SME & Peak Body Network

LOW CARBON LIVING CRC

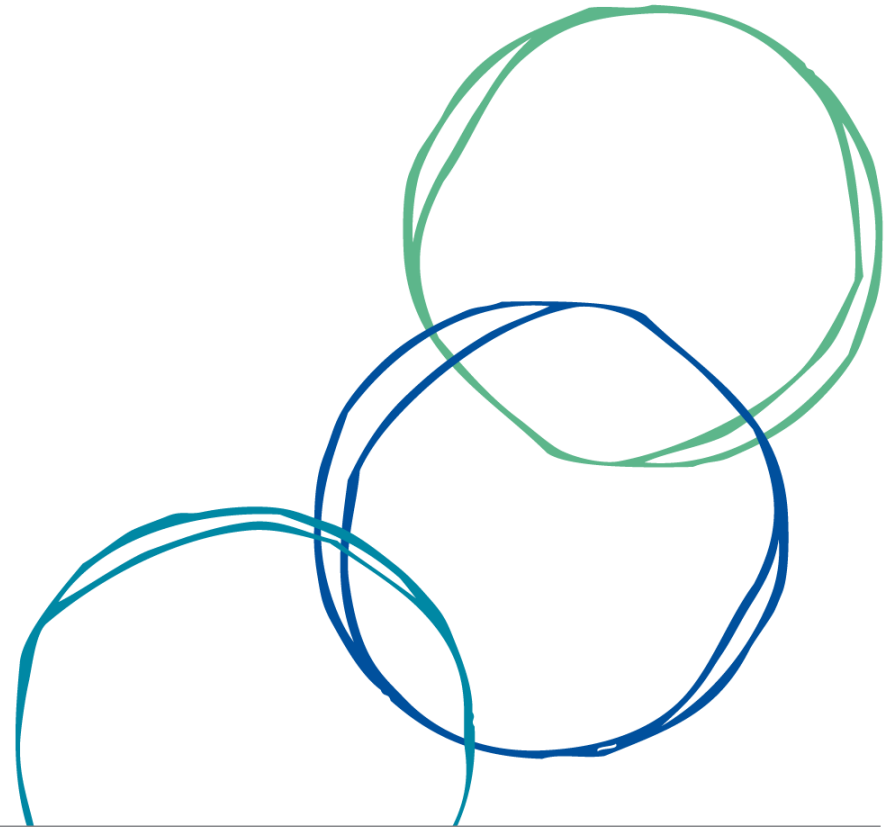# SME & Peak Body Network

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Agenda

- Welcome and introductions
- Feedback from engagement
- The Bulletin
- Interaction with CRC team
- Expansion of Network
- Web based engagement proposal
- Discussion

Feedback from engagement

- Six (29%) detailed member interviews to date
- Responses highlighted the need for more clear and focused engagement
- Success of relationship measured by
  - Greater connectivity across network
  - Accessible & commercially usable information
 - Alignment of CRCLCL projects with organisational policies
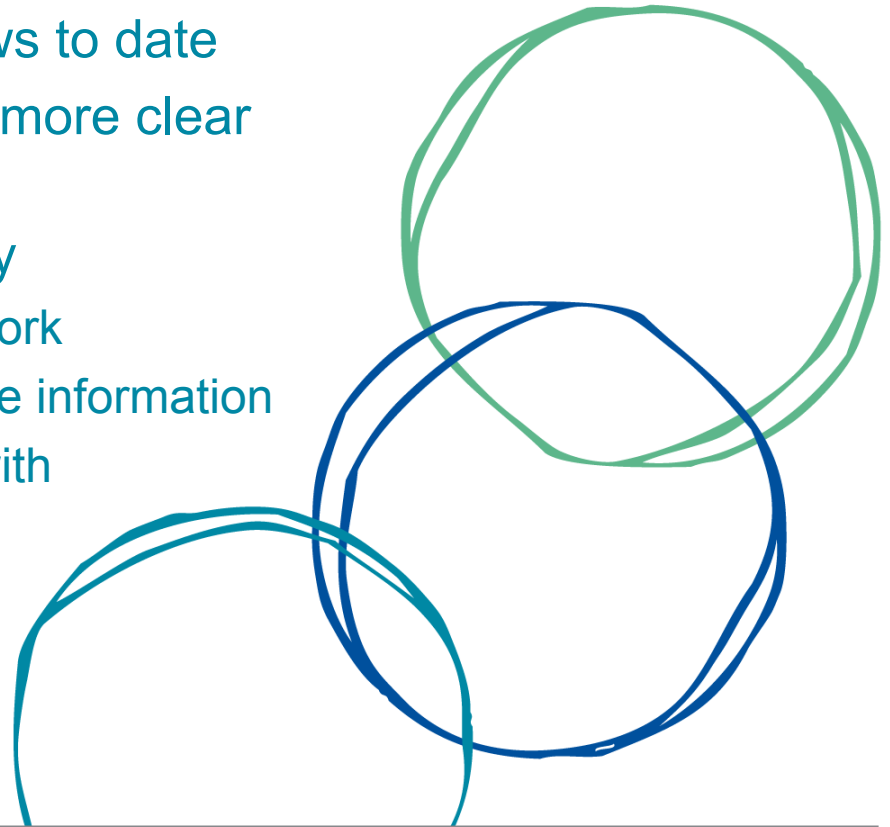
Feedback from engagement

- Members were also asked

  - how they like to be communicated with and frequency

  - how and who they market themselves

  - their content preferences for Bulletin

  - about other opportunities they would value
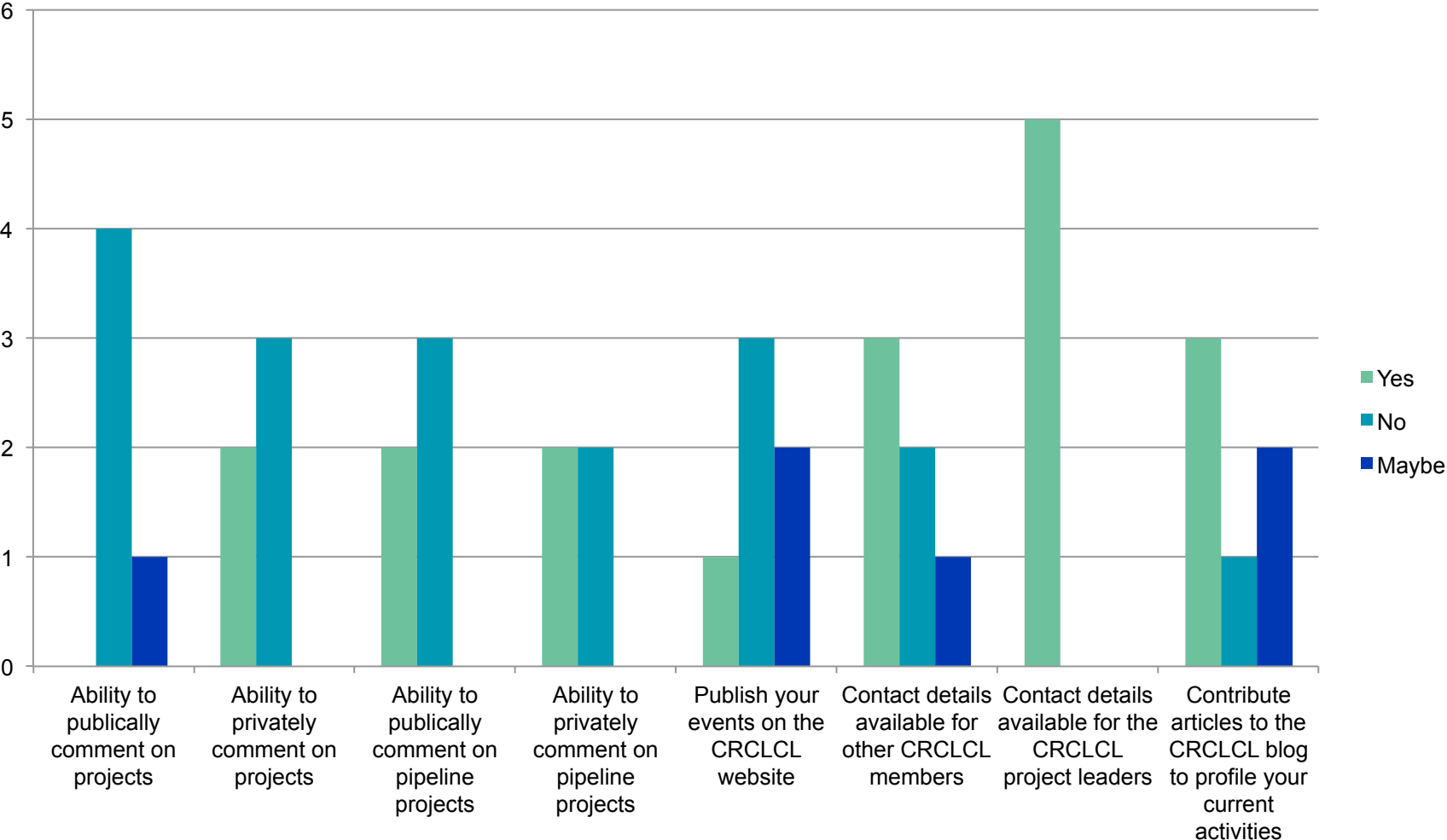
  - web engagement preferences
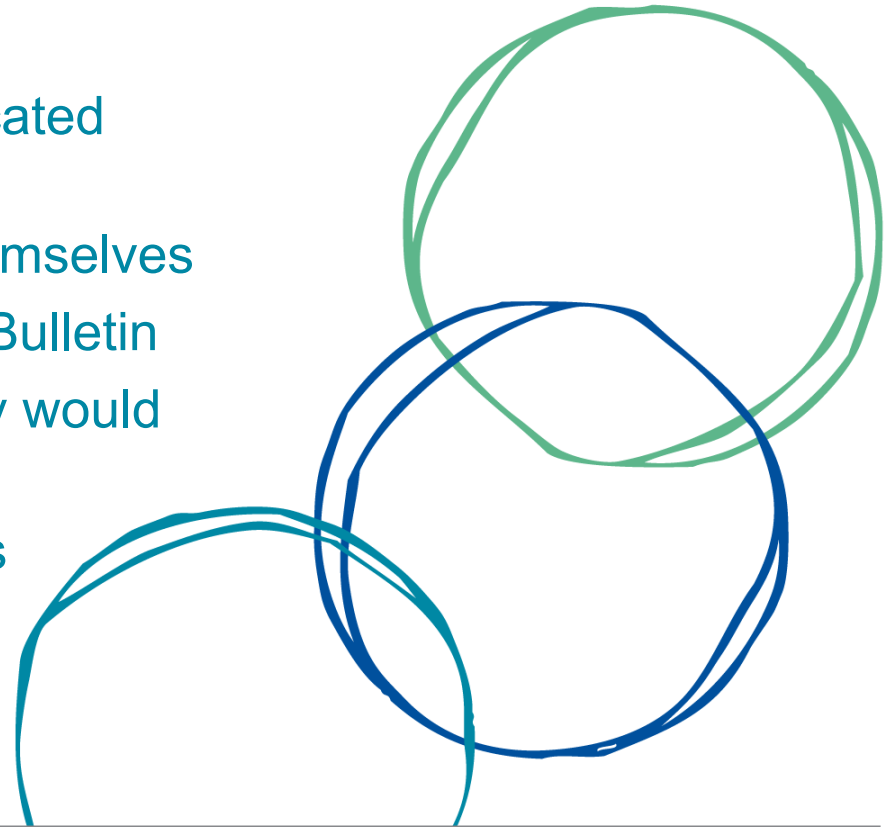
Content members want in their Bulletin/eNewsletter

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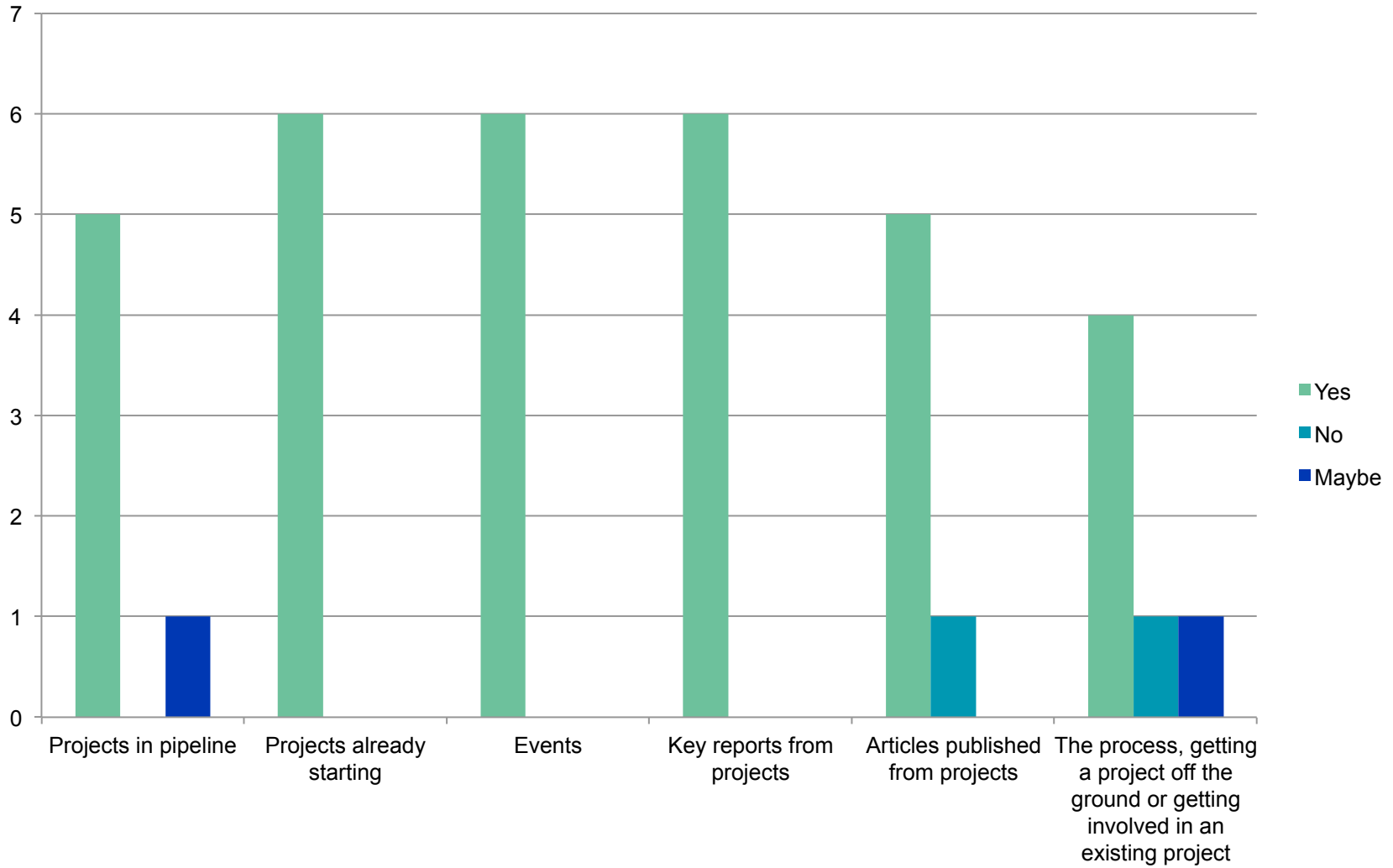
Other opportunities members would value

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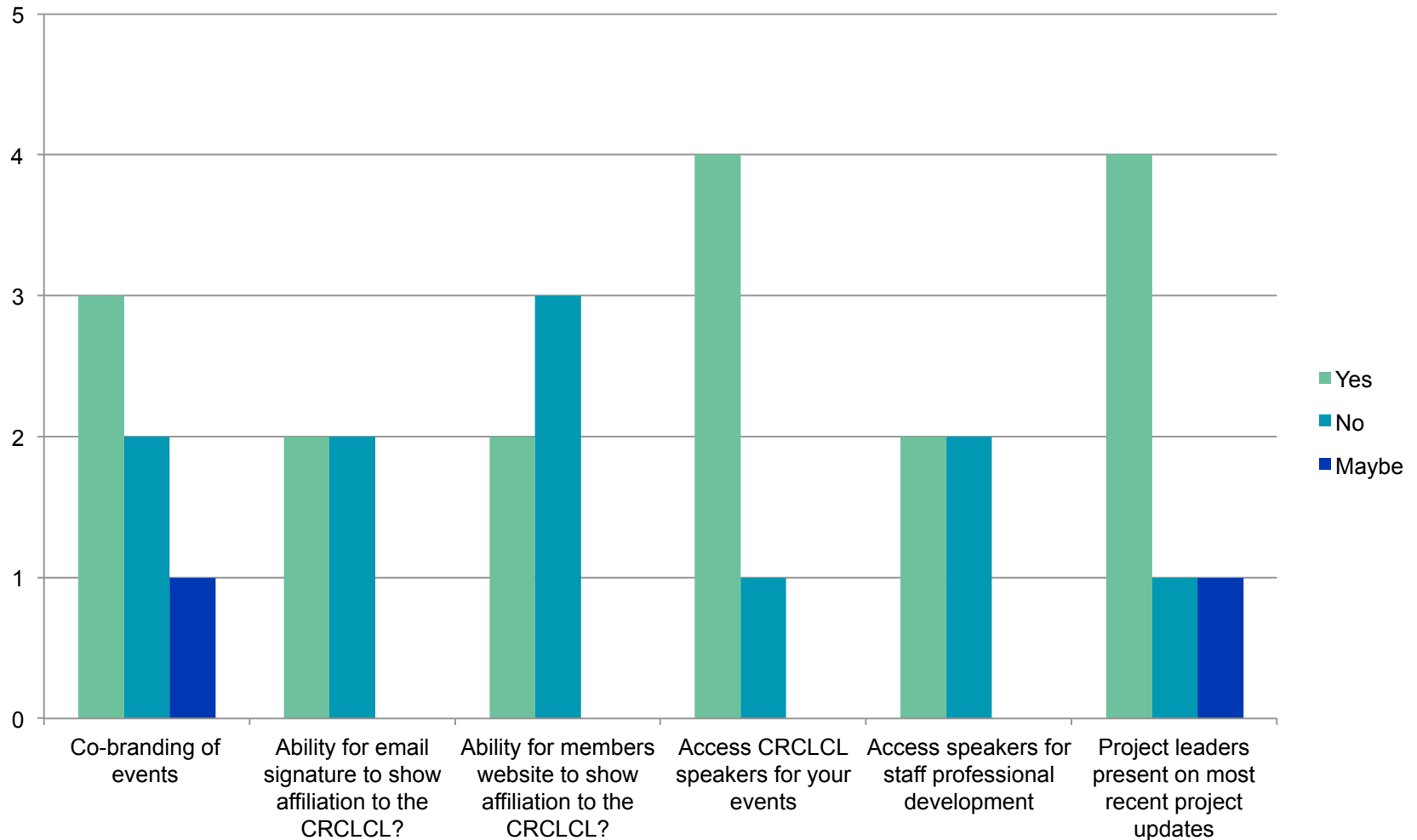
Web engagement preferences

Web engagement platform

User interface

- Develop collateral to promote a more user- friendly 'interface' to engage people outside the CRC. Use this to draw in public, media and professional interest, participation, contribution and partnership.

Broaden the church

- For the output of the CRC to gain support, recognition, traction and profile, we need to involve people outside the expert-led, evidence-based pathways alone

Beyond peer reviewed

- We could involve experts outside the CRC and beyond the scientific method, including thought leaders, authors, designers, advocates and others. Many of these are currently our end users; or prospective end users that could be attracted to support and partner in the CRC.

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Web engagement platform

Tailored but unifying

- Tailor communication strategies to audiences. For now, let researchers be researchers. Let industry be industry. But our longer term communication and engagement should aim to bring our communities together as a single audience.

Publish and be public

- Commit to publishing a flagship report annually; linked to conference, workshop or symposium events and building progressively to a game-changing publication that demonstrates a compelling case to challenge business as usual and inform action.

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From user interface to engagement portal
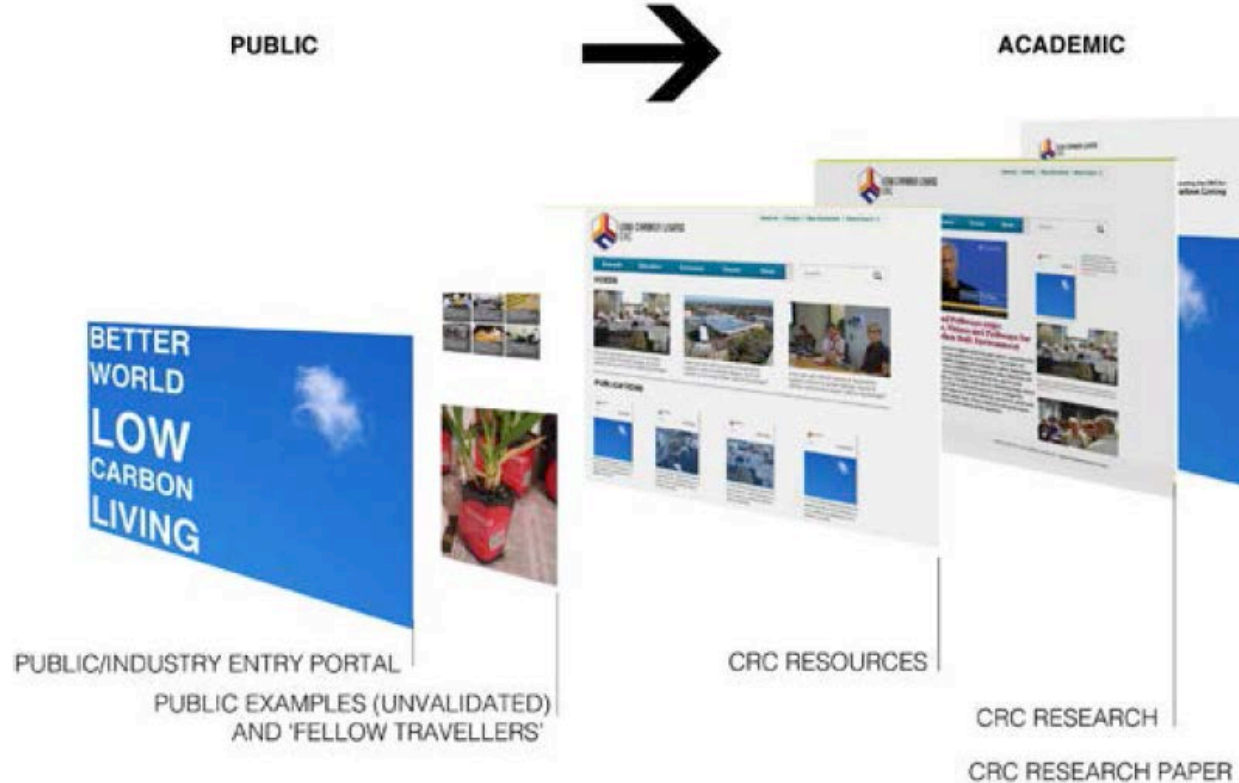
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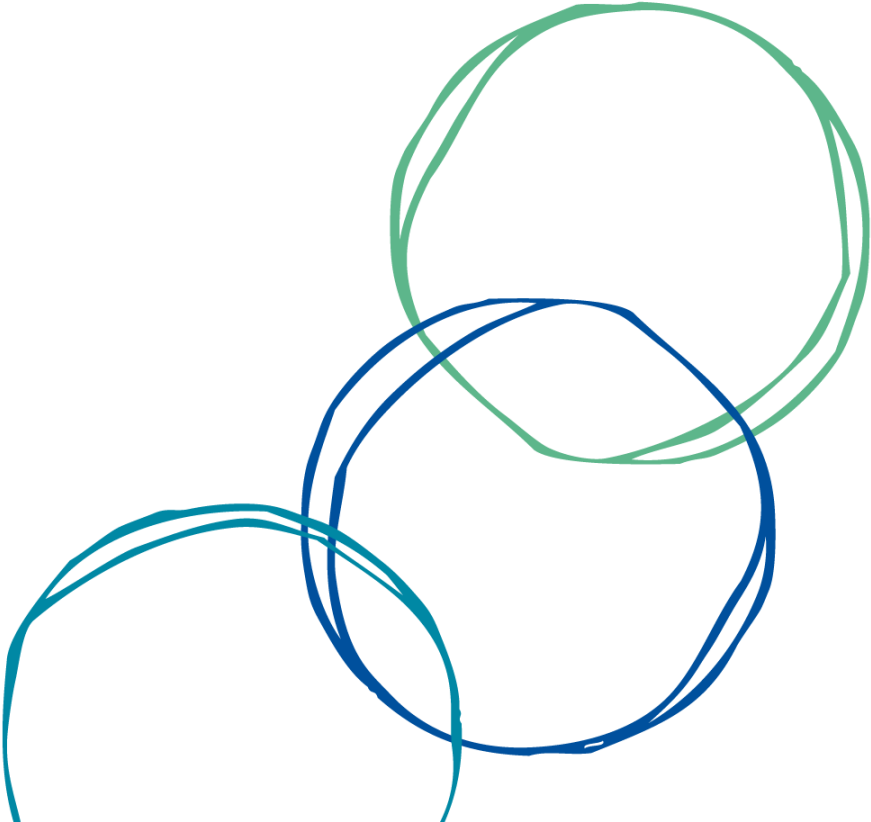
Strategy

- In the short term, tailor communication to different audiences but with a goal for our communication to be a tool to 'upskill' all involved to speak a common language. ie that communication is viewed not as PR but as education. This will require a greater investment in describing the 'why' (the need and value) and 'how' (the process) behind the 'what' (widget/technology/product/policy).

- Engage a person with strategic and visual communication skills on a part time basis to co-ordinate the preparation of blogs, articles, video interviews, events, project and company profiles for use in social media, web upload and hard copy publications.

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Strategy

- **Adopt a user-focused, case-based, place-based, project-based (site-based) approach to establishing and communicating research priorities.**

- **This may include nominating a minimum quota of research projects based on the drawing board, on-site or in construction, and preferencing 'users' to describe the research through video.**

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Questions and Feedback

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