

PMAC Communication Strategy 2018-2022

1. Introduction

The Plant Market access Council (PMAC) is collaboration between Industry and Government which provides strategic leadership to drive market access for New Zealand plant products. It provides a forum at which Industry¹ and Government can discuss market access issues and provides advice to the Ministry of Primary Industry (MPI) on how funds cost recovered from Industry can be used to best effect in improving market access for plant products.

A communication strategy was approved in 2013 to support delivery of the 2011-2015 PMAC strategy. This was a comprehensive document which provided a solid reference outlining the what, who and how of PMAC communications². This current communication strategy builds on the information in the 2011-15 communication strategy and is designed to support the delivery of the 2017– 22 Strategy

PMAC is made up of four parties: Government Agency, Industry representatives; Independent Verification Authorities (IVA's) and the Secretariat. .These parties in their own right produce communications about their activities which at times will overlap with PMAC communications. This document is designed to provide clarity about why, what, who, how and where communications will be undertaken under the PMAC banner.

The strategy describes only those channels used by the PMAC secretariat or Industry members. It is assumed that any communications undertaken directly by MPI will be within the PMAC objectives and scope and will primarily be influenced by MPI's corporate communication strategy.

2. Communications Scope, Objectives and principles

The PMAC strategy 2017-22 (The strategy) states that PMAC's role is principally to provide advice to MPI. It does not undertake any activities of its own to provide the required tools or services but decisions made at the PMAC table directly influence the outputs produced by MPI.

The scope of PMAC communications will primarily be focused on activity funded by the cost recovered funds and will be limited to:

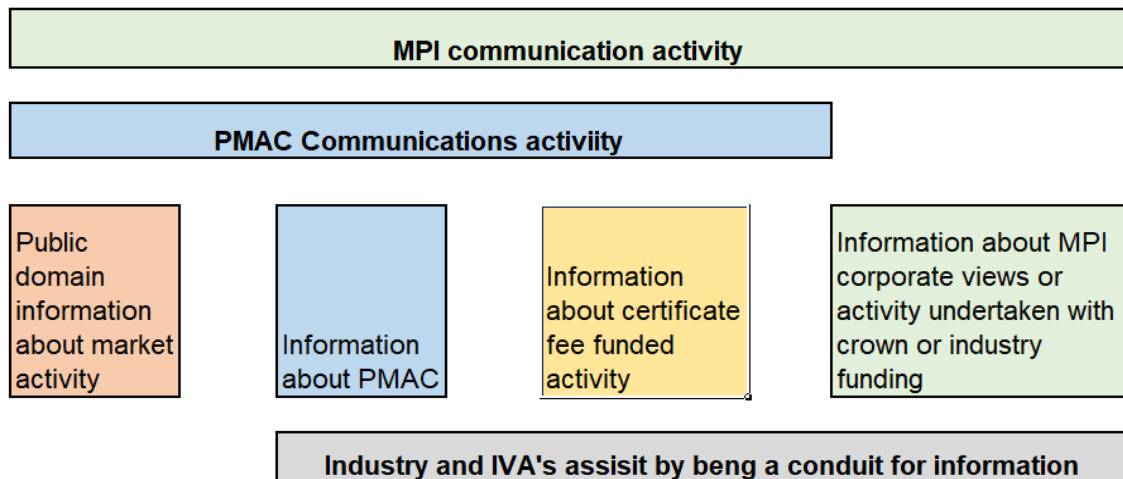
¹ Industry in this paper means all plant product producers that are represented on PMAC i.e. spanning the horticultural and seed industries

² Communications in this paper means appropriate products for any of the communication channels. This encompasses the full gambit of activity and could range from word documents through to video clips through to sectorial meetings

1. Views/ activities agreed at a PMAC meeting or a PMAC working group that satisfy PMAC’s advocacy principles³.
2. Topics that facilitate delivery of the PMAC Vision.
3. Communications to improve Agency, sector and individual organisation awareness of export opportunities, market trends and future market drivers to allow New Zealand producers and exporters to take advantage of future opportunities.

PMAC communications will not include communication between government agencies and individual sectors/ companies / organisations dealing with specific trade issues, products and markets

This relationship is represented in Diagram 1



The overall objective of PMAC communications is to facilitate delivery of the PMAC Vision: *“Market access that is internationally second to none contributes strongly to profits for New Zealand’s growers and exporters”.*

To achieve this vision communication support will be required to progress the following areas.

- Ensuring Government technical market access negotiation and standard setting positions are consulted with the sector.
- Actively communicating and consulting on proposed changes to importing country requirements and MPI’s.
- Industries use of export assurance system requirements is optimised.
- Providing a source of up to date easy to access information. This information includes issues of interest, newsletters and information documents (on the PMAC web site).

³ PMAC’s agreed advocacy principle is that PMAC members may represent a mutually agreed PMAC view to their stakeholders but only the PMAC secretariat may advocate an agreed PMAC stance to third parties

- Establishing a mechanism which allows for Industry sub-groups to communicate market access concerns directly with agencies and have such issues prioritised in accordance with agreed criteria
- Facilitating good two way communication channels between Agencies and Industry to ensure the views of the sectors are provided to Agencies.
- Industry input to projects undertaken by MPI using cost recovered funds is optimised
- Information on market trends are distributed to interested parties

The principles that will be used in compiling the contents of any PMAC communication include:

1. The communication will be accurate, concise and direct. (see below section on content verification)
2. Appropriate to the targeted audience (i.e. take into account the level of knowledge of the audience information and vocabulary) and deliver it via the most appropriate channel.
3. Be complete and include the who, what, where, when and how.

Content verification MPI, Industry and the secretariat deal with information that will have an effect on commercial activity and on the relationship between Industry and Agencies. This makes it imperative that information is correct and without bias. To ensure information is communicated appropriately and accurately the following principles will be followed:

- The content of any communications will make every effort to accurately represent the original information.
- Where possible a document will be reviewed by interested parties before being circulated.
- Where sensitive information is being released the person communicating the information must have it approved by the owner of the information or the Secretariat.
- Personal information about a specific person will be handled according to the requirements of the Privacy Act.

3. Communicators and Target Audiences (The Who)

Communication to directly support the PMAC strategy may be undertaken by

- PMAC members (Agency, IVA's and Industry) and
- The Secretariat.

Note Experience of activity between 2010 and 2017 shows that the majority of the PMAC communication is prepared by the PMAC Executive Officer. MPI and Industry play a significant role in informing the contents of these communications and PMAC Industry

members an integral part in the dissemination of these communications to target audiences.

The recipients of these communications may include one or more of the following:

- The Ministers of Trade, Agriculture and Food Safety.
- MPI/MFAT officials not directly involved in PMAC activity.
- Other government agencies involved in market access activity and supporting business activity within New Zealand. E.g. Customs, NZTE, MBIE.
- PMAC members.
- Independent Verification Agencies (IVA's)
- Plant product sectorial bodies.
- Plant product exporters.
- Plant product marketers.
- Plant product producers, growers and packers.
- Plant product markets.

4. Information for Communication (The What and the How)

PMAC communicates a wide range of information. As identified in Diagram 1 this information falls into three areas. The high level content of these three areas and how they are delivered is described below in table 1 with additional detail in the text below

Table 1 How communication is undertaken by and about PMAC

Area	What	How
Public domain information about market activity.	General market intelligence	<ul style="list-style-type: none"> • PMAC weekly update
Information about PMAC	PMAC's purpose, structure and main outputs	<ul style="list-style-type: none"> 1° PMAC website 2° Magazines and industry presentations
Information about cost recovered funds activity	Any work undertaken by MPI with these funds	<ul style="list-style-type: none"> • PMAC web site • PMAC weekly update • Presentations • Phone calls • Magazines • Email or document

4.1) Public domain information about market activity.

What General market intelligence derived from public media? Information provided spans Industry and regulatory activity; domestically and internationally. It is provided as general intelligence to Industry and Agencies to inform activity and decision making in these organisations.

How This information is primarily communicated by a regular weekly newsletter (The PMAC weekly update). This same newsletter also serves as a site to list proposed WTO changes and recent changes to MPI's Importing country phytosanitary requirements (ICPR)⁴. The readership varies between 100 and 300 weekly but it is unknown how effective the newsletter is in disseminating information. Readership levels indicate however it is of interest to individuals working in both Industry and Agencies.

4.2) Information about PMAC

What PMAC's purpose, structure and main outputs are communicated to encourage wider industries engagement with PMAC and promote Industry ownership of the outputs from cost recovered fund activity (encouraging Industry recognition that activity is paid for by Industry and Industry input has been provided to optimise the use of the funds and their resulting outputs).

How Information about PMAC is primarily communicated on the PMAC website. It is also provided in presentations direct to industry bodies and via horticultural magazines.

4.3) Information about cost recovered funds activity

What This information varies widely according to its purpose and target audiences. Information that must be communicated includes:

- a) Proposed and actual changes to market access conditions or international standards.
- b) Changes to New Zealand export requirements (note these are primarily produced by MPI but may also include requirements from MFAT and Customs).
- c) Agency consultations.
- d) Agency information needs.
- e) Reports on discussions held at PMAC meetings and in working group.

The majority of communications (a to d) require an active response from some recipients requiring them to either make changes to their activities (e.g. undertake different activities while exporting) or engage with an Agency (e.g. provide information within a specific time period).

Reports of PMAC discussions (e above) do not often require a response. However it is an effective way of keeping sectors and growers up to date with areas that may result in changes in the future (e.g. Discussions associated with the run down in Australia's offshore preclearance inspections (OPI) or projects that will influence the way in which they export (e.g. MPI's certification review project)

⁴ Note ICPR information is also sent directly to MAO's and IVA's via emails from MPI

How This area uses the greatest number of channels. These include:

- **PMAC web site** – principally for project updates.
- **PMAC weekly newsletter**- for information on ICPR and WTO changes. It has also been used to describe in some detail individual WTO changes and ask for a response to MPI consultations.
- **Presentations** directly to groups. Presentations can be used to provide updates at a sector level (e.g. update on the progress of the Fruit Fly project) or description of the new MPI standards for phytosanitary certification between MPI officials and MAO's.
- **Phone calls** where it is important information or requests are delivered directly to individuals/ organisations phone calls either from the PMAC Executive Officer or PMAC industry members are the best way to ensure the message is delivered. E.g. Industry members ringing those who were to be interviewed in the Food safety survey to express Industry support for the initiative and provide background on the importance of the project / their involvement.
- **Grower publication.** This channel has not been used extensively in the past but is a good channel to inform to wider industry of completed projects (e.g. Certification review project).
- **Email and/ or document** prepared by the Executive officer or MPI and distributed by Industry members. All export sectors have been identified and responsibility for communication to each crop group (sector) has been assigned to individual PMAC members as indicated in Chart 1.

Chart 1 PMAC member sectorial responsibility for the transfer of information to the wider industry

Crop	Represented by	PMAC member
Asparagus	Asparagus Producers	Leanne Stewart
Avocados	Avocado Growers Association	Jen Scoular
Black currants	Black currants NZ	Simon Hegarty
Blueberries	Blueberries NZ	Leanne Stewart
Boysenberries	Berryfruit NZ	Simon Hegarty
Bulb/ tubers /corms	NZ Flower Growers Exporters Assn.	Andy Warren
Buttercup Squash	Buttercup Squash Council	Leanne Stewart
Citrus	NZ Citrus growers incorporated	Leanne Stewart
Exporters	Horticultural Exporters Council	Tony Ponder
Feijoas	NZ Feijoas Association	Leanne Stewart
Flower and Foliage	NZ Flower Growers Exporters Assn.	Andy Warren
Kiwifruit - the World	Zespri	Catherine Richardson
Kiwifruit - Australia	Kiwifruit Product Group ⁵	Tony Ponder
Kiwiberry	NZ Kiwiberry Growers inc	Tony Ponder
Live Plants	New Zealand Plant Producers Inc.	Paul Turner
Melons	Fresh Vegetables	Leanne Stewart
Onions	Onions NZ	Mick Ahern
Orchids	Orchid Growers Association	Andy Warren
Passion fruit	NZ Passion fruit Growers Assn.	Leanne Stewart
Persimmons	NZ Persimmon Industry Council	Simon Hegarty
Apples and Pears	New Zealand Apples and Pears	Roger Gilbertson
Potatoes	Potatoes NZ	Chris Claridge
Seeds arable	NZ Grain and Seed Trade Association	Thomas Chin
Seeds - flower and tree	New Zealand Plant Producers Inc.	Paul turner
Strawberries	Strawberry growers NZ	Mick Ahern
Summerfruit	Summerfruit NZ	Juan Rosales
Table grapes	No formal group	
Tamarillos	NZ Tamarillos Growers Association	Simon Hegarty
Tomatoes	Tomatoes New Zealand	Stephen Ogden
Vegetables	Vegetable New Zealand	Leanne Stewart

⁵ Kiwifruit to Australia is represented by Kiwifruit Product Group (KPG). The KPG is the registered organisation with the HEA and its shareholders are NZKGI (NZ Kiwifruit Growers Inc.) Suppliers (Kiwifruit post-harvest sector members) and KETA (Kiwifruit Exporters to Australia)