

9TH MEETING OF THE FINANCE AND ADMINISTRATION COMMITTEE (FAC)

Held remotely, 18, 21 and 22 January 2022 (NZDT)

FAC 9 – Doc 13 SPRFMO Ten-year Anniversary Campaign *Secretariat*

1. Background

At FAC7, the Secretariat asked the Commission to consider making an extra-ordinary budget allocation (NZD \$20,000) into the 2022-23 budget to fund a focused dissemination and anniversary campaign. The campaign proposal that would be presented by the Secretariat at the 9th Commission Meeting has been deferred to the 10th Annual Meeting due to the uncertainties related to COVID-19 and its impacts on the normal activities of the Organisation.

2. Objective

The objective of the 10-year anniversary campaign is to position and transmit key messaging around the Organisation's anniversary and history, with a focus on the achievements, milestones, and positive impact of SPRFMO over the first ten years since its establishment.

3. Campaign package

The 10-year anniversary is a significant occasion to celebrate—and an opportunity to communicate and connect with SPRFMO stakeholders and audiences, to publicise the work SPRFMO has done so far, as well as recognise the impact of the collective work and reflect on what successes have been achieved.

The anniversary campaign does not need to be celebrated in one day. The recognition can unfold throughout the year to our internal and external audiences, across channels, in person and online.

The Secretariat envisions the 10-year anniversary campaign as a package that includes some or all the following elements, subject to FAC recommendations:

- A2-A3 sized poster: illustrating the timeline of progress, achievements, and milestones of SPRFMO (from the perspective of science, data, and compliance. [Example 1](#) and [Example 2](#)).
- Leaflet/brochure: containing general information about SPRFMO (aimed for general audiences, particularly those unfamiliar with SPRFMO. [Example](#) for reference).
- A commemorative booklet: elaborating in more detail on the overall history of SPRFMO in its first 10 years, including Members, milestones, officers, etc. (aimed for stakeholders and the public. [Example 1](#) and [Example 2](#) for reference).
- An anniversary redesign and reprint of the SPRFMO Convention (aimed for SPRFMO delegates).
- A SPRFMO logo lapel pin (aimed for SPRFMO delegates, distributed as part of a meeting package).
- A SPRFMO branded polo shirt (aimed for SPRFMO delegates, distributed on an as ordered basis).

This project will be led by the Coordination and Communications Officer. The design phase will involve a contracted designer, who will work on designs with the Secretariat from March 2022. Draft versions of proposed designs could be circulated to a working group in May for finalisation in June. Ordering can then commence in July so that they are ready for circulation by 24th of August (which is the date the Convention entered into force, therefore the date of the SPRFMO anniversary).



4. Associated Costs and Timeline

Items	Details	Quantity	Estimated cost (NZD)
Infographic poster laying out 10 years of SPRFMO history	Design and A2/A3 digital file	1	\$1 000
	A2/A3 printing	500	\$2 500
SPRFMO general information leaflet	Design and digital file	1	\$1 000
	A4 printing	500	\$800
SPRFMO 10-year commemorative booklet	Design and digital file	1	\$1 200
	Booklet printing	1 000	\$4 000
Redesign and printing of the SPRFMO Convention	Design and digital file	1	\$1 000
	Printing	1 000	\$5 000
SPRFMO lapel pin	SPRFMO logo design	1 000	\$3 500
SPRFMO polo shirt	Embroidered polo shirt	350	\$10 000
Total			\$30 000

Note that the forecast budget contained in FAC9-Doc06 currently proposes NZ\$ 20,000 for the SPRFMO 10-year anniversary campaign.

On the basis of this document, the **FAC is invited to:**

- **Endorse** the suggested campaign package to commemorate SPRFMOs 10-year anniversary.
- **Consider** the associated costs and timeline and **recommend** which elements should be retained as part of the overall package.
- **Recommend** NZ\$ XX,XXX (figure to be determined) be included into the forecast budget for the 2023-24 Financial Year