

OLW Communications & Publications Policy

Communications, outreach and public engagement are a critical part of National Science Challenge activity. There are many ways to communicate OLW research, including through the website, newsletter, public events, research summaries, infographics, photography, media, and social media.

This document sets out broad principles and expectations for how Our Land and Water (OLW), research leaders and researchers should work together to:

- Share research with stakeholders and media
- Ensure consistent, coordinated and effective communication activity
- Ensure that OLW and partner organisations are all appropriately recognised

This will also help OLW to keep MBIE informed of communications and outreach activity as appropriate.

Researchers can stay up-to-date with papers and reports being generated across OLW through the OLW newsletters and internal update emails (emailed on alternate months) and if they have access to a Twitter account, by following OLW on Twitter (@OurLandandWater). Subcontractors need to please make sure all that the contact details for **all** researchers involved in OLW-funded research have been made available to OLW so they receive these updates.

Before researchers interact directly with media about OLW research, they should contact OLW (as well as their employer organisation) for advice and review of media protocols.

Parties subcontracted to OLW should ensure that their own subcontractors are aware of, and adhere to, this policy also.

Contact: Senior Communications Manager Annabel McAleer, annabel.mcaleer@agresearch.co.nz 021 480 533 or 03 321 8846

Notifying OLW about upcoming research outputs

OLW does not want to be restrictive, when it comes to sharing research outputs and outcomes. Quite the opposite. However, researchers must keep their OLW theme leader and the OLW Senior Communications Advisor informed about upcoming communications/outreach and engagement activity. This would include;

- When a paper or report with possible public or stakeholder interest is **submitted** (OLW may need time to create an outreach plan and/or supporting content such as an illustration)
- When a paper is **accepted** for publication (because OLW may wish to issue a media release and need time to prepare this before the paper is published online)
- When key fieldwork or other new activity or relevance is **planned** (i.e., when there may be a good photo/video opportunity)

If the researchers' own organisation's communications team is planning any significant activity about OLW research, please ask them to contact the OLW Communications Manager in advance so co-ordinated communications can be arranged.

Journal publications

Because OLW seeks to achieve the widest possible distribution of research results, researchers should publish their OLW research (and where possible data) as open source by preference.

Attribution/affiliations

Researchers should preferably be identified by both their OLW project role (e.g., 'Our Land and Water research leader') as well as their organisation role/title (e.g., University of Otago), when appropriate.

OLW should be acknowledged in formal research publications as follows:

This work was funded by the New Zealand Ministry for Business, Innovation and Employment's Our Land and Water (Toitū te Whenua, Toiora te Wai) National Science Challenge, contract C10X1507 (if phase 1) or C10X1901 (if phase II research), as part of the 'Title of Programme' programme.

Key stakeholders who have contributed to the research should always be identified in publications; either as authors if appropriate, or in the acknowledgements.

Approvals

Before OLW distributes any communications materials based on researchers work, the researchers will be given the opportunity to review these, and they will need to be signed off by the researcher or research leader as well as any appropriate project partners, including the researcher's organisational communications team).

Similarly, OLW Communication Manager would appreciate receiving drafts of any communications or outreach materials, before wider circulation.

How to refer to the Challenge

Refer to OLW as "Our Land and Water", "the Our Land and Water National Science Challenge" or "the Our Land and Water Challenge", and please include the te reo name "Toitū te Whenua, Toiora te Wai".

Please do not refer to OLW as "the Challenge". There are 11 National Science Challenges, so it's confusing for stakeholders, many of whom are connected to multiple NSCs.

Branding, Logos, Templates

Using OLW branding, logos and templates helps stakeholders easily identify and link together research generated by OLW. Materials about a specific project (e.g., presentations, reports, videos, posters) should include the OLW logo and the project partner logos. Please use the high resolution logos that are available, as described below.

Note that for posters and PowerPoint presentations of research which has been exclusively funded by OLW, we prefer the OLW template to be used. For research initiatives with multiple sources of support and funding, other templates may be more appropriate to use, with attribution to OLW via use of the logo, acknowledgements etc.

Brand guidelines, logos, templates and stock images are available from OLW and [via Dropbox](#). Contact OLW if you have queries about how brand guidelines should be applied.

- **Posters** – An OLW template is available, and OLW can help with proofreading/editing and design.
- **PowerPoint** – The OLW template should be used for all presentations focussing solely on OLW-funded research.
- **Reports** – The OLW report template is preferred for all OLW research reports. Project partner logos go at the bottom of the cover sheet; add a contents table if appropriate.

Dropbox: <https://www.dropbox.com/sh/ee2mwz8gbos7lli/AAC7eSJPeJKP8I8sJzHb7-63a?dl=0>

How OLW Can Help Communicate OLW-funded Research

The first step for any communications activity should be a conversation with OLW's Senior Communication manager, advise whether a story is newsworthy or more suitable for a targeted audience, which format/activity will best reach the target audience, and coordinate with the communications teams of other project partners if available.

OLW also keeps an outreach budget to help get OLW research known, so if exciting or visual field work, experiments, or research activity (especially that involving stakeholders) are being planned, OLW can provide help with a professional photographer, videographer or illustrator.

OLW communications channels include the OLW Newsletter, internal update emails, the OLW website, Twitter, Facebook and LinkedIn. OLW can also put together research summary documents (Research Briefs) for a more general audience, videos and, when appropriate, can ask partner organisations to share communications through their channels.

Messaging consistency (when referring to OLW)

To create consistency when describing OLW, researchers should refer to the vision and key messages below, and choose those to suit when preparing presentations, reports, media releases etc.

- OLW envisages a future in which catchments contain mosaics of land uses that are more resilient, healthy and prosperous than they are today; where all New Zealanders are proud of the state of our land and water and share value from them.
- OLW aims to preserve the most fundamental treasures of our country – our land, water and associated ecosystems – while producing value from those same treasures.
- OLW seeks to deliver research that supports stewards of the land, and the key factors that influence them, to interact differently with the world around us. Concepts of te Taiao and mauri help frame this in a way that is unique to New Zealand.
- OLW seeks ways of thinking and interacting with land and water that are fundamentally different from today. This transition needs to happen quickly, with science, industry and communities working together for change.
- OLW research teams include stakeholders who contribute to the design, development and production of research, to make the science more robust, trusted and tested, with faster uptake than the traditional science model.

- OLW researchers work in multi-organisational, multi-disciplinary teams that collaborate closely with industry and Māori organisations.
- The National Science Challenges were designed to take a more strategic approach to the Government's science investment by targeting goals that, if achieved, will have major and enduring benefits for New Zealand. For OLW, this means tackling the biggest science-based issues and opportunities facing NZ in the area of primary production, and the complex relationship it has with our precious land and water.
- Our Land and Water (Toitū te Whenua, Toiora te Wai) is one of 11 National Science Challenges that focus on defined issues of national importance identified by the New Zealand public.
- OLW brings together over 220 researchers, collaborators and advisors from over 70 different organisations and from different disciplines, so OLW research teams have diverse perspectives.
- OLW is hosted by AgResearch, funded by the Ministry of Business, Innovation and Employment, and supported by 16 partner research organisations.