



**THE SENATE
SENATE FOREIGN AFFAIRS, DEFENCE AND TRADE
REFERENCES COMMITTEE**

**Inquiry into the United Nations Sustainable Development Goals (SDG)
Public Hearing –Friday, 24 August 2018
Questions Taken on Notice
Department of Agriculture and Water Resources**

1 HANSARD, p. 26

Mr Worrell: We've reached out to some of our peak farming and food industry bodies about the SDGs, as well as with the states and territories through the COAG process. We have senior agriculture officials, so we've spoken to them about the process. We've got an internal communication plan or strategy that we've developed.

Senator MOORE: Could we have a copy of that on notice? I haven't heard about anyone having completed such a strategy elsewhere. So if you've done one, it would be really good to see it.

Mr Worrell: That would be fine. We have a page on our internal website, as well as well as our external website.

ANSWER

Attached is the department's communications strategy. This document is also currently being updated.

2 HANSARD, p. 26

Senator MOORE: I have one last question. You can take this on notice. Will the annual report this year have reference to the SDGs? You can take that on notice. Thank you.

ANSWER

Mr Worrell, on page 28 of the transcript stated "The intent is to have reference to the SDGs in our annual report."

Communication Strategy

2030 Agenda Sustainable Development - Sustainable Development Goals (SDGs)

Tony Prescott, Sybille O'Sullivan, Alise Salins

Project summary

- On 1 January 2016, the 17 Sustainable Development Goals (SDGs) officially came into effect.
- The 17 Sustainable Development Goals (SDGs) form a roadmap for global development efforts to 2030 and beyond.
- The Sustainable Development Goals, together with the Addis Ababa Action Agenda on Financing for Development (a global plan for financing the Goals) form the 2030 Agenda for Sustainable Development.
- There are 170 targets within the Sustainable Development Goals and 232 indicators to help measure progress.
- The SDGs aim to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.
- They are unique as they call for action by all countries, poor, rich and middle-income to promote prosperity while protecting the planet.
- DFAT and PM&C co-chair this initiative. The department is the lead agency for
 - SDG 2 Zero hunger, and
 - SDG 6 Clean water and sanitation
- The department also has an interest in aspects of
 - SDG 12 Responsible consumption and production
 - SDG 13 Climate action
 - SDG 14 Life below water
 - SDG 15 Life on land
 - SDG 17 Partnerships for the goals
- The department's policy priorities are consistent with advancing SDG 2, 6, 12, 13, 14, 15 and 17 and we will start to integrate 2030 Agenda/SDG messages into existing work.
- DFAT is currently developing an overarching WoG narrative.

Major milestones

13 March 2018	SDG summit
Ongoing	IDC Dep Sec members
Ongoing	FAS working group
Ongoing	EL2 working group
July 2018	Public release of Voluntary National Review (VNR) at UN High-level Political Forum (HLPF)

2030 Agenda Communication Strategy

Communication objectives

- **To raise awareness** of the 2030 Agenda and its 17 SDGs (awareness)
- **To raise awareness** of Australia's commitment to the 2030 Agenda and its 17 SDGs (awareness)
- **To explain** how the department contributes to the 2030 Agenda (educate).

Key audience/s

- General public
- Departmental staff
- Industry stakeholders

Key Messages

- The Australian Government is committed to building a stable and prosperous world through the 2030 Agenda for sustainable development – at home and abroad.
- The 2030 Agenda for sustainable development is a whole of government commitment that is made up of 17 Sustainable Development Goals (SDGs).
- The SDGs outline social, economic and environmental targets to improve the lives of people everywhere by 2030.
- The Department of Agriculture and Water Resources is the lead agency for two of the 17 goals – Zero hunger and Clean water and sanitation.
- Our policy priorities already are consistent with advancing these two goals and support other goals such as Responsible consumption and production, Climate action, Life below water and Life on land.
- For more information on Sustainable Development Goals visit the [Department of Foreign Affairs and Trade website](#).
- For more information on global activities visit the [Department of Foreign Affairs and Trade website](#).

Risks/Issues

- **Inconsistent messages across government** – Develop a whole of government communication plan including key messages to ensure consistent messages. We will share this communication plan with DFAT.
- **Message confusion** – High level, clear messages linking to resources hub for a single source of truth as project details evolve.
- **Low take up of SDG messaging within the department** – brief all communication leaders and media team to encourage policy and program areas to weave in SDG messages where appropriate.
- **Lack of budget** – a small budget would allow for the production of the visual material.

EXTERNAL Key Activities

- Web content including resource hub
- Posters (budget required)
- Banners (budget required)
- Op-eds
- Thematic speeches
- SDG champion (Malcolm Thompson)
- Hashtagging activity/program with relevant SDG (check the full list of SDGs and targets on the DFAT website (check the targets too – not just the name of the SDG, some are not obvious)
- Ministerial media releases and speeches

Evaluation

- Media coverage (quantitative) and tone of content (qualitative)
- Social media (engagement and sentiment tracking)
- Website tracking
- MyLink tracking

INTERNAL Key Activities

- mylink page, including resource hub
- Secretary’s message
- What’s New?

Implementation plan

List all the recommended activities in a proposed timeline. Include the activity, the deadline, target audience groups as well as who is responsible (including clearances).

Date	Communication activity	Audience	Key messages	Responsibility
INTERNAL				
ASAP	mylink page on Agenda 2030 sustainable development	All staff	See key messages	Business area to provide key points Communication to draft
Mid June	Secretary's weekly message (strategic), a paragraph	All staff	See key messages	Business area to provide key points Communication to draft
Mid June	What's New? (strategic) written coming from Malcolm Thompson, more detailed article approx. 300-400 words	All staff	See key messages	Business area to provide key points Communication to draft
EXTERNAL				
ASAP	Website content highlighting the department lead on SDG 2 and 6 and a resource hub for more information as a single source of truth	General public	See key messages	Business area to provide key points Communication to draft
Ongoing	Hashtagging activity/program with relevant SDG <ul style="list-style-type: none"> check the full list of SDGs and targets on the DFAT website check the targets too – not just the name of the SDG, some are not obvious 	Social media users The department's twitter account is followed by media	See key messages	Business area to provide key points Communication to draft Media to publish
Ongoing	Thematic speeches highlighting the department's contribution to the bigger picture government initiatives and contributions to SDG 2, 6, 12,13,14 and 15	Targeted audience	Weave in key messages	Business area to provide key points Communication to draft
TBC	TPs	Targeted audience	See key messages	Business area to provide key points Communication to draft
TBC	Case studies demonstrating the department's contribution to the SDGs	All	See key messages	Business area to provide key points Communication to draft
TBC	Promotional material e.g. posters, banners (requires budget)	All	Australian Government and SDG branding	Artwork to be sought from DFAT

Approvals

Communication strategies must be approved at Assistant Secretary Level.

In signing this approval:

- I agree that the strategy meets the requirements of the programme/project deliverables
- I understand the financial and other impacts associated with implementing the activities under this strategy.

Line Area

Signature:

Date:

Name:

Position:

Parliamentary, Communication & Portfolio Business Branch

Signature:

Date:

Name:

Position: