



Fw: ABS GBR publication 4680.0 [DLM=For-Official-Use-Only]

22 to: 22

12/07/2017 11:13 AM

This message is digitally signed.

22

Assistant Director
Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22
E: 22 @abs.gov.au W: www.abs.gov.au
F: @absstats T: @ABSStats

----- Forwarded by 22 /Staff/ABS on 12/07/2017 11:13 AM -----

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Date: 12/07/2017 07:17 AM
Subject: Fw: ABS GBR publication 4680.0 [DLM=For-Official-Use-Only]

Morning 22

For your information - interesting that there is a different date in the Release advice schedule.

Kind regards

22

22

Media, Digital and Design Communications | Communications and Partnerships |
Australian Bureau of Statistics

22 22
22 @abs.gov.au www.abs.gov.au

----- Forwarded by 22 /Staff/ABS on 12/07/2017 07:16 AM -----

From: 22 /Staff/ABS
To: 22 @ABS,
Cc: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS
Date: 11/07/2017 05:57 PM
Subject: ABS GBR publication 4680.0 [DLM=For-Official-Use-Only]

Hi all

Most of you are aware, but I though I'd send through a quick heads up regarding our publication *Experimental Environmental-Economic Accounts for the Great Barrier Reef* (cat no 4680.) scheduled for release 14 August, 2017.

Note that, up to now, we have held discussions with 22, 22, 22 and 22.

As part of this release, we are planning on releasing the following:

- 22 [redacted]
- 22 [redacted] 22 [redacted]
- 22 [redacted]
- media release
- 22 [redacted]
- infographics and possibly a short You Tube video (see the recent Ag Census release)
- 22 [redacted]

Please feel free to remind me if I have left anything out.

22 [redacted].

Could you please provide advice on the following:

22 [redacted]

- who should we talk to about a You Tube video? (sorry if 22 [redacted] is already on to this).

Kind regards

22 [redacted]

22 [redacted]

Assistant Director


Environment and Agriculture Accounts Development section | **Australian Bureau of Statistics**

(P) 22 [redacted] (M) 22 [redacted]

(E) 22 [redacted] @abs.gov.au (W) www.abs.gov.au

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Re: Comms plan [DLM=For-Official-Use-Only] 

47F to: 22
is digitally signed.

26/07/2017 01:39 PM

History: This message has been replied to.

Thanks 22 and the great work you have been doing around this. Was nice to meet you in person today.

Cheers

47F

47F

Program Manager (acting)
Environment and Agriculture Statistics Branch
Australian Bureau of Statistics

(P) 47F

(E) 47F [abs.gov.au](mailto:47F@abs.gov.au) (W) www.abs.gov.au

22

Hi

47F

nd

22

Just forwarding on the lat...

26/07/2017 12:40:49 PM

From: 22 /Staff/ABS
To: 47F Staff/ABS@ABS, 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS
Date: 26/07/2017 12:40 PM
Subject: Comms plan [DLM=For-Official-Use-Only]



Hi 47F and 22

Just forwarding on the latest comms plan - please see comments/queries in margin comments.

Kind regards

22

Communications Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics

 22  22 @abs.gov.au

W: www.abs.gov.au

[attachment "GBRCommunication Plan updated 21 July.docx" deleted by 47F /Staff/ABS]

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**Draft comms plan for release of Great Barrier Reef data 21/22 August
[DLM=For-Official-Use-Only]**

24/07/2017 11:21 AM

22 [redacted] to: 22 [redacted]
Cc: 22 [redacted], 22 [redacted], 22 [redacted]

This message is digitally signed.

22 [redacted],

Attached is a revised draft of the Great Barrier Reef comms plan.

The dates for the release of the data and the launch haven't been finalised but should be decided tomorrow.

As discussed, the first stage of the comms plan will target specialist media (pre-arranged briefings) and stakeholders (pre-release access and briefing) and the production of two infographics for the website and social media.

Following this, we plan a 'trickle down' approach, releasing small pieces of data to align with events such as National Biodiversity Month in September.

If you are happy with this approach, I will organise a meeting with 47F [redacted] and 22 [redacted] to finalise the plan.

Thanks,



GBRCommunication Plan updated 21 July.docx

22 [redacted]

22 [redacted]

Assistant Director
Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22 [redacted]

E: 22 [redacted] [@abs.gov.au](mailto:[redacted]@abs.gov.au) W: www.abs.gov.au

F: [@absstats](https://twitter.com/absstats) T: [@ABSStats](https://twitter.com/ABSStats)



Re: Also 

22 [redacted] to: 22 [redacted]

04/08/2017 02:40 PM

Cc: 22 [redacted]

This message is digitally signed.

Hi 22 [redacted]

We were still hanging on to the hope that we might be able to pull a few of the infographics together into a You Tube video, a la the Ag Census! It might be a forlorn hope as far as 21 August goes, but possibly as a follow-up release?

No problem with the photos.

Cheers

22 [redacted]

22 [redacted] Also, 22 [redacted], just wanted to check what the ref... 04/08/2017 02:36:37 PM

From: 22 [redacted]/Staff/ABS
To: 22 [redacted]/Staff/ABS@ABS,
Cc: 22 [redacted]/Staff/ABS@ABS
Date: 04/08/2017 02:36 PM
Subject: Also



Also, 22 [redacted], just wanted to check what the reference to YouTube is in your email conversation with 22 [redacted] in publishing?

And 22 [redacted] and I spoke with 22 [redacted] our social media officer, about the possibility of taking photos at the launch in Townsville to promote on Twitter. Do you think your team would be happy to do so?

Cheers

22 [redacted]

Communications Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics

 22 [redacted]  22 [redacted]@abs.gov.au

W: www.abs.gov.au

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Fw: Communication Strategy - GBR Release

22 to: 22
This message is digitally signed.

12/07/2017 11:52 AM

History: This message has been replied to.

Maybe you could sit down with me and 22 before the meeting so we can agree on our approach?

22
Assistant Director
Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**
T: M: 22
E: 22 @abs.gov.au W: www.abs.gov.au
F: @absstats T: @ABSStats

----- Forwarded by 22 Staff/ABS on 12/07/2017 11:52 AM -----



Communication Strategy - GBR Release

Fri 14/07/2017 11:00 AM - 12:00 PM

Attendance is for 22

Chair: **Environment & Agriculture Statistics Branch WDB**

Sent by: 22 /Staff/ABS

Rooms: 4A 103 MCPHEE Conference Rm/CO_ABS@ABS

No Location Information

Required:	22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22
	22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS
Optional:	22 /Staff/ABS@ABS

Description

Purpose: Set up a strategic plan for the GBR publication to assist with creation of infographic and a potential video

Summary of publication :



GBR on a page v0.2.docx



Fw: Date for Great Barrier Reef

22 to: 22, 22, 22

11/07/2017 04:16 PM

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22

Assistant Director
Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22
E: 22 @abs.gov.au W: www.abs.gov.au
F: @absstats T: @ABSStats

----- Forwarded by 22 /Staff/ABS on 11/07/2017 04:16 PM -----

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS
Date: 11/07/2017 04:13 PM
Subject: Date for Great Barrier Reef

Hi 22

17 August is the date and I will get the SMA to set up a meeting with you to discuss the way forward thank you.

▼ 17/08/2017

4680.0 - Experimental Environmental-Economic Accounts for the 2017
Great Barrier Reef

Kind regards

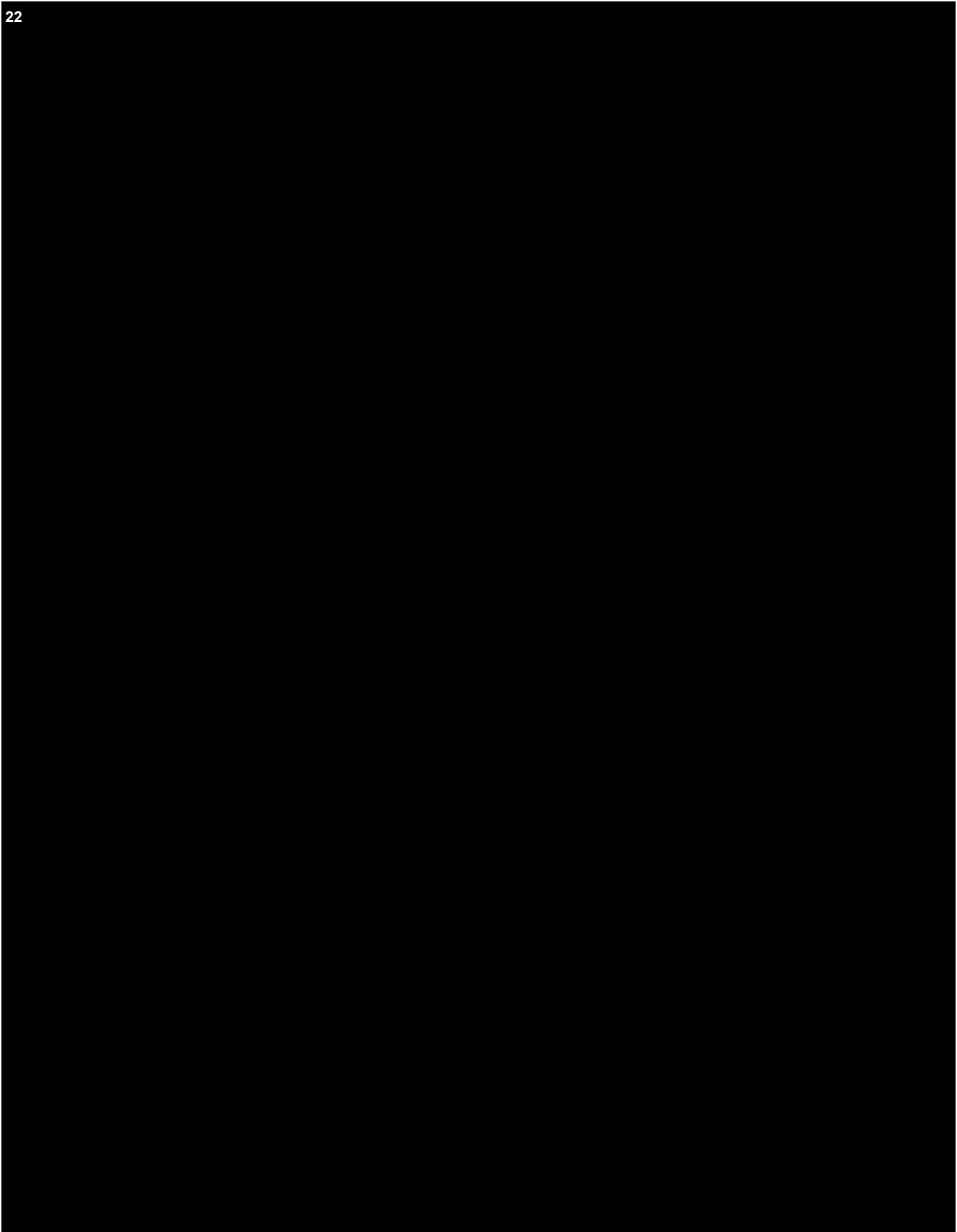
22

22 22

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Australian Bureau of Statistics

22 22
22 @abs.gov.au www.abs.gov.au

22



22 Hi 22 and 22 22 just wanted to... 21/08/2017 01:29:22 PM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS,
Date: 21/08/2017 01:29 PM

Subject: Re: Trends and Insights 28 August issue

Hi [redacted] and [redacted]

[redacted] just wanted to check that Lisa Wadlaw Kelly and [redacted] are ok for this copy to go to the media.

[redacted]

Senior Media Officer

Corporate Communications | Media, Digital and Design | **Australian Bureau of Statistics**

(P) [redacted]

(E) [redacted] [@abs.gov.au](mailto:[redacted]@abs.gov.au) (W) www.abs.gov.au

The [ABS Privacy Policy](#) outlines how the ABS handles any personal information that you provide to us.

22



Fw: For Action - update on release date

22 to: 22
This message is digitally signed.

01/08/2017 10:15 AM

FYI on GBR release of data

22

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22 @abs.gov.au W: www.abs.gov.au

F: @absstats T: @ABSStats

----- Forwarded by 22 /Staff/ABS on 01/08/2017 10:16 AM -----

From: 22 /Staff/ABS
To: 22 Staff/ABS@ABS,
Cc: Web Publishing WDB@ABS, 22 /Staff/ABS@ABS, 22
22 Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22
22 /Staff/ABS@ABS
Date: 01/08/2017 09:10 AM
Subject: Re: For Action - update on release date

Hi 22,

Thank you this will assist our team in planning for a smooth release at our end!

Please would you mind updating the RAS entry with how many web pages (html) and use the comments field for infographics, u tube etc - thanks. No worries re the RAS sign off on Wednesday - but let us know if anything changes.

The WCA containers can progress in the short term, even if the content is not available yet - I see you are in good hands with 22 and 22.

You have previously let us know about the following plans thanks which helps thanks. Is the u tube going ahead?

Most of you are aware, but I though I'd send through a quick heads up regarding our publication *Experimental Environmental-Economic Accounts for the Great Barrier Reef* (cat no 4680.) scheduled for release 14 August, 2017.

Note that, up to now, we have held discussions with 22, 22, 22
22 and 22.

As part of this release, we are planning on releasing the following:

- Introduction, Main Findings and 11 separate content chapters, which will include tables and graphs
- 12 datacubes (excel spreadsheets (most with multiple tabs)
- feature article
- media release
- explanatory notes, glossary, abbreviations, bibliography, quality dec
- infographics and possibly a short You Tube video (see the recent Ag Census release)
- note that we will also include maps in some sections.

Please feel free to remind me if I have left anything out.

We would also like to provide **pre-release access** to several external stakeholders.

Could you please provide advice on the following:

- is there a maximum amount of time for a pre-release window? i.e. are we limited to 1-2 days or can we extend that to, for example, 1 week?
- is the 14th (Monday) a suitable release date? If so, would we be able to provide pre-release access on the preceding Friday (11th) or does that not work, with a weekend in the middle? Would the 11th be a more appropriate release date with pre-release on the 9th/10th?
- who should we talk to about a YouTube video? (sorry if [REDACTED] is already on to this).

regards

[REDACTED]

[REDACTED]

Content and Client Relationships Management

Web Publishing | Communications and Dissemination Branch | **Australian Bureau of Statistics**

(P) [REDACTED]

(E) [REDACTED]@abs.gov.au (W) www.abs.gov.au

[REDACTED] Hi [REDACTED] We have pencilled in 21 August as t... 31/07/2017 05:41:55 PM

From: [REDACTED]/Staff/ABS
To: [REDACTED]/Staff/ABS@ABS,
Cc: Web Publishing WDB@ABS, [REDACTED]/Staff/ABS@ABS, [REDACTED]
[REDACTED]/Staff/ABS@ABS, [REDACTED]/Staff/ABS@ABS, [REDACTED]
[REDACTED]/Staff/ABS@ABS
Date: 31/07/2017 05:41 PM
Subject: Re: For Action - update on release date

Hi [REDACTED]

We have pencilled in 21 August as the release date. Unfortunately our Program Manager has been on leave so we cannot 100% confirm the date until her return on Wednesday.

The publication will include infographics (we are currently working with [REDACTED] and her team) and graphs, however the graphs are pretty straightforward, with no interactive functions.

Please note we are planning on issuing pre-release access to several stakeholders.

Happy to discuss further.

Cheers

[REDACTED]

[REDACTED] Hello [REDACTED] The last time we spoke the RA... 31/07/2017 05:23:21 PM



GBR For Action - update on release date

22 to: 22

04/08/2017 01:22 PM

This message is digitally signed.

FYI. Just wondering if you know what the reference to You Tube is all about??!!!

22

Assistant Director
Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22 @abs.gov.au W: www.abs.gov.au

F: @absstats T: @ABSStats

----- Forwarded by 22 Staff/ABS on 04/08/2017 01:23 PM -----

From: 22 Staff/ABS
To: 22 /Staff/ABS@ABS,
Cc: Web Publishing WDB@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS,
Date: 04/08/2017 09:47 AM
Subject: Re: For Action - update on release date

Hi 22

We have officially locked in **21 August** so I am just having a look at the RAS entry now.

22

The You Tube and infographics are still going ahead, yes.

22

Kind regards

22

22 - Duplicate Content



Re: GBR infographic amendment 

22 to: 22
Cc: 22, 22

16/08/2017 12:35 PM

This message is digitally signed.



History: This message has been replied to and forwarded.

Hi 22

I understand that we no longer require any promotion for the Great Barrier Reef for the Social Media. Are you able to address the reason to help with future requests.

Here are the Social Media tiles already created if there are any intentions to use or repurpose for other materials.

Thank you

Facebook	
Generic tile	 GBR_Facebook_1200x628_Generic.jpg
Infographic	 Great_Barrier_Reef_Facebook.png

If you require any further work for this please contact within the next 2 working days otherwise your job will be closed.

22

Graphic Designer

Media, Digital and Design Communications | Communications and Partnerships Branch

Australian Bureau of Statistics

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



Re: GBR journo 

22

to: 22

27/07/2017 10:52 AM

This message is digitally signed.

History: This message has been replied to.

Great, thanks 22. Have you done anything with the list that 22 sent us? Would be good to get the list started.

22

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22 @abs.gov.au W: www.abs.gov.au

F: @absstats T: @ABSStats

22

Hi 22

This Guardian journalist writes on the...

27/07/2017 10:44:19 AM

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Date: 27/07/2017 10:44 AM
 Subject: GBR journo

Hi 22

This Guardian journalist writes on the environment and just got in touch with media about car stats .

Just thought he'll be a good one for GBR release if we target media:

<https://www.theguardian.com/profile/47F>

22

Communications Officer

Media, Digital and Design Communications | Communications and Partnerships

Australian Bureau of Statistics



22



22

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W: www.abs.gov.au

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Fw: GBR map

22 [redacted] to: 22 [redacted]

28/07/2017 10:50 AM

Cc: 22 [redacted]

This message is digitally signed.

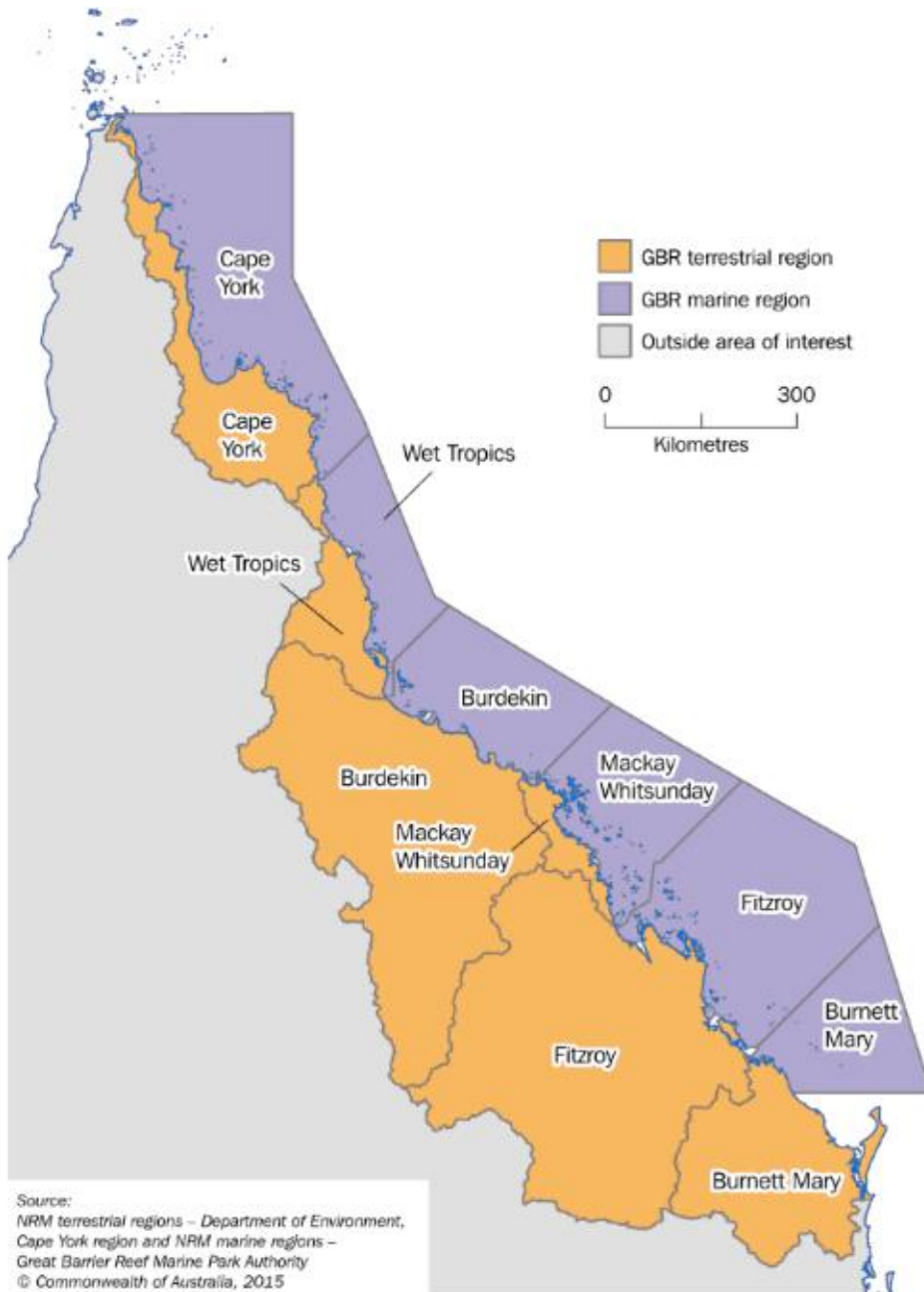
History: This message has been replied to.

Hi 22 [redacted]

There was a comment in the comms plan about the possibility of including a map. 22 [redacted] has provided one below...

----- Forwarded by 22 [redacted] /Staff/ABS on 28/07/2017 10:49 AM -----

From: 22 [redacted] /Staff/ABS
To: 22 [redacted] /Staff/ABS@ABS,
Date: 28/07/2017 10:43 AM
Subject: GBR map



22

Research Analyst

Accounts Development Section | Environment and Agriculture Branch | **Australian Bureau of Statistics**

(P) 22 (E) 22 @abs.gov.au (W) www.abs.gov.au


Re: GBR questions

22 [redacted] to: 22 [redacted]
 Cc: 22 [redacted], 22 [redacted], 22 [redacted], 22 [redacted]

20/07/2017 05:18 PM

This message is digitally signed.

Hi 22 [redacted],

Sorry for late response, here is some feedback to the text you provided.

- The ABS has, ~~for the first time~~, used a new, United Nations endorsed ecosystem accounting framework that explicitly links ecosystems to economic and other human activity . **A number of our pubs have used this framework in the past, e.g. Qld Land Account, the Information Paper of the GBR, AEEA pub.**
- "Ecosystem accounting reflects the fundamental connections between the economy and the ecosystems that support industries like agriculture , fishing and forestry. **This first part is true** It's a stocktake of the value of ecosystem assets such as xxx" **It is not just a stocktake and as it incorporates ecosystem condition and extent as well as ecosystem services and flows . It is not just the value, as physical flows and measures are incorporated to.** I've found a definition below of ecosystem accounting from the System of Environmental Accounting, Ecosystem Accounting (SEEA-EEA).
- **"Ecosystem accounting is a coherent and integrated approach to the assessment of the environment through the measurement of ecosystems, and measurement of the flows of services from ecosystems into economic and other human activity" (SEEA-EEA, para 1.1)**
- ...natural capital encompassed the services provided by ecosystems as well as the impact of human activity on ecosystems and their future capacity .

Cheers

22 [redacted]

Research Analyst

Accounts Development Section | Environment and Agriculture Branch | **Australian Bureau of Statistics**

(P) 22 [redacted] (E) 22 [redacted] (W) www.abs.gov.au

22 [redacted] Thanks for sending this through, 22 [redacted]. We've... 20/07/2017 10:51:07 AM

From: 22 [redacted] Staff/ABS
 To: 22 [redacted] /Staff/ABS@ABS,
 Cc: 22 [redacted] Staff/ABS@ABS, 22 [redacted] /Staff/ABS@ABS, [redacted] /Staff/ABS@ABS
 Date: 20/07/2017 10:51 AM
 Subject: Re: GBR questions

Thanks for sending this through, 22 [redacted].

We've noticed that resource rent gets used in a lot of different contexts, namely in reference to mining taxes. Ecosystem services seems clearer, and used solely in this context. Are we on the right track with substituting resource rent for ecosystem services?

Would you also mind taking a look at the following? We've written a few sentences to explain the concept to the general public:

- The ABS has, for the first time, used a new, United Nations endorsed ecosystem accounting framework that explicitly links ecosystems to economic and other human activity .
- "Ecosystem accounting reflects the fundamental connections between the economy and the ecosystems that support industries like agriculture , fishing and forestry. It's a stocktake of the

value of ecosystem assets such as xxx"

- ...natural capital encompassed the services provided by ecosystems as well as the impact of human activity on ecosystems and their future capacity.

Cheers

22

Media Officer

Media, Digital and Design Communications | Communications and Partnerships

Australian Bureau of Statistics



22



22

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22 - Duplicate

**GBR text**

22

to: 22

This message is digitally signed.

23/08/2017 02:38 PM

Great Barrier Reef in focus for Biodiversity Month

Ten species of frog that live within the Great Barrier Reef region were classed as endangered between 1994 and 2017 while one was declared vulnerable and five near threatened, according to experimental environmental accounts released by the ABS.

The study, which was produced using the international System of Environmental-Economic Accounting, also found that over the same period four extra species of mammals became vulnerable, while two species of fish and three species of invertebrates became vulnerable.

For more information visit the [ABS website](#).

A spokesperson for the Great Barrier Reef account is available for interview

22

Senior Media Officer

Corporate Communications | Media, Digital and Design | **Australian Bureau of Statistics**

(P) 22

(E) 22 [@abs.gov.au](mailto:22@abs.gov.au) (W) www.abs.gov.au

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Re: GBR thoughts 

22 to: 22

This message is digitally signed.

20/07/2017 04:18 PM

History: This message has been replied to.

Let's have a chat about this tomorrow. I forgot to tell you that 22 was keen for us to update the Comms plan to include our new ideas so let's do that tomorrow.

22

Assistant Director
Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22 @abs.gov.au W: www.abs.gov.au

F: @absstats T: @ABSStats

22 Hi 22 These are some comments/questions... 20/07/2017 04:07:53 PM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Date: 20/07/2017 04:07 PM
Subject: GBR thoughts

Hi 22

These are some comments/questions I have for GBR:



22

- The only infographics they have suggested which I like are: 1) Threatened Species (could be release on Threatened Species Day), 2) change the resource rent one to an 'ecosystem services' one, 3) From their 'main findings,' Reef-dependent industries such as fishing, aquaculture used an estimated \$66 million of ecosystem services to generate \$x and x jobs.'
- Although 22 has said there will not be an overall value attributed to the reef like with Deloitte, there is this from their main findings which I think is what we should push:
'The annual value of ecosystem services for selected industries in the GBR Region for the period 2013-14 to 2014-15 was \$1, 323 million.'
- I would like to have a map included of the catchment area. What do you think? This may be a silly question, but given that mining, forestry and agriculture are cited, I'm guessing the catchment must include land also? In which case I wonder how far that extends.

Cheers

22

Media Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics

 22  22 @abs.gov.au

W: www.abs.gov.au

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GBR

22

to: 22

This message is digitally signed.

31/07/2017 11:48 AM

Not sure I have the final GBR comms plan, would you please send me the latest version?

22

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22 [@abs.gov.au](mailto:22@abs.gov.au) W: www.abs.gov.au

F: [@absstats](https://twitter.com/absstats) T: [@ABSStats](https://twitter.com/ABSStats)



Great Barrier Reef articles

22 to: 22, 22

17/07/2017 11:53 AM

Cc: 22, 22, 22, 22

This message is digitally signed.

History: This message has been replied to.

Hi 22 and 22

I have put together the Great Barrier Reef articles that have been picked up in our policy scanning. 📎

Please note, that the last few weeks have not been covered.

Let me know if you have any questions.

Kind regards

22

Research Analyst

Environment and Agriculture Accounts Development Section | Environment and Agriculture Branch |
Australian Bureau of Statistics

(P) 22

(E) 22@abs.gov.au (W) www.abs.gov.au

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FYI : Great Barrier Reef project

22 [redacted] to: 22 [redacted], 22 [redacted], [redacted]

11/07/2017 04:02 PM

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I will tell 22 [redacted] that it's fine to get in touch with us.

22 [redacted]

Assistant Director
Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22 [redacted]
E: 22 [redacted]@abs.gov.au W: www.abs.gov.au
F: @absstats T: @ABSStats

----- Forwarded by 22 [redacted] /Staff/ABS on 11/07/2017 04:01 PM -----

From: 22 [redacted] /Staff/ABS
To: 22 [redacted] /Staff/ABS@ABS,
Date: 11/07/2017 11:31 AM
Subject: Great Barrier Reef project

Hi 22 [redacted]

I wanted to wait until Ag Census was over (congratulations, it seemed to go very well : -)) before checking with you about the Great Barrier Reef project. I presume your team will be looking after the Comms Plan and way forward for the SMA.

22 [redacted]

22 [redacted] 22 [redacted]

mentioned when she met with them that they would need a comms plan and that she would find out who would be looking after them. Can I mention your name and that they can get in touch with you?

The release is in August and following is 22 [redacted] draft email which gives you some background.



Update regarding today's meeting with the Experimental Environme

22 [redacted] to: 22 [redacted]

Cc: 22 [redacted]

This message is digitally signed.

Hi 22 [redacted]

I've attended the meeting yesterday with the Experimental Environmental-Economic Accounts f
I think they need help with the communication plan. They were unsure and depend on us to pro
Below is my recommended email to them, I'm happy for your input and email through on my bel

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

—

Hi 22 [redacted] and 22 [redacted]

Following the meeting with 22 [redacted] yesterday, my recommendation is to initiate contact with the In
The Internal and Communications team is part of the Internal and Transformation Communicati
More information can be found here <http://servicedesk.corp.abs.gov.au/CAisd/pdmweb.exe?OP>

Once the Communications plan is in place we can then look into developing some output produ

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 o
<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 inc

Happy to discuss further

22 [redacted]

Graphic Designer

Thanks and happy to discuss further.

22 [redacted]

22 [redacted]

Media, Digital and Design Communications | Communications and Partnerships |
Australian Bureau of Statistics



GBR comms plan [22
22 to: 22]

14/08/2017 02:25 PM

Hi 22

I've attached the current GBR comms plan and invitation list for the launch.

Cheers



GBRCommunication Plan updated10 August.docx GBR launch list of invitees 2017.xlsx

22

Communications Officer

Media, Digital and Design Communications | Communications and Partnerships

Australian Bureau of Statistics



22



22

@abs.gov.au

W: www.abs.gov.au

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Stock footage ideas for GBR release

22 to: 22

This message is digitally signed.

07/08/2017 04:21 PM

Hi 22,

Below is the link to one of the pieces of footage we could use:

<http://www.gettyimages.com.au/license/603201698>

Kind regards,

22

Social Media Officer

Media, Digital and Design | Communication and Partnerships | **Australian Bureau of Statistics**

(P) 22 (E) 22@abs.gov.au (W) www.abs.gov.au

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22

----- Forwarded by 22 /Staff/ABS on 28/07/2017 12:09 PM -----

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Cc: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS,
 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS,
 22 /Staff/ABS@ABS
 Date: 28/07/2017 10:49 AM
 Subject: Re: Today's meeting

Thanks 22 .



I've attached a copy of the comms plan with some amendments/comments, including an update to the list of stakeholders.



GBRCommunication Plan updated 21 July_SM comments280717.docx

22

As far as key messages go, we've drafted another version of our main findings...

 (Subject: Main Findings v0.1; Database: Environment & Agriculture Statistics Branch WDB; Author: ; Created: 27/07/2017; Doc Ref: KCAA-APN2PN)

so I'm hoping you may be able to draw from this.

We feel like one of the key infographics should be a definition around "resource rent". We're playing around with terminology and are thinking that the terms "Ecosystem contribution" and "Tourism rent" might work. I've attached a table below - if we were able to produce an infographic that could summarise this table it would be great, however it's a challenge! Happy to chat to you about the table to clarify some of the jargon.



22

22

Cheers

22

22 Hi 22 and 22 Just to recap from our me... 26/07/2017 03:53:15 PM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS
Date: 26/07/2017 03:53 PM
Subject: Today's meeting

Hi 22 and 22

Just to recap from our meeting:

22

We'll draft a media release in the meantime and send it through for your feedback.

Cheers

22

Communications Officer

Media, Digital and Design Communications | Communications and Partnerships

Australian Bureau of Statistics



22

22

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Re: Today's meeting 

22 to: 22

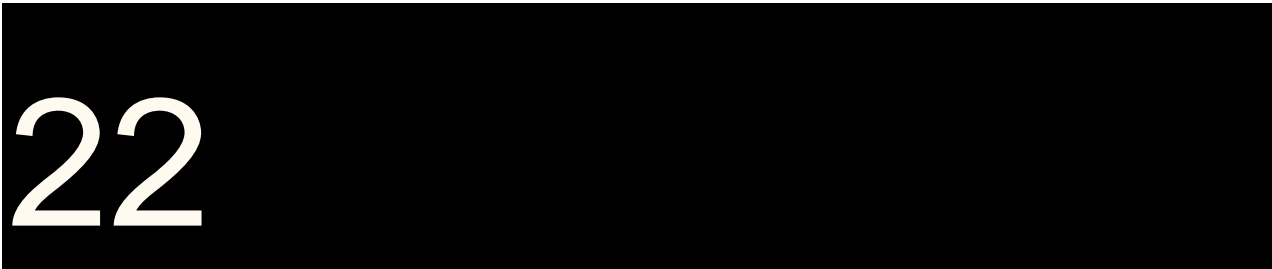
28/07/2017 02:21 PM

Cc: 22, 22, 22, 22, 22

Hi 22

Thanks for sending this through.

We're just going through your questions one by one.



For the infographic, the table is probably a bit too technical for a general public audience but the idea of an ecosystems one could work well. I've attached a few graphics I've found online and we could use as a kind of template if you think they're suitable?



Incidentally, I just came across this WWF guide to ecosystem services, which is helpful in terms of thinking about how to communicate the concept to the general public but also gives an ecosystems services figure for the GBR. Are you aware of it?

http://wwf.panda.org/what_we_do/how_we_work/our_global_goals/oceans/solutions/recognising_the_value_of_marine_ecosystem_services/

Cheers

22

Communications Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics

 22  22@abs.gov.au

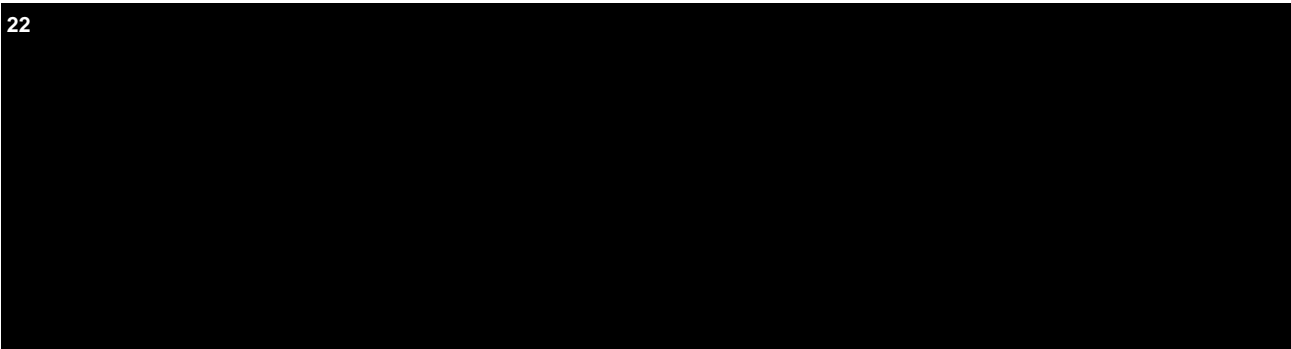
W: www.abs.gov.au




ecosystem-services-diagram.jpg UNESCO-EcosystemServices.gif

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22





Re: Fw: ABS GBR publication 4680.0 [DLM=For-Official-Use-Only] 

22 to: 22
This message is digitally signed.

13/07/2017 04:49 PM

Good to know, just to make sure we are on the same page :)
I'm happy to put together a design production timeline closer to identifying what the SMA need so don't feel that you have to provide them with an answer in the meeting.

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

22 Thanks 22 - I do have this as 22 had for... 13/07/2017 03:33:16 PM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Date: 13/07/2017 03:33 PM
Subject: Re: Fw: ABS GBR publication 4680.0 [DLM=For-Official-Use-Only]

Thanks 22 - I do have this as 22 had forwarded it on.
Cheers

22

Media Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics

 22  22 @abs.gov.au
W: www.abs.gov.au

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22 Hi 22 More information regarding the Gre... 13/07/2017 02:12:39 PM



Re: GBR release [22 [REDACTED]]
 22 [REDACTED] to: 22 [REDACTED]
 Cc: 22 [REDACTED], 22 [REDACTED], 22 [REDACTED], 22 [REDACTED]

19/07/2017 10:17 AM

This message is digitally signed.

Good Morning 22 [REDACTED],

I have attached a creative design brief - with ideas/main findings we have for potential infographics - this is a work in progress, so if you have any initial feedback that would be great.



We have also started a GBR FAQ's page on the database where we will address key differences between the Deloitte report and other questions that may assist with briefings notes - once this is complete I will send it through.

Cheers

22 [REDACTED]

Research Analyst

Accounts Development Section | Environment and Agriculture Branch | **Australian Bureau of Statistics**

(P) 22 [REDACTED] (E) 22 [REDACTED]@abs.gov.au (W) www.abs.gov.au

22 [REDACTED]

Hi all It was great to meet you on Friday and...

17/07/2017 10:16:27 AM

From: 22 [REDACTED]/Staff/ABS
 To: 22 [REDACTED]/Staff/ABS@ABS, 22 [REDACTED]/Staff/ABS@ABS, 22 [REDACTED]/Staff/ABS@ABS,
 22 [REDACTED]/Staff/ABS@ABS,
 Cc: 22 [REDACTED]/Staff/ABS@ABS, 22 [REDACTED]/Staff/ABS@ABS, 22 [REDACTED]/Staff/ABS@ABS
 Date: 17/07/2017 10:16 AM
 Subject: GBR release [DLM=For-Official-Use-Only]

Hi all

It was great to meet you on Friday and discuss the upcoming release.

Below is a to-do list, and by all means pass along anything extra you think we should add to our own:

- Send through media on reef.
- Line up spokespeople for media enquiries/interviews.

22 [REDACTED]

- Provide both positive and defensive talking points.
- Square away two key topics and content for two infographics.

In discussions with design, we think the best approach is if you pull out two topics and content for two infographics as soon as you can. Once we've got those squared away, just lodge a ticket with design. Once you've lodged the ticket, 22 [REDACTED] will get in touch to flesh out the creative brief. To give you an idea of what that will look like, 22 [REDACTED] has put together the following:

22

Kind regards

22

Media Officer

Media, Digital and Design Communications | Communications and Partnerships

Australian Bureau of Statistics



22



22

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W: www.abs.gov.au

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GBRCommunication Plan updated 21 July.docx
[DLM=For-Official-Use-Only]

22 to: 22

21/07/2017 10:48 AM

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22

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22 @abs.gov.au W: www.abs.gov.au

F: @absstats T: @ABSStats



- GBRCommunication Plan updated 21 July.docx



Re: GBR release [22
22 to: 22
Cc: 22, 22

25/07/2017 09:05 AM

Morning 22!

They are still finalising the plan so hope to get back to you about infographics over the next few days .

Thanks for keeping tabs on it.

22
Communications Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics
22 22@abs.gov.au
W: www.abs.gov.au

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22 Hi 22 Just writing to follow-up where we... 24/07/2017 05:37:29 PM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS
Date: 24/07/2017 05:37 PM
Subject: Re: GBR release [22

Hi 22

Just writing to follow-up where we are up to regarding designing for GBR.
Let me know if you need me to initiate contact with 22 to follow-up with any creative products to support the launch.
Happy to discuss. Thank you

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

22 Good Morning 22, I have attached a crea... 19/07/2017 10:17:12 AM
22 Hi all It was great to meet you on Friday and... 17/07/2017 10:16:27 AM



Early draft of list of journals to pre -brief on GBR FYI

22 to: 22

This message is digitally signed.

28/07/2017 04:40 PM



GBR media contacts.docx

22

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22 [@abs.gov.au](mailto:22@abs.gov.au) W: www.abs.gov.au

F: [@absstats](https://www.facebook.com/absstats) T: [@ABSStats](https://twitter.com/ABSStats)



GBRCommunication Plan updated 21 July.docx

22 to: 22

Cc: 22

This message is digitally signed.

31/07/2017 12:57 PM

Some more detail on social media would be useful



22 list of environment journos - here [environment reporters.xlsx](#)

I used this for Tree Day last week

Hope this helps

22

22

Media Officer

Corporate Communications | Media, Digital and Design | **Australian Bureau of Statistics**

(P) 22

(E) 22 [@abs.gov.au](mailto:22@abs.gov.au) (W) www.abs.gov.au

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- GBRCommunication Plan updated 21 July.docx



First draft of GBR media release [DLM=For-Official-Use-Only]

22 to: 22

31/07/2017 04:53 PM

Cc: 22, 22, 22, 22,
22

This message is digitally signed.

Hi 22,

I've had an initial attempt at the media release for the release of the GBR environmental and economic accounts on 21 August. It's very rough but I thought it would be useful as a starting point for discussion.



GBR media release.docx 22

22

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22 [@abs.gov.au](mailto:22@abs.gov.au) W: www.abs.gov.au

F: [@absstats](https://twitter.com/absstats) T: [@ABSStats](https://twitter.com/ABSStats)



Re: Fw: GBRCommunication Plan updated 21 July.docx 


22 to: 22

31/07/2017 05:14 PM

Cc: 22

This message is digitally signed.

History: This message has been replied to.

 Environment reporters are a tab added to the master spreadsheet.

I've included 22 and noted 22 pre-release access - but there must be more!

22

22

Senior Communication Officer
External Communication | Media, Digital and Design | Communication and Partnerships |
Australian Bureau of Statistics
T: 22 E: 22 @abs.gov.au
W: www.abs.gov.au

22

22

Assistant Director

31/07/2017 04:03:42 PM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Date: 31/07/2017 04:03 PM
Subject: Fw: GBRCommunication Plan updated 21 July.docx

[attachment "GBR media contacts.docx" deleted by 22 /Staff/ABS]

22

Assistant Director
Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**
T: M: 22
E: 22 @abs.gov.au W: www.abs.gov.au
F: @absstats T: @ABSStats

----- Forwarded by 22 /Staff/ABS on 31/07/2017 04:07 PM -----

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS
Date: 31/07/2017 12:57 PM
Subject: GBRCommunication Plan updated 21 July.docx

Some more detail on social media would be useful

22 list of environment journos - here [attachment "environment reporters.xlsx" deleted by 22 /Staff/ABS]

I used this for Tree Day last week

Hope this helps

22

22

Media Officer

(P) [REDACTED]

(E) [REDACTED]@abs.gov.au (W) www.abs.gov.au

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[attachment "GBRCommunication Plan updated 21 July.docx" deleted by [REDACTED]/Staff/ABS]



Re: Infographic no 2 [22]]
22 to: 22
Cc: 22
This message is digitally signed.

02/08/2017 12:33 PM

History: This message has been forwarded.

Hi 22

The example you've given below doesn't work - we don't have the "\$x and x jobs" components.

We think the information should come from the table below:

Something along the lines of

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 Fishing and aquaculture, while Tourism rent was \$531 million.

RESOURCE RENT, BY SELECTED INDUSTRY				
Industry	Units	2006-07	2007-08	2008-09
Ecosystem rent				
Agriculture	\$millions	na	205.4	433.8
Forestry	\$millions	na	na	na
Fishing and Aquaculture	\$millions	na	35	42
Tourism rent				
Tourism	\$millions	308.7	330.0	287.1
na - data not available				
Source: Summary of data from other sections				

Here's a link to the latest version of our Main Findings . Once we have completed this we feel that there will be more stories to draw from it.

Cheers

22

22 Also, 22, can we confirm that one of the tw... 02/08/2017 11:56:08 AM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS
Date: 02/08/2017 11:56 AM
Subject: Infographic no 2 [22]

Also, 22, can we confirm that one of the two infographics will be the following?

- reef-dependent industries such as fishing and aquaculture used an estimated \$66 million of ecosystem services to generate \$x and x jobs.

Even if we don't have the dollar and job figure yet we can at least get the graphic rolling and insert the number when it's available.

Cheers

22

Communications Officer

Media, Digital and Design Communications | Communications and Partnerships

Australian Bureau of Statistics



22



22

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W: www.abs.gov.au

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Re: signpost infographic [22] to: 22
This message is digitally signed.

03/08/2017 10:35 AM

Sounds good

22

Assistant Director
Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22
E: 22@abs.gov.au W: www.abs.gov.au
F: @absstats T: @ABSStats

22, I was just going to check with 22 wh... 03/08/2017 10:23:58 AM

From: 22/Staff/ABS
To: 22/Staff/ABS@ABS,
Date: 03/08/2017 10:23 AM
Subject: Re: signpost infographic [22]

22, I was just going to check with 22 whether the following could be simplified to include as a fact in the signpost infographic. What do you think?

- Tourism consumption peaked in 2012-13, with total consumption of \$9 432 million.

22

Communications Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics

22@abs.gov.au
W: www.abs.gov.au

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22 The ABS has released new data calculating t... 03/08/2017 09:33:35 AM



Re: Infographic 1 [22] 
 22 to: 22
 Cc: 22, 22, 22
 This message is digitally signed.

03/08/2017 11:16 AM

History: This message has been replied to.

Thanks 22.

A few comments from the team:

- we should mention 2014-15
- we should say **estimated** value of contribution, to highlight the fact that these values are experimental
- possibly could have footnote explaining that **ecosystem contribution does not account for the total tourism rent**; seeing Tourism rent listed alongside the others is a bit of a problem. Possibly consider "Tourism economic rent" or "Tourism attractors input"?

Happy to discuss further.

22

22 Hi 22 What do you think about the followin... 03/08/2017 09:37:56 AM

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Cc: 22 /Staff/ABS@ABS
 Date: 03/08/2017 09:37 AM
 Subject: Infographic 1 [22]

Hi 22

What do you think about the following infographic based on the info you gave us ? In addition to this one, we're thinking the other will be a 'signpost' infographic that will flag the release and point people towards it. It will also include the ecosystem contribution definition. Will send that through to you shortly to have a look at.

Infographic 1)

'Value of the ecosystem contribution * of the Great Barrier Reef region:

- Agriculture = \$1,227 million
- Forestry = \$28.5 million
- Fishing and aquaculture = \$45 million
- Tourism rent = \$531 million.

* Ecosystem contribution is the estimated value an ecosystem contributes to production after human inputs (labour, materials, capital, finance) are accounted for.'

Cheers

22

Communications Officer
 Media, Digital and Design Communications | Communications and Partnerships

Australian Bureau of Statistics

 (22 [REDACTED])  [REDACTED]@abs.gov.au

W: www.abs.gov.au

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Re: Infographic 1 [22] [22] to: 22
Cc: 22, 22, 22
This message is digitally signed.

04/08/2017 11:11 AM

Sounds great, 22

22 Hi 22 Adding an extra footnote would be q... 04/08/2017 11:07:44 AM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS
Date: 04/08/2017 11:07 AM
Subject: Re: Infographic 1 [22]

Hi 22

Adding an extra footnote would be quite difficult as there already is a footnote and we 'll be stuck for space.

We've incorporated your other suggestions though.

If you're happy with the content below we will lodge a ticket with design ASAP :

'Estimated value of the ecosystem contribution * of the Great Barrier Reef region (2014-15)

- Agriculture = \$1,227 million
- Forestry = \$28.5 million
- Fishing and aquaculture = \$45 million
- Tourism economic rent = \$531 million.

* Ecosystem contribution is the estimated value an ecosystem contributes to production after human inputs (labour, materials, capital, finance) are taken into account.'

22
Communications Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics
 22 22 @abs.gov.au
W: www.abs.gov.au

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22 Thanks 22 A few comments from the team: 03/08/2017 11:16:01 AM
22 Hi 22 What do you think about the followin... 03/08/2017 09:37:56 AM



Re: Fw: Infographic 2 [22] 
 22 to: 22
 Cc: 22, 22
 This message is digitally signed.

04/08/2017 12:14 PM

That's correct 22, we had a late delivery of updated data.

It's 45.4k for the five year period 2011-12 to 2015-16.

Here's the most current datacubes, relevant one is datacube 1. Note also that consumption is up to 15-16 as well in this cube.



Tourism.xlsx

22

Environment and Agriculture Branch | Australian Bureau of Statistics

(P) 22 (M) 22

(E) 22 @abs.gov.au (W) www.abs.gov.au

22

Hi 22 Is the below figure correct? We shoul...

04/08/2017 12:10:55 PM

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Cc: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS
 Date: 04/08/2017 12:10 PM
 Subject: Re: Fw: Infographic 2 [22]

Hi 22

Is the below figure correct? We should be able to provide data up to 2015-16 though, right?

22

Thanks 22 So, just to be clear, the followin...

04/08/2017 11:20:37 AM

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Cc: 22 /Staff/ABS@ABS
 Date: 04/08/2017 11:20 AM
 Subject: Re: Fw: Infographic 2 [22]

Thanks 22



So, just to be clear, the following is correct?

- An average of 44.7000 people directly employed between 2010-11 & 2014-15.

I'll leave the other figures if there is confusion around them. I just got them from the main findings page you have.

22

Communications Officer
 Media, Digital and Design Communications | Communications and Partnerships
 Australian Bureau of Statistics

 22  22 @abs.gov.au

W: www.abs.gov.au

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Australia and recognises their continuing connection to land, waters and community. We pay our respects to them and their cultures, and elders, both past and present.

22	Hi 22 More info from 22 in the email b...	03/08/2017 04:48:36 PM
22	Thanks 22 . And you're happy with the num...	03/08/2017 12:36:41 PM
22	Follow up: Straight from the Tourism Satellite...	03/08/2017 11:36:03 AM
22	It would be worth me digging into whether the...	03/08/2017 11:30:01 AM
22	Over to you, 22 ... ----- Forwarded by 22 ...	03/08/2017 11:16:44 AM



Re: GBR infographic two [22] 
 22 to: 22
 This message is digitally signed.

04/08/2017 01:25 PM

Thanks, good work in trying circumstances! Good to go back to the SMA for tick off.

22
 Assistant Director
 Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**
 T: M: 22
 E: 22@abs.gov.au W: www.abs.gov.au
 F: @absstats T: @ABSStats

22 Hi 22 This is what I have come up with for t... 04/08/2017 01:04:14 PM

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Date: 04/08/2017 01:04 PM
 Subject: GBR infographic two [22]

Hi 22

This is what I have come up with for the 'signpost' infographic. The employment figure I think is really good. As I say, they still need to sign off on this:

'The ABS has released new data calculating the value of the Great Barrier Reef region's ecosystem contribution to local industries.

Ecosystem contribution is the estimated value an ecosystem contributes to production after human inputs (labour, materials, capital, finance) are taken into account.

Find out more at abs.gov.au'

Fact bubble: 'An average of 45.4k people were directly employed in the Great Barrier Reef region between 2010-11 - 2015-16'.

22
 Communications Officer
 Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics
 22  22@abs.gov.au
 W: www.abs.gov.au

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Re: Infographic 2 [22] 
 22 to: 22
 Cc: 22

04/08/2017 02:42 PM

This message is digitally signed.

History: This message has been replied to.

Hi 22

Just some minor amendments:

'The ABS has released new data calculating the value of the Great Barrier Reef Region's ecosystem contribution to local industries.

Ecosystem contribution is the estimated value an ecosystem contributes to production after human inputs (labour, materials, capital, finance) are taken into account.

Find out more at abs.gov.au'

Fact bubble: 'An average of 45.4k people were directly employed in the Great Barrier Reef Region between 2010-11 - 2015-16'.

Also, maybe 45,000 (or 45,400) looks better than 45.3k?

Cheers

22

22 Hi 22 Thanks for signing off on the other in... 04/08/2017 02:31:25 PM

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Cc: 22 /Staff/ABS@ABS
 Date: 04/08/2017 02:31 PM
 Subject: Infographic 2 [22]

Hi 22

Thanks for signing off on the other infographic.

Below is the content we've put together for the second infographic let us know if you're happy with this also, particularly this final employment figure. I've put it as a figure for the Great Barrier Reef and not Great Barrier Reef region but please let me know if this is incorrect:

'The ABS has released new data calculating the value of the Great Barrier Reef region's ecosystem contribution to local industries.

Ecosystem contribution is the estimated value an ecosystem contributes to production after human inputs (labour, materials, capital, finance) are taken into account.

Find out more at abs.gov.au'

Fact bubble: 'An average of 45.4k people were directly employed in the Great Barrier Reef between 2010-11 - 2015-16'.

22

Communications Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics

 22 [REDACTED]  22 [REDACTED]@abs.gov.au

W: www.abs.gov.au

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Re: Infographic 2 [22] to: 22 Cc: 22

04/08/2017 03:48 PM

This message is digitally signed.

History: This message has been replied to.

Thanks 22, I stand corrected on the "social media speak"!

We're working hard on the Main Findings at the moment - do you think there may be some chance of pulling together a couple more infographics for the 21st, or are we a little too tight for time?

Cheers

22

22 Great, thanks! I think we'll keep 45.4k if that's... 04/08/2017 03:22:39 PM

From: 22 /Staff/ABS To: 22 /Staff/ABS@ABS, Cc: 22 /Staff/ABS@ABS Date: 04/08/2017 03:22 PM Subject: Re: Infographic 2 [22]

Great, thanks!

I think we'll keep 45.4k if that's ok with you, as it's more 'social media speak.'

Think that a YouTube video would be great down the track - two infographics aren't enough at this stage for a video. But there's lots of potential in the release for more infographics, starting with Biodiversity month in September. So we don't have to give up on the Youtube video at all!

Cheers

22

Communications Officer Media, Digital and Design Communications | Communications and Partnerships Australian Bureau of Statistics @abs.gov.au W: www.abs.gov.au

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22 Hi 22 Just some minor amendments: 04/08/2017 02:42:37 PM 22 Hi 22 Thanks for signing off on the other in... 04/08/2017 02:31:25 PM



Re: GBR infographic [22]]
 22 to: 22
 Cc: 22, 22
 This message is digitally signed.

04/08/2017 03:49 PM

History: This message has been replied to.

Thanks 22

I have now included this project under graphic design request 661001.
 I've scheduled to work on this infographic next week.
 Just to clarify, will this clearly be an external comms request? any issues with me CC 22 in the next email with the artwork?
 Thanks

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

22 22, as discussed, the following is content fo... 04/08/2017 11:27:24 AM

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Cc: 22 /Staff/ABS@ABS
 Date: 04/08/2017 11:27 AM
 Subject: GBR infographic [22]

22, as discussed, the following is content for an infographic for the GBR release. In terms of sizing, 22 has said he'd like to share it on Twitter, Facebook and LinkedIn but that he's not sure about Instagram at this stage.

This will be needed by the release date which is August 21.

Thanks 22 - and sorry again for this coming at late notice.

Let me know if you need any more info from me.

'Estimated value of the ecosystem contribution * of the Great Barrier Reef region (2014-15)

- Agriculture = \$1,227 million
- Forestry = \$28.5 million
- Fishing and aquaculture = \$45 million
- Tourism economic rent = \$531 million.

* Ecosystem contribution is the estimated value an ecosystem contributes to production after human inputs (labour, materials, capital, finance) are taken into account.'

22

Communications Officer
 Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics

22 22 @abs.gov.au

W: www.abs.gov.au

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Re: Fw: Infographic update [DLM=For-Official-Use-Only] 📎

22 to: 22

09/08/2017 01:07 PM

This message is digitally signed.

Looks fine to me 22 but will all 22 skill to ensure it doesn't look too text heavy.

22

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M 22

E: 22@abs.gov.au W: www.abs.gov.au

F: @absstats T: @ABSStats

22

Hi 22 This is the original infographic content:

09/08/2017 11:45:20 AM

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Date: 09/08/2017 11:45 AM
 Subject: Fw: Infographic update [22]

Hi 22

This is the original infographic content :

'Estimated value of the ecosystem contribution * of the Great Barrier Reef region (2014-15)

- Agriculture = \$1,227 million
- Forestry = \$28.5 million
- Fishing and aquaculture = \$45 million
- Tourism economic rent = \$531 million.

* Ecosystem contribution is the estimated value an ecosystem contributes to production after human inputs (labour, materials, capital, finance) are taken into account.'

I propose we just add in the extra line, if possible for 22? So that would be:

'Estimated value of the ecosystem contribution * of the Great Barrier Reef region (2014-15)

- Agriculture = \$1,227 million
- Forestry = \$28.5 million
- Fishing = \$45.5 million
- Aquaculture = \$21.1 million
- Tourism economic rent = \$531 million.

* Ecosystem contribution is the estimated value an ecosystem contributes to production after human inputs (labour, materials, capital, finance) are taken into account.'

22

Communications Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics

 22  22 @abs.gov.au

W: www.abs.gov.au

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----- Forwarded by 22 /Staff/ABS on 09/08/2017 11:30 AM -----

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS,
Date: 09/08/2017 09:59 AM
Subject: Infographic update [22]

Good Morning,

I have just become aware that the ecosystem contribution for Fishing and Aquaculture is split, so there are actually 5 numbers:

- Fishing ecosystem rent \$45.5
- Aquaculture ecosystem rent: \$21.1
- Agriculture ecosystem rent: \$1226.5
- Forestry ecosystem rent \$28.5
- Tourism rent \$530.5

Apologies for this, let me know if there are any issues.

Kind Regards

22

Research Analyst

Accounts Development Section | Environment and Agriculture Branch | **Australian Bureau of Statistics**

(P) 22 (E) 22 @abs.gov.au (W) www.abs.gov.au



Re: Infographic 2 [22] 
 22 to: 22
 Cc: 22
 This message is digitally signed.

10/08/2017 11:44 AM

History: This message has been replied to.

Hi 22

Could you please send us the latest version of the Comms plan? Will be useful to include in our clearance documentation. Thank you!

Cheers

22

22 Hi 22 Sorry for delay in getting back to you. 08/08/2017 12:06:16 PM

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Cc: 22 /Staff/ABS@ABS
 Date: 08/08/2017 12:06 PM
 Subject: Re: Infographic 2 [22]

Hi 22

Sorry for delay in getting back to you.

22 so at this late stage, to agree



As I say, there's so much potential to have this as an ongoing campaign where we bring out more infographics/social media content from September onwards. This is also in the comms plan. 22, our social media officer is putting together a short term plan and ideas which I'll send on to you. Apart from making an infographic video, we can also do short social media videos using footage from Getty's. See for example: <http://www.gettyimages.com.au/license/603201698>

How is finalising the data going?

Cheers

22

Communications Officer
 Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics

 22  22@abs.gov.au

W: www.abs.gov.au

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22	Thanks 22, I stand corrected on the "soci...	04/08/2017 03:48:22 PM
22	Great, thanks! I think we'll keep 45.4k if that's...	04/08/2017 03:22:39 PM
22	Hi 22 Just some minor amendments:	04/08/2017 02:42:37 PM
22	Hi 22 Thanks for signing off on the other in...	04/08/2017 02:31:25 PM



Re: Infographic 2 [22] to: 22
Cc: 22
This message is digitally signed.

10/08/2017 03:32 PM

History: This message has been replied to.

Thanks very much for that, 22, and thanks for the update on 22, it's all happening!

Cheers

22

22 Hi 22 Just tidied up the comms plan to upd... 10/08/2017 03:20:47 PM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS
Date: 10/08/2017 03:20 PM
Subject: Re: Infographic 2 [22]

Hi 22

Just tidied up the comms plan to update with where we're at.

22

[attachment "GBRCCommunication Plan updated10 August.docx" deleted by 22 /Staff/ABS]

22
Communications Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics
22 @abs.gov.au
W: www.abs.gov.au

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22	Hi 22	Could you please send us the lates...	10/08/2017 11:44:42 AM
22	Hi 22	Sorry for delay in getting back to you.	08/08/2017 12:06:16 PM
22	Thanks 22	, I stand corrected on the "soci...	04/08/2017 03:48:22 PM
22		Great, thanks! I think we'll keep 45.4k if that's...	04/08/2017 03:22:39 PM
22	Hi 22	Just some minor amendments:	04/08/2017 02:42:37 PM
22	Hi 22	Thanks for signing off on the other in...	04/08/2017 02:31:25 PM



Re: Fw: New Summary of Findings Section

22 to: 22
Cc: 22, 22

14/08/2017 03:22 PM

This message is digitally signed.

History: This message has been replied to.

Hi 22

Sorry for the back and forth on this! Yes, we've decided to switch from "contribution" to "input". Really sorry for the late change.

Cheers

22

22 Hi 22 So, if it's the case that there's a diffe... 14/08/2017 02:10:53 PM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS
Date: 14/08/2017 02:10 PM
Subject: Re: Fw: New Summary of Findings Section

Hi 22

So, if it's the case that there's a different term being used than on the infographics - which appears to be the case - I suggest that somewhere at the top of the main findings, an explanation be given as to the interchangeability of the terms.

What do you think?

Cheers

22

Communications Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics

22 22 @abs.gov.au

W: www.abs.gov.au

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- 22 22 - that's done. I'm running with "ecosyst... 14/08/2017 01:26:46 PM
- 22 Thanks 22, that would be appreciated Fro... 14/08/2017 12:56:14 PM
- 22 Hi 22, I haven't really looked at terminolog... 14/08/2017 12:51:03 PM
- 22 Hi 22 Any comments on the consistency of... 14/08/2017 12:49:18 PM
- 22 Hi 22 Hope you had a nice weekend! 14/08/2017 10:58:19 AM
- 22 Hi all, Please find a link to a new draft of the... 13/08/2017 06:43:52 PM



Re: Fw: GBR infographic amendment 

22 to: 22

Cc: 22

This message is digitally signed.

18/08/2017 10:33 AM

Thanks - both of these looked great IMHO!

22 - you really nailed the brief on the stock photo image - it looks great. Maybe we will be able to use it in conjunction with something else one day.

Kind regards,

22

Social Media Officer

Media, Digital and Design | Communication and Partnerships | **Australian Bureau of Statistics**

(P) 22 (E) 22 @abs.gov.au (W) www.abs.gov.au

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22

As discussed, these are the GBR materials -...

18/08/2017 10:14:02 AM

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Date: 18/08/2017 10:14 AM
 Subject: Fw: GBR infographic amendment

As discussed, these are the GBR materials - but not to be used until further notice.


Cheers

22

Communications Officer

Media, Digital and Design Communications | Communications and Partnerships

Australian Bureau of Statistics

 22  22 @abs.gov.au

W: www.abs.gov.au

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----- Forwarded by 22 /Staff/ABS on 18/08/2017 10:13 AM -----

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Cc: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS
 Date: 16/08/2017 12:35 PM
 Subject: Re: GBR infographic amendment

Hi 22

I understand that we no longer require any promotion for the Great Barrier Reef for the Social Media. Are you able to address the reason to help with future requests.

Here are the Social Media tiles already created if there are any intentions to use or repurpose for other materials.

Thank you

	Facebook
Generic tile	[attachment "GBR_Facebook_1200x628_Generic. jpg" deleted by 22 /Staff/ABS]
Infographic	[attachment "Great_Barrier_Reef_Facebook.png" deleted by 22 /Staff/ABS]

If you require any further work for this please contact within the next 2 working days otherwise your job will be closed.

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



Fw: Great Barrier Reef report (released 21 August) infographic 1 as discussed

22 [redacted] to: 22 [redacted]
This message is digitally signed.

08/08/2017 04:35 PM

Less than 60 seconds:

(Title) - ?? (may not be needed ?)

Estimated value of the ecosystem contribution * of the Great Barrier Reef region (2014-15):

(Fade in:) * Ecosystem contribution is the estimated value an ecosystem contributes to production after human inputs are taken into account . **(Fade out ^)**

(Fade in - list)

Agriculture = \$1,227 million

Forestry = \$28.5 million

Fishing and aquaculture = \$45 million

Tourism economic rent = \$531 million.

(Next slide / scene)

'An average of 45.4k people were directly employed in the Great Barrier Reef Region between 2010-11 - 2015-16'

End title screen : Find out more visit : ABS etc

Kind regards,

22 [redacted]

Social Media Officer

Media, Digital and Design | Communication and Partnerships | **Australian Bureau of Statistics**

(P) 22 [redacted] **(E)** 22 [redacted] [@abs.gov.au](mailto:22@abs.gov.au) **(W)** www.abs.gov.au

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----- Forwarded by 22 [redacted] /Staff/ABS on 08/08/2017 03:52 PM -----

From: 22 [redacted] /Staff/ABS
To: 22 [redacted] /Staff/ABS@ABS,
Cc: 22 [redacted] /Staff/ABS@ABS
Date: 03/08/2017 01:52 PM
Subject: Great Barrier Reef report (released 21 August) infographic 1 as discussed

Infographic 1)

22 [redacted]

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22 [REDACTED]

E: 22 [REDACTED]@abs.gov.au W: www.abs.gov.au

F: [@absstats](https://twitter.com/absstats) T: [@ABSStats](https://twitter.com/ABSStats)



Great Barrier Reef survey

22 to: 22

Cc: 22

This message is digitally signed.

12/07/2017 11:13 AM

History: This message has been replied to.

Hey 22,

We are meeting the team responsible for the Great Barrier Reef survey on Friday, it would be good if you could come along, I will send you the details. I'm also sending you some relevant emails re comms for the release. At this stage, they don't appear to have a comms/media plan however their ambit claim for comms products is quite ambitious. 22 has already had a meeting with them about infographics etc but I get the feeling that the SMA doesn't quite know what they want the infographics to do or what they want to achieve. I will send you some background material on what the survey covers.

Would you please have a chat with 22 on what she thinks is achievable in the time we have available? Looks like the exact date of release is still to be decided but likely to be somewhere between 14 and 17 August.

It would also be useful if you could give some thought to media release/releases. It looks like the survey covers a lot of territory so we may need to write more than one media release.

Thanks,

22

22

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22 @abs.gov.au W: www.abs.gov.au

F: @absstats T: @ABSStats

----- Forwarded by 22 /Staff/ABS on 12/07/2017 11:02 AM -----

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Cc: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS
 Date: 12/07/2017 09:53 AM
 Subject: Fw: Communications - contact

Good Morning 22,

I've set up a meeting for Friday to discuss the communication strategy, is there anything that we need to do in preparation for this?

Kind Regards

22

Research Analyst

Accounts Development Section | Environment and Agriculture Branch | **Australian Bureau of Statistics**

(P) 22 (E) 22 @abs.gov.au (W) www.abs.gov.au

----- Forwarded by 22 /Staff/ABS on 12/07/2017 09:38 AM -----

From: 22 /Staff/ABS

To: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS
Date: 11/07/2017 04:23 PM
Subject: Re: Communications - contact

Hi 22

22 is the contact for you. I would suggest you set up a meeting soon to talk with 22 about a communication strategy for your release.

Kind regards

22

22
Media, Digital and Design Communications | Communications and Partnerships |
Australian Bureau of Statistics
22 @abs.gov.au 22
22 @abs.gov.au www.abs.gov.au

22 Hi 22 and 22 , Just checking in to see w... 11/07/2017 12:16:53 PM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS
Date: 11/07/2017 12:16 PM
Subject: Re: Communications - contact

Hi 22 and 22 ,

Just checking in to see what the next steps will be to progress strategic plan and infographic.

Cheers

22

Research Analyst

Accounts Development Section | Environment and Agriculture Branch | **Australian Bureau of Statistics**

(P) 22 (E) 22 @abs.gov.au (W) www.abs.gov.au

22	Hi Everyone I just wanted to let you know tha...	05/07/2017 11:32:54 AM
22	Hi 22 , good morning thank you for contacti...	03/07/2017 10:23:49 AM
22	Good Morning 22 , Hope you had a good we...	03/07/2017 09:09:12 AM


Re: Great Barrier Reef

22 to: 22
This message is digitally signed.

12/07/2017 05:27 PM

History: This message has been replied to.

Hi 22

Following the meeting with 22 and 22 on the 27 June, my recommendation is to initiate contact with the Communications team to get some assistance with implementing a communications plan for their August release.

Once they have the Communications plan in place then we can then look into developing some output products to promote their release.

Possible output product ideas from my end :

- Suite of icons
- Factsheets (1-2 A4 double sided factsheets)
- Pull-up banner (1 for promotion)
- Simplified flow diagram
- Infographic (Can be adapted for Social Media channels as well as supply for production of short animation)

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>

My recommendation for them which will be beneficial for all of us is to 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](mailto:22@abs.gov.au) (W) www.abs.gov.au

22

Hi 22 I'm just trying to put together a comms...

12/07/2017 03:26:36 PM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Date: 12/07/2017 03:26 PM
Subject: Great Barrier Reef

Hi 22

I'm just trying to put together a comms plan for the Great Barrier Reef release.

Their release date will be sometime between 14 Aug - 17 Aug.

I know you've already met up with them before - we'll be meeting with them on Fri.

Between now and then, what do you think is feasible in terms of graphics? At the moment they are talking about a couple of infographics and a video.

Cheers

22

Media Officer

Media, Digital and Design Communications | Communications and Partnerships

Australian Bureau of Statistics



22



22

@abs.gov.au

W: www.abs.gov.au

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Fw: Meeting notes [DLM=For-Official-Use-Only]

22 to: 22

14/07/2017 04:07 PM

Hi 22

Have attached notes from today's meeting on the GBR.

Cheers

22

Media Officer

Media, Digital and Design Communications | Communications and Partnerships

Australian Bureau of Statistics

22 22 @abs.gov.au

 W: www.abs.gov.au

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----- Forwarded by 22 /Staff/ABS on 14/07/2017 04:06 PM -----

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Date: 14/07/2017 03:25 PM
 Subject: Re: Meeting notes [DLM=For-Official-Use-Only]

This is a good summary of the meeting. How about you email the GBR team with the 'two do' list? Also, 22 told me GBR should use the standard 'ticket' to request design work but it might be useful for you to have a chat to him about what specifications the design team needs. In this case it would initially be the infographics.

Thanks,

22

22

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22 @abs.gov.au W: www.abs.gov.au

F: @absstats T: @ABSStats

22 Hi 22 See attached notes from meeting.

14/07/2017 12:38:44 PM

From: 22 /Staff/ABS
 To: 22 /Staff/ABS@ABS,
 Date: 14/07/2017 12:38 PM
 Subject: Meeting notes [DLM=For-Official-Use-Only]

Hi 22

See attached notes from meeting.

22

Media Officer

Media, Digital and Design Communications | Communications and Partnerships

Australian Bureau of Statistics

22 22 @abs.gov.au

 W: www.abs.gov.au

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GBR meeting notes.docx



Fw: Hi [redacted] - Lisa Wardlaw-Kelly will be available to handle any GRB publication media queries on Monday and beyond (nb)

[redacted] to: [redacted], [redacted], [redacted] 21/08/2017 09:39 AM
This message is digitally signed.

FYI

[redacted]

Assistant Director
Media, Digital and Design Communications | Communications and Partnerships |
Australian Bureau of Statistics

(P) [redacted] (M) [redacted] (E) [redacted]@abs.gov.au (W) www.abs.gov.au

The [ABS Privacy Policy](#) outlines how the ABS handles any personal information that you provide to us.

----- Forwarded by [redacted]/Staff/ABS on 21/08/2017 09:39 AM -----

From: [redacted]/Staff/ABS
To: [redacted]/Staff/ABS@ABS, [redacted]/Staff/ABS@ABS,
Date: 21/08/2017 09:00 AM
Subject: Fw: Hi [redacted] - Lisa Wardlaw-Kelly will be available to handle any GRB publication media queries on Monday and beyond (nb)

FYI - I imagine we'd try to provide written responses but am trying to get further clarification

[redacted]

Director
Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: [redacted] M: [redacted]
E: [redacted]@abs.gov.au W: www.abs.gov.au
F: @absstats T: @ABSStats

----- Forwarded by [redacted]/Staff/ABS on 21/08/2017 08:59 AM -----

From: [redacted]/Staff/ABS
To: [redacted]/Staff/ABS@ABS,
Date: 20/08/2017 12:02 PM
Subject: Hi [redacted] - Lisa Wardlaw-Kelly will be available to handle any GRB publication media queries on Monday and beyond (nb)

[redacted]

Director
Environment and Agriculture Statistics Development Section
Australian Bureau of Statistics

(P) [redacted]
(E) [redacted]@abs.gov.au (W) www.abs.gov.au



How about we run this past 22 and co as a starting point for the infographic.

22 to: 22
This message is digitally signed.

03/08/2017 09:10 AM

Value of the ecosystem contribution in the Great Barrier Reef region :

- Agriculture = \$1,227 million
- Forestry = \$28.5 million
- Fishing and aquaculture = \$45 million
- Tourism rent = \$531 million.

* Ecosystem contribution is the estimated value an ecosystem contributes to production after human inputs (labour, materials, capital, finance) are accounted for.

22

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22@abs.gov.au W: www.abs.gov.au

F: [@absstats](https://twitter.com/absstats) T: [@ABSStats](https://twitter.com/ABSStats)



Re: Infographic 

22 to: 22
Cc: 22

02/08/2017 12:25 PM

This message is digitally signed.

History: This message has been forwarded.

Hi 22

Here are a couple of definitions that you may be able to work with...

- Ecosystem contribution to a nature-using industry is the leftover once we deduct known inputs (labour, materials, capital, finance) from the total value of production.
- Ecosystem contribution is the estimated value an ecosystem contributes to production after human inputs (labour, materials, capital, finance) are accounted for.

Cheers

22

22 Hi 22 Do you have anything for us on ecos... 02/08/2017 11:44:43 AM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS
Date: 02/08/2017 11:44 AM
Subject: Infographic

Hi 22

Do you have anything for us on ecosystem contribution infographic?

Cheers

22

Communications Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics
 22  22 @abs.gov.au
W: www.abs.gov.au

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Re: Infographic 

22 to: 22

Cc: 22, 22

This message is digitally signed.

16/08/2017 08:54 AM

Hi 22,

22

22

22

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22 @abs.gov.au W: www.abs.gov.au

F: @absstats T: @ABSStats

22

Good Morning, Just wondering if there are an...

16/08/2017 08:49:43 AM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS
Date: 16/08/2017 08:49 AM
Subject: Infographic

Good Morning,

Just wondering if there are any updates on the infographic?

Kind Regards

22

Research Analyst

Accounts Development Section | Environment and Agriculture Branch | **Australian Bureau of Statistics**

(P) 22 (E) 22 @abs.gov.au (W) www.abs.gov.au



Fw: New Summary of Findings Section

22 to: 22

14/08/2017 10:58 AM

This message is digitally signed.

History: This message has been replied to.

Hi 22

Hope you had a nice weekend!

Please find a link below to the latest version of our main findings , which might help with infographics and media release related work!

Cheers

22

----- Forwarded by 22 /Staff/ABS on 14/08/2017 10:54 AM -----

22

22



Fw: New Summary of Findings Section

22 to: 22, 22
Cc: 22

14/08/2017 12:49 PM

This message is digitally signed.

Hi 22

Any comments on the consistency of terms? eg ecosystem rent Vs contribution, etc (see email below)

Hi 22

22

I'll have a look at the Media Release shortly.

Cheers

22

----- Forwarded by 22 /Staff/ABS on 14/08/2017 12:44 PM -----

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Date: 14/08/2017 12:42 PM
Subject: Re: Fw: New Summary of Findings Section

Hi 22

Thanks for sending this through.

22

at this stage we will only be able to put out the two infographics. We'll still plan for more to come out down the track though.

A couple of other things:

- Really need that media release back - even if you can just give us some indicator of what needs changing and I can work on it based on content in the main findings.
- 22
- Are the terms used in the main findings still aligned with the terms used in the infographics? Eg. in main findings 'ecosystem rent' is used, whereas in the infographics 'ecosystem contribution' is used.

Do you need anything else from us?

Cheers

22

Communications Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics

22 22 @abs.gov.au

W: www.abs.gov.au

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22 - Duplicate content

22 - Duplicate content



----- Forwarded by 22 [redacted] /Staff/ABS on 14/08/2017 10:54 AM -----

22





Re: No media (including social media) for GBR publication on Monday 

22 to: 22

16/08/2017 02:29 PM

Cc: 22, 22

This message is digitally signed.

Thanks 22 .

22

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22 @abs.gov.au W: www.abs.gov.au

F: @absstats T: @ABSStats

22 Thanks for the follow up message 22 . To co... 16/08/2017 02:26:53 PM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, Lisa Wardlaw-Kelly/Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS
Date: 16/08/2017 02:26 PM
Subject: Re: No media (including social media) for GBR publication on Monday

Thanks for the follow up message 22 .

To confirm - we may still get some media attention regardless on 21 August and there may be reactive management required. Lisa Wardlaw-Kelly will be the media contact. Nothing will be required from Web Publishing though for the Tuesday launch.

Cheers

22

22

Director

Environment and Agriculture Statistics Development Section

Australian Bureau of Statistics

(P) 22

(E) 22 @abs.gov.au (W) www.abs.gov.au

22 Hi 22, 22 and 22, Just confirming... 16/08/2017 02:15:37 PM



No media (including social media) for GBR publication on Monday

22 to: 22, 22, 22

16/08/2017 02:15 PM

Cc: Lisa Wardlaw-Kelly, 22
This message is digitally signed.

Hi 22, 22 and 22,

Just confirming that we are no longer alerting the media or releasing any media materials (including any social media posts) for our GBR publication being released next Monday. There are some stakeholder issues at this stage and we don't want to bring any further attention to the release.

At a later date we will look to have more significant promotion around the release .

Thanks

22

22

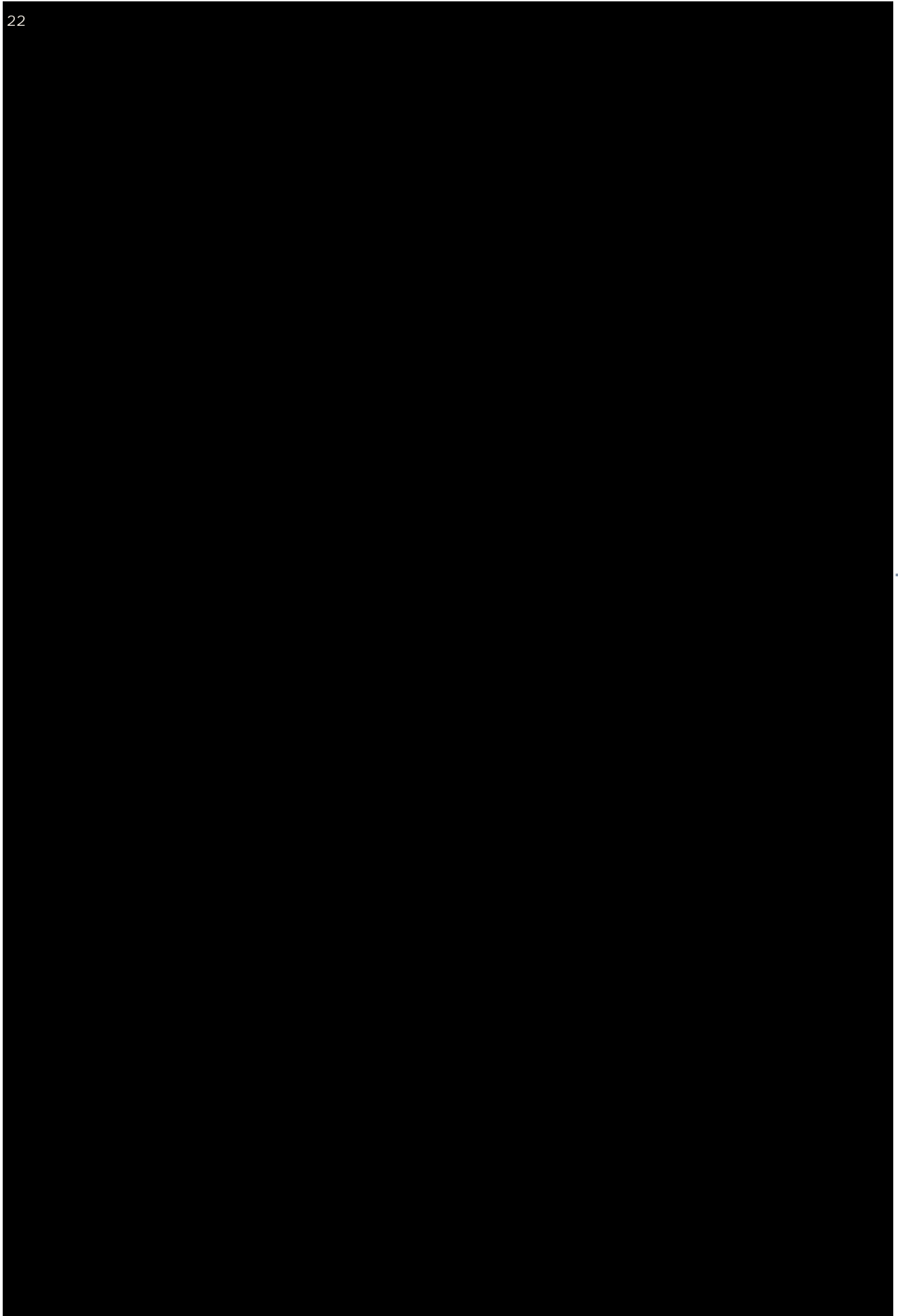
Director

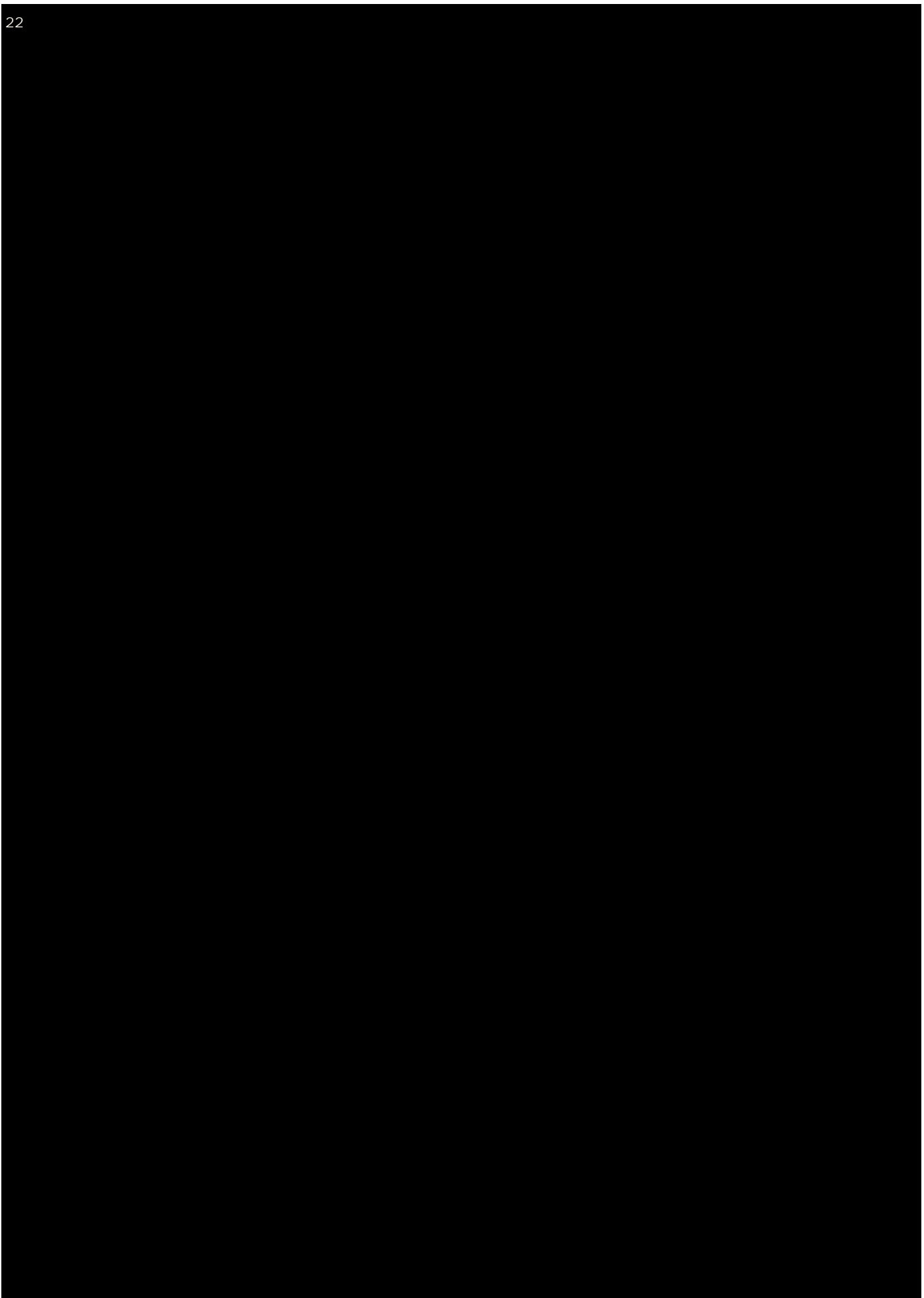
Environment and Agriculture Statistics Development Section

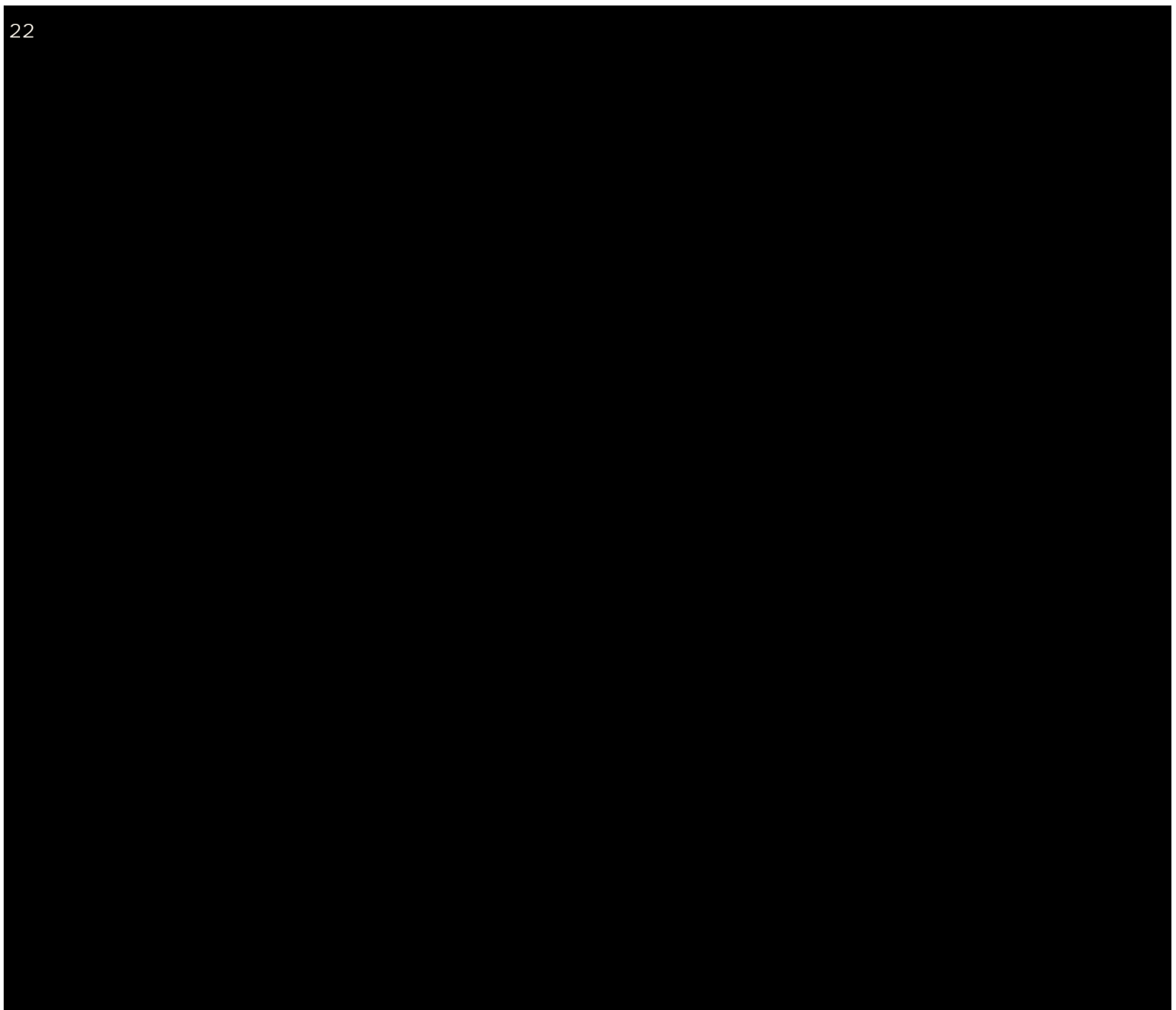
Australian Bureau of Statistics

(P) 22

(E) 22@abs.gov.au (W) www.abs.gov.au









Re: Press release 

22 to: 22

Cc: 22

This message is digitally signed.

09/08/2017 12:11 PM

Hi 22 and 22

I have indeed had a look at the media release, and I like it a lot as a very good starting point! We'll keep working on it over the coming days.

Cheers

22

22 Hi 22 We wondered if, somewhere in your... 09/08/2017 11:27:58 AM

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Cc: 22 /Staff/ABS@ABS
Date: 09/08/2017 11:27 AM
Subject: Press release

Hi 22

We wondered if, somewhere in your busy-ness, you've been able to look at the press release 22 sent through.

Cheers

22

Communications Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics

 22  22 @abs.gov.au

W: www.abs.gov.au

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signpost infographic

22 to: 22

03/08/2017 09:33 AM

This message is digitally signed.

History: This message has been replied to.

The ABS has released new data calculating the value of the Great Barrier Reef region's ecosystem contribution to local industries.
The ecosystem contribution is
Find out more at abs.gov.au

22

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22 [@abs.gov.au](mailto:22@abs.gov.au) W: www.abs.gov.au

F: [@absstats](https://twitter.com/absstats) T: [@ABSStats](https://twitter.com/ABSStats)

Re: GBR release
 Environment & Agriculture Statistics Branch WDB

22 [redacted] /Staff/ABS

12/07/2017 02:19 PM

Send	To: 22 [redacted] /Staff/ABS cc:
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Subject	Re: GBR release
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Protective Mark	
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Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
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Visibility	Public
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Editors	[Wkgroup]
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Document Usage	Statistical Collections - determines recordkeeping action
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Document Id	DCOO-BG38H7
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No worries, 22 [redacted], will keep you posted

From: 22 [redacted] /Staff/ABS
 To: 22 [redacted] /Staff/ABS@ABS,

Date: 12/07/2017 12:02 PM
Subject: Re: GBR release

Thanks [REDACTED] - when you know would be great if you could just confirm the release date with me

[REDACTED]

[REDACTED]

Media Officer

Corporate Communications | Media, Digital and Design | **Australian Bureau of Statistics**

(P) [REDACTED]

(E) [REDACTED] [@abs.gov.au](mailto:[REDACTED]@abs.gov.au) (W) www.abs.gov.au

The [ABS Privacy Policy](#) outlines how the ABS handles any personal information that you provide to us.

From: [REDACTED]/Staff/ABS
To: [REDACTED]/Staff/ABS@ABS,
Date: 12/07/2017 09:43 AM
Subject: Re: GBR release

Hi [REDACTED]

Yes we most definitely are planning for a media release. New release date looks like 14 August, to be confirmed.

Cheers

[REDACTED]

From: [REDACTED]/Staff/ABS
To: [REDACTED]/Staff/ABS@ABS,
Date: 12/07/2017 09:39 AM
Subject: GBR release

Hi [REDACTED]

just checking in to see if you are going a media release for the GBR release - I understand that it has been postponed from the original release date of 22 June?

[REDACTED]

Media Officer

Corporate Communications | Media, Digital and Design | **Australian Bureau of Statistics**

(P) 22 [REDACTED]

(E) 22 [REDACTED] [@abs.gov.au](mailto:[REDACTED]@abs.gov.au) (W) www.abs.gov.au

The [ABS Privacy Policy](#) outlines how the ABS handles any personal information that you provide to us.

Actions and Deadlines

Environment & Agriculture Statistics Branch WDB

22 [redacted]/Staff/ABS 17/07/2017 01:17 PM

Send	To 22 [redacted]/Staff/ABS@ABS, 22 [redacted]/Staff/ABS@ABS, 22 [redacted] Staff/ABS@ABS, [redacted] [redacted] /Staff/ABS@ABS cc
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Subject	Actions and Deadlines
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Protective Mark	
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Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
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Visibility	Public
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Editors	[Wkgroup]
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Document Usage	Statistical Collections - determines recordkeeping action
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Document Id	DCOO-BG38WF
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Good Morning

Below are the actions, deadlines that were discussed this morning

TIMELINES

22

ACTIONS

Who	What	When	Resources
22	Read over Deloitte publication and compare differences for briefings and to prepare for any media questions - we will discuss as team on Thursday	20 July	Deloitte publication  Differences to Deloitte.docx
22			
22	Comms/Media		
Whole team	GBR FAQ's - to assist with creating briefs and preparing for media start writing and difficult questions and on the Databse - see link to right	Ongoing	Notes Link GBR FAQ's
22			

Cheers

22

Research Analyst

Accounts Development Section | Environment and Agriculture Branch | **Australian Bureau of Statistics**

(P) 22 (E) 22 @abs.gov.au (W) www.abs.gov.au

Differences to Deloitte

This document lists the data differences between ABS and DAE for the Reef so they can be explained.

Deloitte	ABS	Comments
Scope is jobs and \$ directly and indirectly associated with the Reef	Scope is the structure of the GBR region economy and relation of this to changes in the capacity of ecosystems to produce goods and bads and regulate air and water quality	Need to make sure that the scope and intended use differences are clearly articulated.
Reef is priceless, but a TEV is interesting.	Reef is priceless, what we need to discover is how to change land and reef use so we can have sufficient jobs and growth without destroying the reef.	
39,000 – 64,000 related to the Reef	572,802 in the region \$3billion CoE median of \$56,000 and mean of \$46,000	The differences will lie in the use or not of ‘multiplier magic’ (Sean’s term). It will be important to explain this.
TEV of \$56billion for Asset Value	No monetary asset value for any ecosystem.	The difficulties of monetary valuations of ecosystems are described in SEEA-EEA. The ABS sees no policy value in this information, but considerable policy value in connections between physical ecosystem values and economic and social statistics.
Tourism Visitor nights = 52 million in 2015-16 Tourism GVA Employment (direct # jobs) = 35,485	Tourism Visitor nights = 2015-16 Tourism GVA Employment (direct # jobs) = Tourism Rent = \$	
Fishing and Aquaculture Fishing production = \$199 Fishing VA = \$162 Employment (direct) = 814	Marine Provisioning services Fishing and Aquaculture Fishing production = \$ Aquaculture production = \$ Fishing GVA = \$ Aquaculture GVA = \$ Provisioning services = \$ Employment numbers and CoE	Difference is mainly in the Resource Rent to estimate provisioning services from reef.
Recreation (as distinct from Tourism) = \$346m	Not estimated	
Research - \$182 million	Not estimated	ABS will include jobs and CoE for research?
Not estimated	Terrestrial Provisioning services	

	- Agriculture Production \$ Employment numbers and CoE Provisioning Services	
Not estimated	Terrestrial Regulating services – climate regulating and water quality regulating.	
Not estimated	Aboriginal and Torres Strait Islander participation in economic and cultural activities	
Not estimated	GBR condition	
Not estimated	Biocarbon stocks	
Not estimated	Water quality	
Not estimated	River loads	
Not estimated	Regulating services	
Not estimated		

General points

- Very different scopes and some slightly different methods.

GBR draft pub

Environment & Agriculture Statistics Branch WDB

22 /Staff/ABS

31/07/2017 06:31 PM

Send	To 22 /Staff/ABS cc 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS
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Subject	GBR draft pub
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Protective Mark	
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Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
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Visibility	Public
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Editors	[Wkgroup]
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Document Usage	Statistical Collections - determines recordkeeping action
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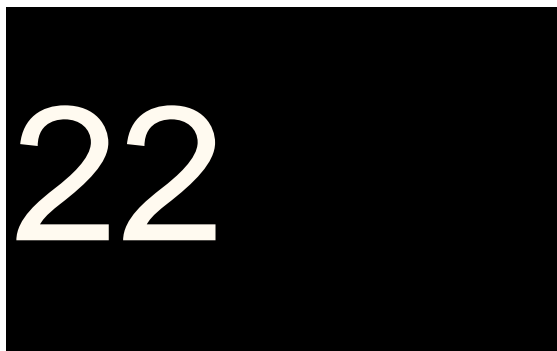
Document Id	DCOO-BG34PH
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Hi 22

Here is a link to the latest draft of the pub. I'll divide it into "very close to complete" and "nearing completion - still in progress" (these sections should be finalised over the next couple of days) to help you prioritise the components to focus on...

[Notes Link](#) (Subject: GBR Draft Publication; Database: Environment & Agriculture Statistics Branch WDB; Author: [REDACTED]; Created: 01/05/2017; Doc Ref: KCAA-ALX3ET)

Very close to complete:



Nearing completion - still in progress:



Media release

)
Cheers

[REDACTED]

Comms plan [DLM=For-Official-Use-Only]
Environment & Agriculture Statistics Branch WDB

22 [redacted] /Staff/ABS

26/07/2017 12:40 PM

Send	To 22 [redacted] /Staff/ABS@ABS, 22 [redacted] /Staff/ABS@ABS cc 22 [redacted] /Staff/ABS@ABS
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Subject	Comms plan [DLM=For-Official-Use-Only]
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Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
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Visibility	Limited Readers
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Editors	[In-Confidence], [Sensitive], 22 [redacted] /Staff/ABS
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Readers	[In-Confidence], [Sensitive], 22 [redacted] /Staff/ABS
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Document Usage	Statistical Collections - determines recordkeeping action
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Document Id	DCOO-BG33ZH
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Hi 22 [redacted] and 22 [redacted]

Just forwarding on the latest comms plan - please see comments/queries in margin comments.

Kind regards

22

Communications Officer

Media, Digital and Design Communications | Communications and Partnerships

Australian Bureau of Statistics



22



22

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GBRCommunication Plan updated 21 July.docx

The Australian Bureau of Statistics acknowledges the traditional custodians of country throughout Australia and recognises their continuing connection to land, waters and community. We pay our respects to them and their cultures, and elders, both past and present.

GBR MEDIA RELEASE

The contribution made by the Great Barrier Reef ecosystem to industries operating within the reef's catchment area has been estimated at around \$xxx between xxx and xxx, according to a report released today by the Australian Bureau of Statistics (ABS).

The report uses a new an international, United Nations endorsed ecosystem accounting framework to explicitly link the reef's ecosystems to economic and other human activity, including agriculture, tourism, fishing and aquaculture.

ABS's xxx, Mr/Ms xxx said the accounting framework calculated the contribution made by the ecosystem within the Great Barrier Reef region after other inputs such as labour, capital costs and fuel were deducted.

"Ecosystem accounting enables us to take a comprehensive integrated approach to the assessment of the environment through the measurement of ecosystems, and measurement of the flows of services from ecosystems into economic and other human activity.

"For example using this approach, we know that in 2014-15 the ecosystem in the Great Barrier Reef region contributed \$1.2 billion to local agriculture – that's an increase of 12 per cent since 2007-08," xxx said.

Xxx said it was no surprise that the Great Barrier Reef ecosystem made a multi-billion dollar contribution to tourism in the region.

"In 2014-15 tourism direct consumption was \$10.0 billion, generating \$3.8 billion of tourism direct gross value added in 2015-16 - a direct value add of \$214 per visitor.

Commented [1]: Need a better form of words

"Between 2010-11 and 2014-15, tourism directly employed more than 44,000 people on average, accounting for 8.2 per cent of the region's workforce," xxx said.

The report also reveals the impact of climate on the reef's ecosystems.

"Marine conditions are heavily influenced by cyclones, severe weather events, rainfall and pollutant run-off. Following the heavy rainfall events of 2010-11, marine ecosystems showed an overall decline in condition but started to show signs of recovery from 2012-13 to 2014-15.

"Between 2007-08 and 2014-15, the bio-carbon stored in the Great Barrier Reef terrestrial landscape decreased by 1 per cent or 21.2 megatonnes.

Commented [2]: Need to explain.expand

Further details can be found in xx (cat.no xxx) available for free download from the ABS website www.abs.gov.au

Media note:

When reporting ABS data, the [Australian Bureau of Statistics](http://www.abs.gov.au) (ABS) must be attributed as the source. Media contact: For more information and interview opportunities, phone 1300 175 070 or email media@abs.gov.au

First draft of GBR media release [DLM=For-Official-Use-Only]

Environment & Agriculture Statistics Branch WDB

22 [redacted] /Staff/ABS 31/07/2017 04:53 PM

Send	To 22 [redacted] /Staff/ABS@ABS cc 22 [redacted] /Staff/ABS@ABS, 22 [redacted] /Staff/ABS@ABS, 22 [redacted] /Staff/ABS@ABS, 22 [redacted] /Staff/ABS@ABS, 22 [redacted] /Staff/ABS@ABS
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Subject	First draft of GBR media release [DLM=For-Official-Use-Only]
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Protective Mark	
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Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
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Visibility	Limited Readers
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Editors	[In-Confidence], [Sensitive], 22 [redacted] /Staff/ABS
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Readers	[In-Confidence], [Sensitive], 22 [redacted] /Staff/ABS
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Document Usage	Statistical Collections - determines recordkeeping action
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Document Id	DCOO-BFXAKY
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Hi 22 [redacted],

I've had an initial attempt at the media release for the release of the GBR environmental and economic accounts on 21 August. It's very rough but I thought it would be useful as a starting point for discussion.



GBR media release.docx 22

22

Assistant Director

Media, Digital and Design Communications | Communications and Partnerships | **Australian Bureau of Statistics**

T: M: 22

E: 22 [@abs.gov.au](mailto:abs@abs.gov.au) W: www.abs.gov.au

F: [@absstats](https://twitter.com/absstats) T: [@ABSStats](https://twitter.com/ABSStats)



Australian Bureau of Statistics Communication Plan

*This communication plan should be used as a basis when implementing a series of communication activities by the ABS. **Instructions are identified in italics and can be removed upon completion.** Depending on complexity some sections may not be needed.*

PROJECT NAME: Experimental Environmental-Economic Accounts for the Great Barrier Reef, 2017

PURPOSE:

To promote the Experimental Environmental-Economic Accounts for the Great Barrier Reef, 2017.

INTRODUCTION AND BACKGROUND

This publication builds on the [Information Paper: An Experimental Ecosystem Account for the Great Barrier Reef Region, 2015 \(cat. no. 4680.0.55.001\)](#) published by the ABS in 2015.

The release combines a variety of environmental and economic information from internal and external sources. The account is consistent with the System of Environmental-Economic Accounting 2012 - Experimental Ecosystem Accounting framework, which is also known as the SEEA Experimental Ecosystem Accounting (or SEEA-EEA). The framework has been drafted by the European Commission (EC), Organisation for Economic Co-operation and Development (OECD), United Nations Statistical Commission (UNSC) and World Bank. It is consistent with the 2008 System of National Accounts (2008 SNA) and the System of Environmental-Economic Accounting 2012 - Central Framework, which is also known as the SEEA Central Framework (or SEEA-CF).

The ABS has produced environmental accounts for over twenty years. In addition, it has produced statistics for related subjects, such as land cover and economic activity, but the integration of these and other information into an ecosystem accounting framework is a new field. This paper is designed to highlight the interaction between terrestrial and marine economic activities (which rely on ecosystems), and the condition of the environment in which these activities are undertaken.

This information paper has two aims. The first aim of the paper is to connect some of the very large body of scientific work being undertaken in the region to other environmental and macro-economic indicator accounts that are compiled by the ABS. The Great Barrier Reef Marine Park Authority (GBRMPA) produces an Outlook Report every five years to report on the Marine Park, and the contents of these have assisted in determining where

Commented [22:1]: Would be useful to have a map showing the area covered: The Great Barrier Reef World Heritage Area totals 348,000 km2, extending from the top of Queensland in north-eastern Australia to the north of Bundaberg.

to focus the content of this paper. From an economic perspective, this paper focusses on agriculture, tourism, fishing and aquaculture; the ecosystem services associated with those industries; and their outputs. The Outlook Reports cover many more areas of economic interaction with the environment. The ABS' contribution is to apply the SEEA Experimental Ecosystem Accounting framework to valuations of ecosystems services in the GBR Region.

The second aim is to provide feedback to the United Nations Statistical Division on the development of SEEA Experimental Ecosystem Accounting. One part of this feedback is on the compilation of the accounts, including the selection of indicators and availability of data. An important part of the feedback will be in the utility of the account, and the ABS welcomes any feedback. As a first effort in the area, there will no doubt be datasets beneficial to the accounts which have not been located and other areas for improvement. The ABS intends to use this feedback to build and improve future accounts.

KEY DATES

-) Publication release: 21 August
-) Stakeholder Launch: Townsville - 24²² August
-) Video release:

Commented [2]: To be confirmed 25 July

COMMUNICATION APPROACH

The ABS will implement a staged communication approach to promote the Experimental Environmental-Economic Accounts for the Great Barrier Reef, 2017. The first stage will target stakeholders and specialist media – report release 21 August.

A launch is planned for the following day at the Great Barrier Reef Marine Park [Authority](#).

Following this, a broader approach will be taken, aligning with international and national campaigns for example National Biodiversity Month in September this year.

COMMUNICATION OBJECTIVES

1. Initial objective is to raise awareness among stakeholders and specialist media.
2. Highlight unique, ecosystem accounting framework used in this survey.
3. Promote this as new work by the ABS and invite feedback.
4. As part of the staged approach, we will broaden the scope through social media to inform general public.

KEY STAKEHOLDERS

-) International statistical community
-) Great Barrier Reef Marine Park Authority
-) [Reef Branch](#), Department of [the Environment and Energy](#)
-) [Office of the Great Barrier Reef, Queensland Department of Environment and Heritage Protection](#)

Commented [3]: SMA to provide

KEY MESSAGES

Stage one (stakeholders and specialist media):

-) Central to this report is the use of an international, United Nations endorsed ecosystem accounting framework that explicitly links ecosystems to economic and other human activity.
-) Using this framework, the ABS has found that reef-dependent industries such as fishing and aquaculture used an estimated \$66 million of ecosystem services to generate \$x and x jobs.
-) Reef associated industries such as agriculture used ecosystem services worth a total of \$1,227 million from the Great Barrier Reef catchment, generating \$3.537 in xxx and jobs.
-) The annual value of ecosystem services for selected industries in the GBR Region for the period 2013-14 to 2014-15 was \$1, 323 million.'
-) Ecosystem accounting reflects the fundamental connections between the economy and the ecosystems that support industries like agriculture, fishing and forestry.
-) Ecosystem accounting takes a comprehensive integrated approach to the assessment of the environment through the measurement of ecosystems, and measurement of the flows of services from ecosystems into economic and other human activity.

Commented [4]: What are selected industries?

Commented [5]: How does it work? Why is it important?

Stage two (stakeholders and specialist media):

-) TBA (when we have a better sense of data findings).

BUDGET

Nil.

TARGET AUDIENCE

Stage one:

Primary audiences

Commented [6]: Stakeholders to be provided by SMA

-) Specialist media
-) Government departments and agencies
-) State governments

-) Local governments
-) International statistical community

Stage two:

Secondary audiences

-) The general public
-) Community groups

COMMUNICATION TACTICS AND SUPPORTING ACTIVITIES

Communication output	Description
Briefing of specialist media	tba
Infographics	Two initial infographics to be produced for website and social media This could include a map with a couple of key findings
Media release	tbc
Video	An infographic video to be released in phase two.
Ongoing comms activities to be aligned with international and national campaigns	Keep Australia Beautiful Week (link is external) – Aug 21 -27 National Biodiversity Month - Sept National Threatened Species Day (link is external) – Sept 7 UN World Habitat Day – Oct 2 National Water Day – Oct 15 - 21 World Fisheries Day (link is external) – Nov 21

- Commented [227]: Briefings of media by SMA, date to be decided. Pre-release? Quotes from spokespeople.
- Commented [228]: To be agreed with SMA
- Commented [229]:

IMPLEMENTATION PLAN (TIMELINE)

Phase	Due date / production timeline	Content	What needs to be done	Responsibility
One	21/8/17	2 x Infographics,	Media release Social media posting	External comms, Media team.
Two		Infographic, Video	Media releases Social media posting	External comms, Media team.
Three	?			

Commented [10]: To be decided

EVALUATION

Positive media, social media and stakeholder engagement. Feedback from stakeholders.

Re: Infographic 2 [22]
Environment & Agriculture Statistics Branch WDB

[22] /Staff/ABS 10/08/2017 03:20 PM

Send	To [22] /Staff/ABS@ABS cc [22] /Staff/ABS@ABS
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Subject	Re: Infographic 2 [22]
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Protective Mark	
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Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
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Visibility	Limited Readers
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Editors	[In-Confidence], [Sensitive], [22] /Staff/ABS
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Readers	[In-Confidence], [Sensitive], [22] /Staff/ABS
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Document Usage	Statistical Collections - determines recordkeeping action
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Document Id	DCOO-BG3FYU
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Hi [22]

Just tidied up the comms plan to update with where we're at.



GBRCommunication Plan updated10 August.docx

22

Communications Officer

Media, Digital and Design Communications | Communications and Partnerships

Australian Bureau of Statistics



22



22

@abs.gov.au

W: www.abs.gov.au

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Australian Bureau of Statistics Communication Plan

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INTRODUCTION AND BACKGROUND

This publication builds on the [Information Paper: An Experimental Ecosystem Account for the Great Barrier Reef Region, 2015 \(cat. no. 4680.0.55.001\)](#) published by the ABS in 2015^[1].

The release combines a variety of environmental and economic information from internal and external sources. The account is consistent with the System of Environmental-Economic Accounting 2012 - Experimental Ecosystem Accounting framework, which is also known as the SEEA Experimental Ecosystem Accounting (or SEEA-EEA). The framework has been drafted by the European Commission (EC), Organisation for Economic Co-operation and Development (OECD), United Nations Statistical Commission (UNSC) and World Bank. It is consistent with the 2008 System of National Accounts (2008 SNA) and the System of Environmental-Economic Accounting 2012 - Central Framework, which is also known as the SEEA Central Framework (or SEEA-CF).

The ABS has produced environmental accounts for over twenty years. In addition, it has produced statistics for related subjects, such as land cover and economic activity, but the integration of these and other information into an ecosystem accounting framework is a new field. This paper is designed to highlight the interaction between terrestrial and marine economic activities (which rely on ecosystems), and the condition of the environment in which these activities are undertaken.

This information paper has two aims. The first aim of the paper is to connect some of the very large body of scientific work being undertaken in the region to other environmental and macro-economic indicator accounts that are compiled by the ABS. The Great Barrier Reef Marine Park Authority (GBRMPA) produces an Outlook Report every five years to report on the Marine Park, and the contents of these have assisted in determining where

to focus the content of this paper. From an economic perspective, this paper focusses on agriculture, tourism, fishing and aquaculture; the ecosystem services associated with those industries; and their outputs. The Outlook Reports cover many more areas of economic interaction with the environment. The ABS' contribution is to apply the SEEA Experimental Ecosystem Accounting framework to valuations of ecosystems services in the GBR Region.

The second aim is to provide feedback to the United Nations Statistical Division on the development of SEEA Experimental Ecosystem Accounting. One part of this feedback is on the compilation of the accounts, including the selection of indicators and availability of data. An important part of the feedback will be in the utility of the account, and the ABS welcomes any feedback. As a first effort in the area, there will no doubt be datasets beneficial to the accounts which have not been located and other areas for improvement. The ABS intends to use this feedback to build and improve future accounts.

KEY DATES

- Publication release: 21 August
- Stakeholder Launch: Townsville - 21 August [22 2]
- Video release:

COMMUNICATION APPROACH

The ABS will implement a staged communication approach to promote the Experimental Environmental-Economic Accounts for the Great Barrier Reef, 2017. The first stage will target stakeholders and specialist media – report release 21 August.

A launch is planned for the following day at the Great Barrier Reef Marine Park

Following this, a broader approach will be taken, aligning with international and national campaigns for example National Biodiversity Month in September this year.

COMMUNICATION OBJECTIVES

1. Initial objective is to raise awareness among stakeholders and specialist media.
2. Highlight unique, ecosystem accounting framework used in this survey.
3. Promote this as new work by the ABS and invite feedback.
4. As part of the staged approach, we will broaden the scope through social media to inform general public.

KEY STAKEHOLDERS

- International statistical community
- Great Barrier Reef Marine Park Authority
- Department of Environment and Energy [22 B]

KEY MESSAGES

Stage one (stakeholders and specialist media):

- Central to this report is the use of an international, United Nations endorsed ecosystem accounting framework that explicitly links ecosystems to economic and other human activity.
- Using this framework, the ABS has found that reef-dependent industries such as fishing and aquaculture used an estimated \$66 million of ecosystem services to generate \$x and x jobs.
- Reef associated industries such as agriculture used ecosystem services worth a total of \$1,227 million from the Great Barrier Reef catchment, generating \$3.537 in xxx and jobs.
- The annual value of ecosystem services for selected industries^[22 4] in the GBR Region for the period 2013-14 to 2014-15 was \$1, 323 million.'
- Ecosystem accounting reflects the fundamental connections between the economy and the ecosystems that support industries like agriculture, fishing and forestry.
- Ecosystem accounting takes a comprehensive integrated approach to the assessment of the environment through the measurement of ecosystems, and measurement of the flows of services from ecosystems into economic and other human activity^[22 5].

Stage two (stakeholders and specialist media):

- TBA (when we have a better sense of data findings).

BUDGET

Nil.

TARGET AUDIENCE

Stage one:

Primary audiences^[22 6]

- Specialist media
- Government departments and agencies
- State governments
- Local governments
- International statistical community

Stage two:

Secondary audiences

- The general public

- Community groups

COMMUNICATION TACTICS AND SUPPORTING ACTIVITIES

Communication output	Description
Briefing of specialist media [22 7]	tba
Infographics	Two initial infographics to be produced for website and social media [22 8] This could include a map with a couple of key findings [22 9]
Media release	tbc
Video	An infographic video to be released in phase two.
Ongoing comms activities to be aligned with international and national campaigns	Keep Australia Beautiful Week (link is external) – Aug 21 -27 National Biodiversity Month - Sept National Threatened Species Day (link is external) – Sept 7 UN World Habitat Day – Oct 2 National Water Day – Oct 15 - 21 World Fisheries Day (link is external) – Nov 21

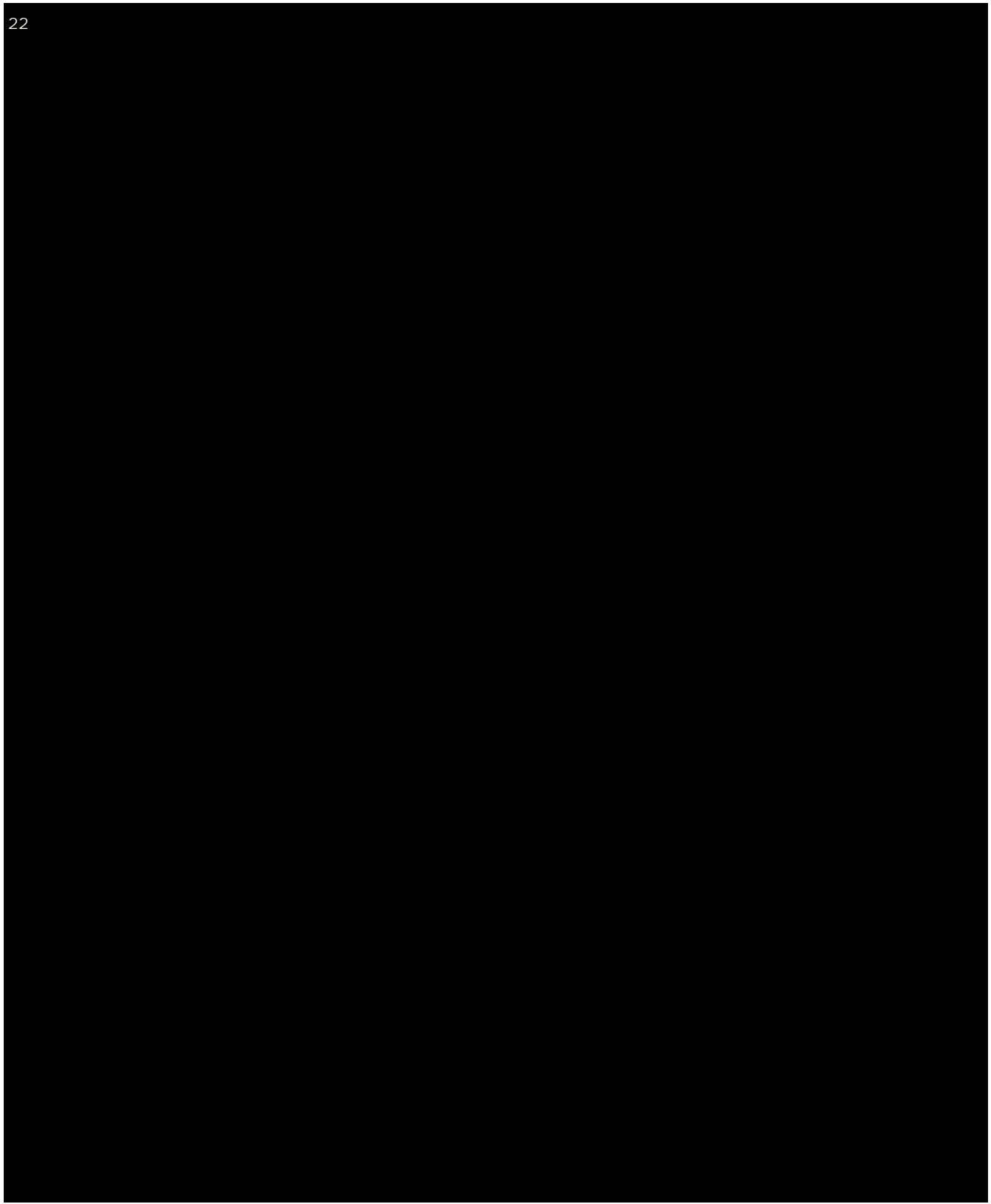
IMPLEMENTATION PLAN (TIMELINE)

Phase	Due date / production timeline	Content	What needs to be done	Responsibility
One	21/8/17	2 x Infographics,	Media release [22 10] Social media posting	External comms, Media team.
Two		Infographic, Video	Media releases Social media posting	External comms, Media team.

Phase	Due date / production timeline	Content	What needs to be done	Responsibility
Three	?			

EVALUATION

Positive media, social media and stakeholder engagement. Feedback from stakeholders.



22

----- Forwarded by [REDACTED] /Staff/ABS on 11/08/2017 01:12 PM -----

From: Lisa Wardlaw-Kelly/Staff/ABS
To: [REDACTED] /Staff/ABS@ABS,
Date: 11/08/2017 12:22 PM
Subject: [REDACTED]

Hi [REDACTED]

22

By the way in our media release we should say that there are some positive signs for example the resilience of the fish species following regulatory interventions.

Lisa Wardlaw-Kelly

Head of Office (Hobart) and Program Manager

Environment and Agriculture Statistics Branch | Industry Statistics Division | **Australian Bureau of Statistics**

(P) (03) 6222 5802 (M) [REDACTED] (F) (03) 6222 5824

(E) lisa.wardlaw-kelly@abs.gov.au (W) www.abs.gov.au

22

My answer to the question, "how are we going"

Environment & Agriculture Statistics Branch WDB

22 /Staff/ABS 13/08/2017 04:30 PM

Send	To 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS cc
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Subject	My answer to the question, "how are we going"
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Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
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Visibility	Public
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Editors	[Wkgroup]
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Document Usage	Statistical Collections - determines recordkeeping action
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Document Id	DCOO-BG3GX5
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22, 22,

You are likely know better than myself, however from my experience in Dissemination what I can offer to answer to the question, "how are we going"

22 :

Management items

Consider Media Release (I have seen this task consume a good days effort from both EL and Director to finally get Corporate Comms approval), 22 [REDACTED])

Keeping the above within the time to COB Tuesday will leave Thursday for "management/interested parties" to read the "finished" content and make requests for changes.

Thanks,

22 [REDACTED]

Dissemination Officer

SSI Dissemination Unit | Web Publishing | Dissemination Branch | **Australian Bureau of Statistics**

(P) 22 [REDACTED]

(E) 22 [REDACTED] [@abs.gov.au](mailto:[REDACTED]@abs.gov.au) (W) www.abs.gov.au

22

22 Staff/ABS

13/08/2017 07:00 PM

Send	<p>To 22 /Staff/ABS@ABS</p> <p>cc Lisa Wardlaw-Kelly/Staff/ABS@ABS, 22 /Staff/ABS@ABS</p>
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Subject	22
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Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
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Visibility	Public
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Editors	[Wkgroup]
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Document Usage	Statistical Collections - determines recordkeeping action
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Document Id	DCOO-BG3GZW
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We also need to lock in the media release.

Thanks and we can chat further in Melbourne.

22

Cheers

22

22

Director

Environment and Agriculture Statistics Development Section

Australian Bureau of Statistics

(P) 22

(E) 22@abs.gov.au (W) www.abs.gov.au

22

22 /Staff/ABS

14/08/2017 12:49 PM

Send	To 22 /Staff/ABS, 22 /Staff/ABS cc 22 /Staff/ABS@ABS
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Subject	22
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Visibility	Public
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Editors	[Wkgroup]
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Document Usage	Statistical Collections - determines recordkeeping action
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Document Id	DCOO-BG34RM
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22

22

Hi 22

22

I'll have a look at the Media Release shortly.

Cheers

22

----- Forwarded by 22 /Staff/ABS on 14/08/2017 12:44 PM -----

From: 22 /Staff/ABS
To: 22 /Staff/ABS@ABS,
Date: 14/08/2017 12:42 PM
Subject: 22

Hi 22

22

A couple of other things:

) Really need that media release back - even if you can just give us some indicator of what needs changing and I can work on it based on content in the main findings.

22

Do you need anything else from us?
Cheers

22

Communications Officer
Media, Digital and Design Communications | Communications and Partnerships
Australian Bureau of Statistics
 22  22 @abs.gov.au
W: www.abs.gov.au

The Australian Bureau of Statistics acknowledges the traditional custodians of country throughout Australia and recognises their continuing connection to land, waters and community. We pay our respects to them and their cultures, and elders, both past and present.

22

22 /Staff/ABS 14/08/2017 03:49 PM

Send	To 22 /Staff/ABS@ABS cc 22 /Staff/ABS@ABS, 22 /Staff/ABS@ABS
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Subject	22
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Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
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Visibility	Public
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Editors	[Wkgroup]
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Document Usage	Statistical Collections - determines recordkeeping action
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Document Id	DCOO-BG3HDX
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22

Just so you know - I won't be in tomorrow, but back Weds. If you could have the media release back to me by Weds morning that would be great.

Cheers

22

Communications Officer

Media, Digital and Design Communications | Communications and Partnerships

Australian Bureau of Statistics



22



22

@abs.gov.au

W: www.abs.gov.au

The Australian Bureau of Statistics acknowledges the traditional custodians of country throughout Australia and recognises their continuing connection to land, waters and community. We pay our respects to them and their cultures, and elders, both past and present.

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22 /Staff/ABS

16/08/2017 07:23 AM

Send	To 22 /Staff/ABS, 22 /Staff/ABS, 22 /Staff/ABS, 22 /Staff/ABS cc
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Subject	22
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Visibility	Limited Readers
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Editors	[In-Confidence], [Sensitive], 22 /Staff/ABS
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Readers	[In-Confidence], [Sensitive], 22 /Staff/ABS
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Document Usage	Statistical Collections - determines recordkeeping action
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Document Id	DCOO-BG34VL
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Hi team

22

22

Also, media release needs some work (although we may decide not to go with one). [redacted], could you please have a quick look at this first thing, using the new main findings?

22

Talk soon

Cheers

[redacted]

----- Forwarded by [redacted] /Staff/ABS on 16/08/2017 07:18 AM -----

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Fw: Meeting re: ABS GBR accounts report [DLM=For-Official-Use-Only]
Environment & Agriculture Statistics Branch WDB

22 [redacted]/Staff/ABS

16/08/2017 10:59 AM

Send	To 22 [redacted]@gbrmpa.gov.au, 22 [redacted] <22 [redacted]@gbrmpa.gov.au>, 22 [redacted] <22 [redacted]@gbrmpa.gov.au> cc 22 [redacted]/Staff/ABS@ABS, Lisa Wardlaw-Kelly/Staff/ABS@ABS, Jacky Hodges/Staff/ABS@ABS
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Subject	Fw: Meeting re: ABS GBR accounts report [DLM=For-Official-Use-Only]
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Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
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Visibility	Limited Readers
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Editors	[In-Confidence], [Sensitive], 22 [redacted]/Staff/ABS
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Readers	[In-Confidence], [Sensitive], 22 [redacted]/Staff/ABS
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Document Usage	Statistical Collections - determines recordkeeping action
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Document Id	DCOO-BG3HPA
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Hi 22 [redacted],

22 [redacted]

22

A few other points:

) A media release is not planned for this publication

22

this as an opportunity to engage with key stakeholders and policy makers in the region in a seminar type format

22

Lisa Wardlaw-Kelly (Program Manager in charge of the publication) is happy to discuss any of the above with others in your organisation. Her number is 47F (she is in a workshop today but will be checking her phone).

)
Thanks very much and looking forward to catching up next week.

Regards

22

22

Director

Environment and Agriculture Statistics Development Section

Australian Bureau of Statistics

(P) 22

(E) 22 @abs.gov.au (W) www.abs.gov.au

22

4680.0 Media Release (Response to: GBR Draft Publication)
 Environment & Agriculture Statistics Branch WDB

Protective Mark	UNCLASSIFIED
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Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
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Visibility	Limited Readers
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Editors	22 [redacted]/Staff/ABS, [Wkgroup], 22 [redacted] Staff/ABS, 22 [redacted] /Staff/ABS, [redacted] 22 [redacted] /Staff/ABS, 22 [redacted] /Staff/ABS
----------------	--

Readers	22 [redacted] /Staff/ABS, 22 [redacted] /Staff/ABS, 22 [redacted] Staff/ABS, 22 [redacted] /Staff/ABS, [redacted] 22 [redacted] Staff/ABS, 22 [redacted] /Staff/ABS, 22 [redacted] Staff/ABS, Lisa Wardlaw-Kelly/Staff/ABS, 22 [redacted] /Staff/ABS, 22 [redacted] /Staff/ABS
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Last modified	15/08/2017 08:58:37 PM By 22 [redacted] /Staff/ABS
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Document Id	KCAA-AQ34J2
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Edit Log	09/08/2017 12:07:58 PM; 22 [redacted]; Document created. 09/08/2017 12:09:17 PM; 22 [redacted]; Fields changed: Body 15/08/2017 08:33:12 PM; 22 [redacted]; Fields changed: Body
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GBR MEDIA RELEASE

The contribution made by the Great Barrier Reef ecosystem to industries operating within the reef's catchment area has been estimated at around \$xxx between xxx and xxx, according to a report released today by the Australian Bureau of Statistics (ABS).

The report uses a new an international, United Nations endorsed ecosystem accounting framework to explicitly link the reef's ecosystems to economic and other human activity, including agriculture, tourism, fishing and aquaculture.

ABS's xxx, Mr/Ms xxx said the accounting framework calculated the contribution made by the ecosystem within the Great Barrier Reef region after other inputs such as labour, capital costs and fuel were deducted.

"Ecosystem accounting enables us to take a comprehensive integrated approach to the assessment of the environment through the measurement of ecosystems, and measurement of the flows of services from ecosystems into economic and other human activity.

"For example using this approach, we know that in 2014-15 the ecosystem in the Great Barrier Reef region contributed \$1.2 billion to local agriculture – that's an increase of 12 per cent since 2007-08," xxx said.

Xxx said it was no surprise that the Great Barrier Reef ecosystem made a multi-billion dollar contribution to tourism in the region.

"In 2014-15 tourism direct consumption was \$10.0 billion, generating \$3.8 billion of tourism direct gross value added in 2015-16 - a direct value add of \$214 per visitor.

"Between 2010-11 and 2014-15, tourism directly employed more than 44,000 people on average, accounting for 8.2 per cent of the region's workforce," xxx said.

The report also reveals the impact of climate on the reef's ecosystems.

"Marine conditions are heavily influenced by cyclones, severe weather events, rainfall and pollutant run-off. Following the heavy rainfall events of 2010-11, marine ecosystems showed an overall decline in condition but started to show signs of recovery from 2012-13 to 2014-15.

"Between 2007-08 and 2014-15, the bio-carbon stored in the Great Barrier Reef terrestrial landscape decreased by 1 per cent or 21.2 megatonnes

The ABS is currently utilising data for this publication that is 'accounts ready' (much of which is publically available). These estimates should be regarded as experimental as improvements continue to be made to the estimation methods and new data sources continue to be identified. The ABS welcomes suggestions for improvements and will endeavour to update these accounts as improved data sources or measurement techniques become available.

Further details can be found in xx (cat.no xxx) available for free download from the ABS website www.abs.gov.au

Media note:

When reporting ABS data, the [Australian Bureau of Statistics](http://www.abs.gov.au) (ABS) must be attributed as the source. Media contact: For more information and interview opportunities, phone 1300 175 070 or email media@abs.gov.au

Re: 4680 - GBR meetings

Environment & Agriculture Statistics Branch WDB

22 [redacted] /Staff/ABS 07/08/2017 01:12 PM

Send	To 22 [redacted] /Staff/ABS@ABS cc 22 [redacted] /Staff/ABS@ABS, 22 [redacted] /Staff/ABS@ABS
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Subject	Re: 4680 - GBR meetings
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Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
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Visibility	Public
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Editors	[Wkgroup]
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Document Usage	Statistical Collections - determines recordkeeping action
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Document Id	DCOO-BG3B5E
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22 [redacted],

No problem.

Content of publication (**is this still accurate?**):

-) Introduction, Main Findings and 11 separate content chapters, which will include tables and graphs
-) 12 data cubes (excel spreadsheets - most with multiple tabs)
-) feature article
-) media release
-) explanatory notes, glossary, abbreviations, bibliography, quality declaration
-) infographics and possibly a short You Tube video (see the recent Ag Census release)
-) note that we will also include maps in some sections.

Thank you,

22

SSI Dissemination Officer

BAU Dissemination Team | Enabling Services Group | **Australian Bureau of Statistics**

(P) 22 (F) 22

(E) ²² [REDACTED] abs.gov.au (W) www.abs.gov.au

EESG Dissemination - working with you for a superior product

Pages

Environment & Agriculture Statistics Branch WDB

22 /Staff/ABS

04/08/2017 09:38 AM

Send	To 22 /Staff/ABS@ABS cc
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Subject	Pages
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Visibility	Public
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Editors	[Wkgroup]
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Document Usage	Statistical Collections - determines recordkeeping action
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Document Id	DCOO-BG3AUU
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Comment Forward Copy Into Chat Tools Protective Marks

GBR Draft Publication

Environment & Agriculture Statistics Branch WDB

Basics | Edit Logging

4680.0 Experimental Environmental-Economic Accounts for the Great Barrier Reef, 20

LATEST ISSUE Released at 11.30 AM (CANBERRA TIME) 21/08/2017 **First Issue**

Summary | Downloads | Explanatory Notes | Related Information | Past & Future Releases

[Main Findings](#)

[Infographics](#)

[About Ecosystem Accounts](#)

[Marine Use and Condition](#)

[Terrestrial Extent and Condition](#)

[Biodiversity](#)

[Employment Profile](#)

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[Water](#)

[Carbon](#)

[Indigenous Cultural Services](#)

[Regulating Ecosystem Services](#)

[Feature Article - Fitzroy NRM Region](#)

[Media Release](#)

[About this Release](#)

22

Research Analyst

Accounts Development Section | Environment and Agriculture Branch | **Australian Bureau of Statistics**

(P) 22 (E) 22 @abs.gov.au (W) www.abs.gov.au



Australian Bureau of Statistics Communication Plan

*This communication plan should be used as a basis when implementing a series of communication activities by the ABS. **Instructions are identified in italics and can be removed upon completion.** Depending on complexity some sections may not be needed.*

PROJECT NAME: Experimental Environmental-Economic Accounts for the Great Barrier Reef, 2017

PURPOSE:

To promote the Experimental Environmental-Economic Accounts for the Great Barrier Reef, 2017.

INTRODUCTION AND BACKGROUND

This publication builds on the [Information Paper: An Experimental Ecosystem Account for the Great Barrier Reef Region, 2015 \(cat. no. 4680.0.55.001\)](#) published by the ABS in 2015.

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The ABS has produced environmental accounts for over twenty years. In addition, it has produced statistics for related subjects, such as land cover and economic activity, but the integration of these and other information into an ecosystem accounting framework is a new field. This paper is designed to highlight the interaction between terrestrial and marine economic activities (which rely on ecosystems), and the condition of the environment in which these activities are undertaken.

This information paper has two aims. The first aim of the paper is to connect some of the very large body of scientific work being undertaken in the region to other environmental and macro-economic indicator accounts that are compiled by the ABS. The Great Barrier Reef Marine Park Authority (GBRMPA) produces an Outlook Report every five years to report on the Marine Park, and the contents of these have assisted in determining where

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The second aim is to provide feedback to the United Nations Statistical Division on the development of SEEA Experimental Ecosystem Accounting. One part of this feedback is on the compilation of the accounts, including the selection of indicators and availability of data. An important part of the feedback will be in the utility of the account, and the ABS welcomes any feedback. As a first effort in the area, there will no doubt be datasets beneficial to the accounts which have not been located and other areas for improvement. The ABS intends to use this feedback to build and improve future accounts.

KEY DATES

- Publication release: 21 August
- Stakeholder Launch: Townsville 22 August
- Biodiversity month: September 2017

COMMUNICATION APPROACH

The ABS will implement a staged communication approach to promote the Experimental Environmental-Economic Accounts for the Great Barrier Reef, 2017. The first stage will target specialist media and social media – report release 21 August.

A launch is planned for the following day at the Great Barrier Reef Marine Park Authority. The team will take photos to include on Twitter.

Following this, a broader approach will be taken, aligning with international and national campaigns for example National Biodiversity Month in September this year.

COMMUNICATION OBJECTIVES

1. Initial objective is to raise awareness among stakeholders and specialist media.
2. Highlight unique, ecosystem accounting framework used in this survey.
3. Promote this as new work by the ABS and invite feedback.
4. As part of the staged approach, we will broaden the scope through social media to inform general public.

KEY STAKEHOLDERS

- International statistical community
- Great Barrier Reef Marine Park Authority
- Reef Branch, Department of the Environment and Energy
- Office of the Great Barrier Reef, Queensland Department of Environment and Heritage Protection

- Environmental Accounts and Science Branch, Department of the Environment and Energy
- Bureau of Meteorology
- CSIRO

KEY MESSAGES

Stage one (stakeholders and specialist media):

- Central to this report is the use of an international, United Nations endorsed ecosystem accounting framework that explicitly links ecosystems to economic and other human activity.
- Using this framework, the ABS has found that reef-dependent industries such as fishing and aquaculture used an estimated \$66 million of ecosystem services to generate \$x and x jobs.
- Reef associated industries such as agriculture used ecosystem services worth a total of \$1,227 million from the Great Barrier Reef catchment, generating \$3.537 in xxx and jobs.
- The annual value of ecosystem services for selected industries in the GBR Region for the period 2013-14 to 2014-15 was \$1, 323 million.'
- Ecosystem accounting reflects the fundamental connections between the economy and the ecosystems that support industries like agriculture, fishing and forestry.
- Ecosystem accounting takes a comprehensive integrated approach to the assessment of the environment through the measurement of ecosystems, and measurement of the flows of services from ecosystems into economic and other human activity.
- Estimated value of the ecosystem contribution* of the Great Barrier Reef region (2014-15):
 - Agriculture = \$1,227 million
 - Forestry = \$28.5 million
 - Fishing = \$45.5 million
 - Aquaculture = \$21.1 million
 - Tourism economic rent = \$531 million.

*Ecosystem contribution is the estimated value an ecosystem contributes to production after human inputs (labour, materials, capital, finance) are taken into account.
- The ABS has released new data calculating the value of the Great Barrier Reef Region's ecosystem contribution to local industries. Ecosystem contribution is the

Commented [1]: What are selected industries?

Commented [2]: How does it work? Why is it important?

estimated value an ecosystem contributes to production after human inputs (labour, materials, capital, finance) are taken into account. Find out more at abs.gov.au'

- Fact bubble: 'An average of 45.4k people were directly employed in the Great Barrier Reef Region between 2010-11 - 2015-16.'

Stage two:

- Threatened species data TBC

BUDGET

Nil.

TARGET AUDIENCE

Stage one:

Primary audiences

- Specialist media
- Government departments and agencies
- State governments
- Local governments
- International statistical community

Stage two:

Secondary audiences

- The general public
- Community groups

COMMUNICATION TACTICS AND SUPPORTING ACTIVITIES

Communication output	Description
Infographics	Two initial infographics for website and social media.
Twitter posts	Photos of launch to posted on Twitter.
Media release	To be sent out to environmental and economics reporters list on ext. comms WDB.
Video	An infographic video to be released in phase two.

Ongoing comms activities to be aligned with international and national campaigns	Keep Australia Beautiful Week (link is external) – Aug 21 -27 National Biodiversity Month - Sept National Threatened Species Day (link is external) – Sept 7 UN World Habitat Day – Oct 2 National Water Day – Oct 15 - 21 World Fisheries Day (link is external) – Nov 21

IMPLEMENTATION PLAN (TIMELINE)

Phase	Due date / production timeline	Content	What needs to be done	Responsibility
One	21/8/17	2 x Infographics,	Media release Social media posting	External comms, Media team.
Two		Infographic, Video	Media releases Social media posting	External comms, Media team.
Three	?			

EVALUATION

Positive media, social media and stakeholder engagement. Feedback from stakeholders.

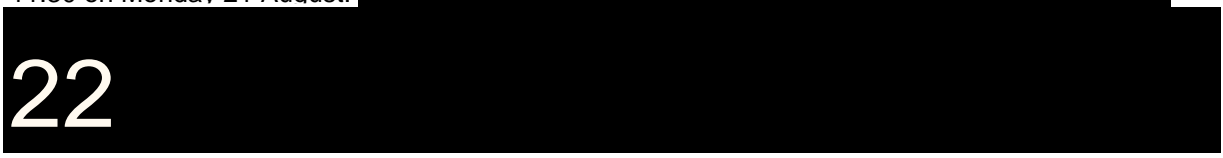
GBR account
Environment & Agriculture Statistics Branch WDB

Lisa Wardlaw-Kelly/Staff/ABS 17/08/2017 05:01 PM

Send	To [redacted]@agriculture.gov.au, "[redacted]" <[redacted]@agriculture.gov.au> cc [redacted]/Staff/ABS@ABS, [redacted]/Staff/ABS@ABS, "[redacted]" <[redacted]@bom.gov.au>
Subject	GBR account
Protective Mark	
Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
Visibility	Public
Editors	[Wkgroup]
Document Usage	Statistical Collections - determines recordkeeping action
Document Id	DCOO-AVS2KR

Hello both

As you know we are producing an environmental-economic account for the GBR. It will be released 11.30 on Monday 21 August. [redacted]



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²² We are not doing a media release at this stage but we will be releasing a video product in the next few weeks that we will promote.

If you have any particular questions, ²² is the key contact.

cheers

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Australian Bureau of Statistics Communication Plan

*This communication plan should be used as a basis when implementing a series of communication activities by the ABS. **Instructions are identified in italics and can be removed upon completion.** Depending on complexity some sections may not be needed.*

PROJECT NAME: Experimental Environmental-Economic Accounts for the Great Barrier Reef, 2017

PURPOSE:

To promote the Experimental Environmental-Economic Accounts for the Great Barrier Reef, 2017.

INTRODUCTION AND BACKGROUND

This publication builds on the [Information Paper: An Experimental Ecosystem Account for the Great Barrier Reef Region, 2015 \(cat. no. 4680.0.55.001\)](#) published by the ABS in 2015.

The release combines a variety of environmental and economic information from internal and external sources. The account is consistent with the System of Environmental-Economic Accounting 2012 - Experimental Ecosystem Accounting framework, which is also known as the SEEA Experimental Ecosystem Accounting (or SEEA-EEA). The framework has been drafted by the European Commission (EC), Organisation for Economic Co-operation and Development (OECD), United Nations Statistical Commission (UNSC) and World Bank. It is consistent with the 2008 System of National Accounts (2008 SNA) and the System of Environmental-Economic Accounting 2012 - Central Framework, which is also known as the SEEA Central Framework (or SEEA-CF).

The ABS has produced environmental accounts for over twenty years. In addition, it has produced statistics for related subjects, such as land cover and economic activity, but the integration of these and other information into an ecosystem accounting framework is a new field. This paper is designed to highlight the interaction between terrestrial and marine economic activities (which rely on ecosystems), and the condition of the environment in which these activities are undertaken.

This information paper has two aims. The first aim of the paper is to connect some of the very large body of scientific work being undertaken in the region to other environmental and macro-economic indicator accounts that are compiled by the ABS. The Great Barrier Reef Marine Park Authority (GBRMPA) produces an Outlook Report every five years to report on the Marine Park, and the contents of these have assisted in determining where

to focus the content of this paper. From an economic perspective, this paper focusses on agriculture, tourism, fishing and aquaculture; the ecosystem services associated with those industries; and their outputs. The Outlook Reports cover many more areas of economic interaction with the environment. The ABS' contribution is to apply the SEEA Experimental Ecosystem Accounting framework to valuations of ecosystems services in the GBR Region.

The second aim is to provide feedback to the United Nations Statistical Division on the development of SEEA Experimental Ecosystem Accounting. One part of this feedback is on the compilation of the accounts, including the selection of indicators and availability of data. An important part of the feedback will be in the utility of the account, and the ABS welcomes any feedback. As a first effort in the area, there will no doubt be datasets beneficial to the accounts which have not been located and other areas for improvement. The ABS intends to use this feedback to build and improve future accounts.

KEY DATES

- Publication release: 21 August
- Stakeholder Launch: Townsville 22 August
- Biodiversity month: September 2017

COMMUNICATION APPROACH

The ABS will implement a staged communication approach to promote the Experimental Environmental-Economic Accounts for the Great Barrier Reef, 2017. The first stage will target specialist media and social media – report release 21 August.

A launch is planned for the following day at the Great Barrier Reef Marine Park Authority. The team will take photos to include on Twitter.

Following this, a broader approach will be taken, aligning with international and national campaigns for example National Biodiversity Month in September this year.

COMMUNICATION OBJECTIVES

1. Initial objective is to raise awareness among stakeholders and specialist media.
2. Highlight unique, ecosystem accounting framework used in this survey.
3. Promote this as new work by the ABS and invite feedback.
4. As part of the staged approach, we will broaden the scope through social media to inform general public.

KEY STAKEHOLDERS

- International statistical community
- Great Barrier Reef Marine Park Authority
- Reef Branch, Department of the Environment and Energy
- Office of the Great Barrier Reef, Queensland Department of Environment and Heritage Protection

- Environmental Accounts and Science Branch, Department of the Environment and Energy
- Bureau of Meteorology
- CSIRO

KEY MESSAGES

Stage one (stakeholders and specialist media):

- Central to this report is the use of an international, United Nations endorsed ecosystem accounting framework that explicitly links ecosystems to economic and other human activity.
- Using this framework, the ABS has found that reef-dependent industries such as fishing and aquaculture used an estimated \$66 million of ecosystem services to generate \$x and x jobs.
- Reef associated industries such as agriculture used ecosystem services worth a total of \$1,227 million from the Great Barrier Reef catchment, generating \$3.537 in xxx and jobs.
- The annual value of ecosystem services for selected industries^[22 1] in the GBR Region for the period 2013-14 to 2014-15 was \$1, 323 million.'
- Ecosystem accounting reflects the fundamental connections between the economy and the ecosystems that support industries like agriculture, fishing and forestry.
- Ecosystem accounting takes a comprehensive integrated approach to the assessment of the environment through the measurement of ecosystems, and measurement of the flows of services from ecosystems into economic and other human activity^[22 2].
- Estimated value of the ecosystem contribution* of the Great Barrier Reef region (2014-15):

Agriculture = \$1,227 million

Forestry = \$28.5 million

Fishing = \$45.5 million

Aquaculture = \$21.1 million

Tourism economic rent = \$531 million.

*Ecosystem contribution is the estimated value an ecosystem contributes to production after human inputs (labour, materials, capital, finance) are taken into account.

- The ABS has released new data calculating the value of the Great Barrier Reef Region's ecosystem contribution to local industries. Ecosystem contribution is the

estimated value an ecosystem contributes to production after human inputs (labour, materials, capital, finance) are taken into account. Find out more at abs.gov.au

- Fact bubble: 'An average of 45.4k people were directly employed in the Great Barrier Reef Region between 2010-11 - 2015-16.'

Stage two:

- Threatened species data TBC

BUDGET

Nil.

TARGET AUDIENCE

Stage one:

Primary audiences

- Specialist media
- Government departments and agencies
- State governments
- Local governments
- International statistical community

Stage two:

Secondary audiences

- The general public
- Community groups

COMMUNICATION TACTICS AND SUPPORTING ACTIVITIES

Communication output	Description
Infographics	Two initial infographics for website and social media.
Twitter posts	Photos of launch to be posted on Twitter.
Media release	To be sent out to environmental and economics reporters list on ext. comms WDB.
Video	An infographic video to be released in phase two.

Ongoing comms activities to be aligned with international and national campaigns	Keep Australia Beautiful Week (link is external) – Aug 21 -27 National Biodiversity Month - Sept National Threatened Species Day (link is external) – Sept 7 UN World Habitat Day – Oct 2 National Water Day – Oct 15 - 21 World Fisheries Day (link is external) – Nov 21

IMPLEMENTATION PLAN (TIMELINE)

Phase	Due date / production timeline	Content	What needs to be done	Responsibility
One	21/8/17	2 x Infographics,	Media release Social media posting	External comms, Media team.
Two		Infographic, Video	Media releases Social media posting	External comms, Media team.
Three	?			

EVALUATION

Positive media, social media and stakeholder engagement. Feedback from stakeholders.

Re: The "About GBR Accounts" comments
Environment & Agriculture Statistics Branch WDB

Lisa Wardlaw-Kelly/Staff/ABS 10/08/2017 08:20 PM

Send	To: [redacted] Staff/ABS@ABS cc: [redacted] /Staff/ABS@ABS
Subject	Re: The "About GBR Accounts" comments
Protective Mark	
Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
Visibility	Public
Editors	[Wkgroup]
Document Usage	Statistical Collections - determines recordkeeping action
Document Id	DCOO-BG3G7Q

Hello!

Hi Guys

[redacted] and have just reviewed the "About" document, the Media Release and "Main Findings". All three of these sections I feel need to be updated to pick up some of the

stories that are emerging - these include the relationship between increased economic production from agriculture during times of high rainfall correlating with increased sediment and pesticide and fertiliser loads, linking to depletion of seagrass, coral and other stocks. Not sure whether there might also be a link with upswings in mining or mines actually becoming fully productive and impacts on water quality. Also the link between fishing regulation, rezoning, catch limits and licence buy-offs and the reasonably good stats around fish species. There may also be some stories to be extracted about land management practice change, using time series and particularly the reference year of 2010-11 which it says was a high rainfall year. We have some data at our finger tips to be able to make these connections and if we don't do it I think we are selling ourselves and the SEEA short.

I feel optimistic that if we use our brains and draw on some fresh thoughts and data from our ag colleagues we can add a lot of value for relatively little effort - but we need to marshal our resources and coordinate well.

The main findings and media releases can come last but we will need these done by Monday.

I will enlist ²² help for a last sprint.

cheers

Lisa

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Re: [REDACTED]
Environment & Agriculture Statistics Branch WDB

Lisa Wardlaw-Kelly/Staff/ABS 14/08/2017 07:14 AM

Send	To [REDACTED]/Staff/ABS@ABS cc [REDACTED] Staff/ABS@ABS, [REDACTED]/Staff/ABS@ABS
Subject	[REDACTED]
Protective Mark	
Categories	500 Statistical Projects\115 Environmental Accounts for the GBR\June 2017 publication\5. Publication
Visibility	Public
Editors	[Wkgroup]
Document Usage	Statistical Collections - determines recordkeeping action
Document Id	DCOO-BG3H3P

Looks good [REDACTED], thanks. [REDACTED]. I'm sure she would also like to see the draft media release but the first version I saw would need a bit of amendment to include a 'for the first time....' flavour.

Jacky also needs to be included. We should send through to her with a request to forward to Luise and some words for her to use in the covering email. I will let her know about the urgency and that we would like to be able to discuss it with both of them on Tuesday so would be good if she could just forward.

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cheers

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