



**Update regarding today 's meeting with the Experimental Environmental-Economic Accounts for the Great Barrier Reef team**

22 to: 22

28/06/2017 05:33 PM

Cc: 22

This message is digitally signed.

Hi 22

I've attended the meeting yesterday with the Experimental Environmental-Economic Accounts for the Great Barrier Reef team.

I think they need help with the communication plan. They were unsure and depend on us to provide insights on what they should be producing. At this stage they do not have any ideas on the design products and storyboard of the animation.

Below is my recommended email to them, I'm happy for your input and email through on my behalf.

FYI, 22 last day was yesterday on the 28 June.

—

Hi 22 and 22

Following the meeting with 22 yesterday, my recommendation is to initiate contact with the Internal Communications team, your contact person is 22 ?

The Internal and Communications team is part of the Internal and Transformation Communication and will be able to assist with implementing a communications plan for your August release .

More information can be found here

[http://servicedesk.corp.abs.gov.au/CAisd/pdmweb.exe?OP=SHOW\\_DETAIL+HTML=kt\\_document\\_view.html+open\\_mode=2+PERSID=KD:412898](http://servicedesk.corp.abs.gov.au/CAisd/pdmweb.exe?OP=SHOW_DETAIL+HTML=kt_document_view.html+open_mode=2+PERSID=KD:412898)

Once the Communications plan is in place we can then look into developing some output products to promote your release.

**Possible output product ideas :**

- Suite of icons
- Factsheets
- Pull-up banner
- Simplified flow diagram
- Infographic (Can be adapted for Social Media channels)

The Media team is also able to help with the ABS social media accounts. Which we can find opportunities to create some posts to piggy back onto environmental events or special dates for community engagement. Some ideas here:

<http://www.environment.gov.au/about-us/media-centre/events>

It is also beneficial for you can start put together an ideal development timeline. This should include developing of contents, approval processes, design production timeline to release etc.

Happy to discuss further

22

*Graphic Designer*

Media, Digital and Design Communications | Communications and Partnerships Branch

**Australian Bureau of Statistics**

(P) 22 (E) 22 @abs.gov.au (W) [www.abs.gov.au](http://www.abs.gov.au)

In 2014-15 the value of the Ecosystem Services in the GBR Region was \$1,227 million from Agriculture, \$28.5 million from Forestry and \$45 million from Fisihing and aquaculture, while Tourism rent was \$531 million.

**RESOURCE RENT. BY SELECTED INDUSTRY. GBR REGION, 2006-07 TO 2014-15**

Industry	Units	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
Ecosystem rent										
Agriculture	\$millions	na	205.4	433.8	410.4	636.9	980.7	1049.1	972.7	1226.5
Forestry	\$millions	na	na	na	na	9.4	16.5	11.2	15.3	28.5
Fishing and Aquaculture	\$millions	na	35	42	42	35	44	39	46	45
Tourism rent										
Tourism	\$millions	308.7	330.0	287.1	318.6	297.0	402.8	533.0	473.5	530.5
na - data not available										
Source: Summary of data from other sections										