7TH MEETING OF THE FINANCE AND ADMINISTRATION COMMITTEE (FAC)

Port Vila, Vanuatu, 14 to 18 February 2020

FAC 7 – Doc 11
SPRFMO Communications Strategy Progress
Secretariat

1. Background

The First SPRFMO Performance Review Report recommended the development of a Communications Strategy for SPRFMO. The Commission endorsed this recommendation and the Secretariat acted upon it.

At the 6th FAC meeting, the Secretariat presented a paper proposing a Communications Strategy for SPRFMO, with an aim to creating and developing a robust image of SPRFMO.

2. Implementation

After COMM7, and mindful of budgetary constraints, the Secretariat's attempts have focused on implementing meaningful efforts tending to improve communication within SPRFMO that would not incur unforeseen expenses.

The measures taken by the Secretariat so far include:

Image

- The Secretariat developed a new branding visual identity and visual guidelines. These have served to update the image of SPRFMO, making it more visually appealing.

- The new branding style was implemented over the past year through new formats for documents issued by the Organisation. The logo has been fixed and produced in different formats by a professional designer. Past documents have been updated to the new image. Existing data submission forms and templates, along with their explanatory notes, have been updated to fit the new identity; new and updated templates (post COMM7) have been developed with a view to improve user experience.

- A new version of the website has been created. Due to the big amounts of data, files and information, and the fact that most of the upgrade is being done in-house, the migration of contents has been done in reverse order (starting with the newest to the oldest). The website will run live alongside the current website for six months before the current website is taken down. Upgrading the SPRFMO website content management system means the Secretariat has a more automated and easier way to upload content to the website.

Dissemination

- Introduction to representatives of Members in New Zealand. The Secretariat started a campaign of image building and reinforcement, implemented initially by arranging meetings with the representatives of Members in New Zealand. During 2019, the SPRFMO Executive Secretary met with the Ambassadors or Heads of Mission of: Chile, Cuba, European Union, Korea, Peru, Russian Federation, United States of America, and Chinese Taipei.

- Making correspondence available on the website and circulating a monthly summary of correspondence.

- A quarterly SPRFMO Newsletter was created by the Secretariat in 2019, with its first issue being circulated in May 2019, Issue 2 in September 2019, and Issue 3 in January 2020. Due to the nature of its content, the Newsletter is being circulated to Members and CNCP only; the Secretariat still is working on the format and presentation of some information in a way that makes it fit to be made publicly available.

- Social Media channels for SPRFMO have been opened. Facebook and Twitter accounts are live.

- Involvement in FAO-RSN regular publications has been increased.

3. Internal Communication and Website Access

The Secretariat has identified some technical and operational issues that need to be addressed by the Commission:

Updates of official contacts

Annex 1 to this document develops the issues around the update of official contacts as per RoP 2.2, suggesting efforts that could be implemented by the Commission in support of more effective communication within the Organisation.

Standardisation Working Group

In Annex 2, the Secretariat has identified the growing need to have a SPRFMO-specific standardisation of terms. The Secretariat has received enquiries regarding the interpretation and requests for clarification of some concepts within the context of SPRFMO. The Secretariat believes that setting up an intersessional working group on standardisation of language in SPRFMO could be a good way to address this issue.

4. Cross-cutting future steps to be implemented in 2020

Monthly theme: A campaign to highlight and make SPRFMO themes more visible over the year. The Secretariat proposes a one post a week of SPRFMO theme of the month for a month. A different theme every month, sorting their relevance according to the timing of issues addressed by SPRFMO throughout the year.

Aggregated summary of requirements per CMM: A series of aggregated summaries per each CMM and SPRFMO regulations, and requirements for flag States Work will be done within the Secretariat and has already started with the summary of the Transhipment requirements for reefers.

Introduction meetings: Continue to hold face-to-face meetings with SPRFMO Members representatives in New Zealand.

Adding SPRFMO Chairpersons as addressees in relevant communication: When Chairpersons are not part of the official contact list of a delegation, the Secretariat is unable to include them as addressees in general communication. The Secretariat considers this process should be modified and Chairpersons should be added to the regular mailing lists of the Secretariat, therefore being kept informed of the developments of the Organisation to support the performance of their duties within SPRFMO.

5. Next Stage in the Communications Strategy (implementation during 2020 and 2021)

The table below shows the steps that the Secretariat will take during the 2020 year to increase visibility and improve communication within the Organisation. The cost will be around NZD $9,000. The Secretariat has attempted to maintain the costs of the implementation of these steps within the current approved budget levels.

	Action
2020-2021	Image set for website and publications
	Printing of branded material
	SPRFMO appreciation present to meeting hosts (COMM 9 and SC8)
	Virtual meeting server to be hired hire
	Further Website development

Sustained development and actions plus additional efforts expected to be implemented in 2021-2022 with a potential expenditure of around NZD $9,000. These expenses are to be assimilated within the regular estimated budget level.

	Action
2021-2022	Printing of branded material
	New Member/CNCP/Observer/Media information package
	SPRFMO appreciation present to meeting hosts (COMM 10 and SC9)
	Virtual meeting server hire
	Further Website development

The year 2022 marks the 10th anniversary of the establishment of SPRFMO. The Secretariat would like to ask the Commission to consider making an extra-ordinary budget allocation (NZD $20,000) in the 2022-2023 budget to fund a focused dissemination and anniversary campaign. A campaign proposal will be presented by the Secretariat at the 9th Commission Meeting.

Annex 1. Rule of Procedure 2.2 Update of Official Contacts

1. Background

Rule 2.2 of the SPRFMO Rules of Procedure requires Member and CNCPs to provide up-to-date official contacts to the Secretariat; this is key to ensure effective communication between the Organisation and its Members and CNCPs. The Secretariat currently manages a pool of around 200 contacts. Communication issues arise where contacts are not provided or updated in a timely manner, or where they are changed too often –this has an impact on Members and CNCPs' participation and engagement in the processes of the Organisation.

2. Mailing List Categories

The Secretariat has three different mailing lists for the Commission. Both the Restricted (HoD) list and the General (G) list contain contacts provided specifically by the relevant Member or CNCP, according to RoP 2.2.

Restricted (R) *(Uploaded to HoD Member Pages of the website)*	General (G) *(Uploaded to Member pages of the website)*	Direct (DC) *(not uploaded to the website)*
Communication considered confidential; sent only to official contacts (HoD). Includes subjects such as IUU, Compliance, Objections to decisions, etc.	Communication considered general; sent to all contacts (HoD included). Includes subjects such as meeting information, monthly reports, news, contact updates, general SPRFMO developments.	Reference used when the Secretariat needs to communicate directly with one specific individual or point of contact.
35 letters circulated in 2019	130 letters circulated in 2019	207 letters sent in 2019

The Secretariat manages a separate mailing list for the Scientific Committee, which is more informally populated, based on attendance to the SC meetings.

3. Updates of official contacts in 2019

In 2019, 41 updates of Official Contacts (HoD) were received by the Secretariat, in accordance with Rule 2.2 of the Rules of Procedure, that does not include contacts provided pursuant to CMMs.

In 2019 only, 374 notifications of undeliverable emails were received by the Secretariat due to outdated contacts. When this happens, a follow-up is initiated, and the Secretariat requests the appropriate Member or CNCP to update their contact lists.

4. The Secretariat's Internal Process

The process the Secretariat follows every time an update of official contact is received is described below:

Incoming email with official contact update → Update of internal records → Update of information on website → Update of mailing lists → Circulate update to Members and CNCPs → Create website access user → Send welcome letter to new contact

Access to the website (user and password) is only given to official contacts communicated to the Secretariat as per RoP 2.2.

5. Identified Issues and suggested solutions

Issue	Suggested solution
• The Secretariat cannot provide restricted information to individuals who are not identified as official contacts under RoP 2.2. Many times. communication comes from contacts who are not part of the official list provided to the Secretariat.	• The Secretariat asks the Commission for these issues to be considered when next reviewing the Rules of Procedure.
• Agencies do not update the Secretariat after an officer with SPRFMO responsibilities leaves. • High rotation of contacts in some States means there is no continued engagement with SPRFMO matters.	
• Chairpersons who are not part of the official contact list of the relevant Member or CNCP currently do not receive SPRFMO Communications that are not strictly related to their area. This translates into Chairpersons not only being aware of the developments within the Organisation.	• This is an internal procedure, but the Secretariat is seeking the Commission's authorisation to include Chairpersons in the general communications of the Secretariat even when they are not part of the official contact list provided by their delegation.

Annex 2. Standardisation Working Group

1. Background

Article 1 of the SPRFMO Convention, and some of the Conservation and Management Measures, provide definitions of key concepts and terms used in the context of SPRFMO. There are some instances, however, where clear definitions are not in place or where the definition of a term is different from that of another Organisations. This causes confusion and allows room for misinterpretations and misunderstandings. This is to be expected in a multi-cultural Organisation such as SPRFMO, but work needs to be done to reduce the risk.

2. Some Examples

a) <u>Unclear definitions:</u>

- Bycatch vs. non-target species vs. incidental catches
- Fishery resources –does it include plankton?
- Recommendations vs. suggestion vs. encouragement from a subsidiary body to the Commission
- ALDFG CMM –regarding scale of the items to be reported

b) <u>Species names:</u> Jack vs. chub vs. horse mackerel; giant squid vs. jumbo squid vs. jumbo flying squid

c) <u>Numbering formats:</u> comma or point separator for thousands and decimals

d) <u>Measuring units:</u> reporting in kilograms vs tonnes. Centimetres vs. inches.

3. Intersessional Standardisation Working Group

The Secretariat, hence, suggests that an intersessional standardisation working group is created to assess the standardisation needs, find out the gaps, and propose a way to address them.

The Secretariat offers to coordinate said working group and store, manage and update concepts, terms and definitions related to the various fields of SPRFMO's activity. The validation of this work should be done by SPRFMO users and experts.

Ultimately, the creation, development and maintenance of standardised terminology in SPRFMO will serve to facilitate a clearer understanding and better communication in SPRFMO's long-term objective of achieving sustainable management and use of fisheries resources, as well as enhancing international cooperation in this field.