients with distribution continuing to increase. The magazine profiled ACIAR research and the impacts of this work across a range of countries and themes, including climate change, gender and genetic diversity.

A fourth series of the *Country Profiles* was produced in 2007–08. These country-specific profiles provide a current overview of ACIAR's programs in that country with summaries of



IFPRI's Dr Joachim von Braun was the keynote speaker at this year's Crawford Fund conference, held in August 2007 in Canberra

active and recently concluded projects for each of ACIAR's partner countries or regions.

ACIAR's communication program supported a range of briefings, consultations, events and activities, media releases, television and radio coverage, targeting specific audiences and communicating research outcomes in Australia, as well as in ACIAR's partner countries.

In addition, ACIAR worked collaboratively with the Crawford Fund to generate a wide range of public awareness coverage with regard to the importance of international agricultural research in development assistance. This included sponsoring a Rural Press journalist to cover stories on agricultural research projects in the Philippines, extensive coverage associated with the International Year of the Potato, the opening of the Arctic Seed Vault, and new ACIAR projects in Afghanistan and Iraq.

The development and delivery of bilingual country-specific newsletters, together with other ongoing activities kept Australian embassy staff and international partners

up-to-date with ACIAR projects, achievements and activities. ACIAR also maintained a presence at several conferences.

Developing capacity in scientific and general communications for partner country scientists was undertaken through support for various ACIAR training and education programs. Information and support were also provided to program areas and country offices.

ACIAR's website

The information-rich ACIAR website (www.aciar.gov.au) is the first port of call for people wanting to find information about ACIAR and its work. Accessibility is a key design feature, allowing users in Australia and developing countries to find timely and up-to-date information, including electronic publications, which are available as free downloads.

The website provides comprehensive information about ACIAR's planning, programs, priorities and reporting of outcomes in partner countries, as well as detailed project information. Details of all active projects, international and Australian research

The screenshot shows the ACIAR website interface. At the top, it features the Australian Government logo and the ACIAR name. Below this is a search bar and a navigation menu with categories like 'FOR RESEARCHERS', 'FOR CONSULTANTS', 'FOR PUBLISHERS', 'FOR MEDIA AND EXPORTS', and 'FOR OPERATIONS'. The main content area includes 'News & Highlights' with a featured article on food prices, 'ACIAR information' with links to annual reports, and 'Latest publications' listing recent scientific works. A vertical banner on the right side of the page reads 'ACIAR Australian Centre for International Agricultural Research'.

hits were recorded by more than 219,000 unique or separate visitors, an increase in site traffic of 52 per cent.

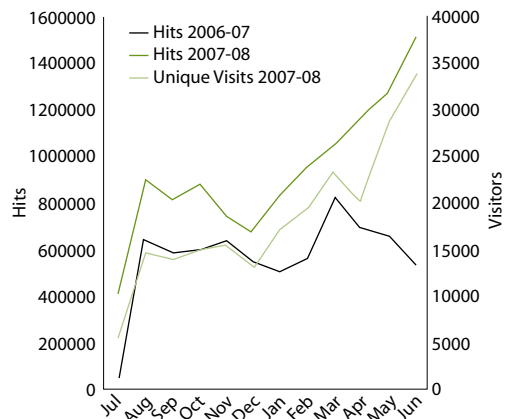
ACIAR's online bookshop, which allows visitors to search for titles, freely download electronic publications and purchase hard copy publications, remained one of the most popular destinations on the site. Publication lists, allowing visitors to access publications by their type (monographs, technical reports etc) or subject matter (animal health, forestry etc) featured in the top ten most visited pages each month. A quarter of visitors downloaded ACIAR publications. In addition, an RSS feed was implemented in December 2007 to alert subscribers to new publications.

A number of site enhancements were made through the year, including improvements in delivery over low bandwidth, RSS feeds on both publications and media releases, improved news coverage and general design enhancements. The website is undergoing a process of continuous improvement, and new technologies are monitored and explored.

Websites utilising Web2.0 technologies such as wikis and blogs have been developed to meet specific project communication and development needs.

The chart shows the number of unique visitors to the site along the right hand axis and the number of hits on the left hand axis.

Trends in visitor use of the ACIAR Website—www.aciar.gov.au



partners, progress reports and concluded projects and their impacts are provided.

Information from throughout the lifecycle of a project is included, from activation to final reporting stages. Searching options allow projects to be grouped by country, by program discipline and Australian or multilateral partner organisations.

Website statistics for the 2007–08 year demonstrated that visits, hits and usage all continued to trend upwards compared to 2006–07. More than eleven million page