



Ministry of Fisheries and Marine Resources

(Communication Plan 2017-18)



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Introduction

The Ministry of Fisheries and Marine Resources (MFMR) through the Mekem Strong Solomon Islands Fisheries (MSSIF) Programme – a long term capacity building programme embedded inside the ministry, supports a full-time communication officer whose job is to promote the goals and aspirations of the ministry through various mediums including the MFMR website, a newsletter, media releases and a weekly radio programme. The development and updating of the MFMR communications plan is part of the work of the communications officer.

Situation Analysis

Solomon Islands is made up of almost 1,000 islands and is typical of the Pacific small island states for its reliance on fish and agricultural products for food and income. Most people live on the coastal margins, small islands and atolls of otherwise mountainous and uninhabitable islands. Agriculture and fisheries are the largest export earners and the main sources of rural employment and livelihoods, both for cash and subsistence.

Approximately 80% of the Solomon Islands population depend on agriculture, fishing and forestry for at least part of their livelihood. The 2009 population and housing census found that the economy is dominated by subsistence activities with only 24% of people in paid work. Of those, men are twice as likely as women to be in paid work.

The Fisheries Sector

The National Development Strategy (2016-2035) seeks to grow the economy through creating investment opportunities in manufacturing and industry development such as tourism, agriculture, fisheries, forestry, energy and related sectors in an environmentally sustainable manner. The Fisheries sector has significant potential in terms of food security and economic development. Its contribution to GDP has been increasing at a steady 1-2% a year and this growth is targeted to continue. Coastal resources are an essential supply of protein with average annual fish consumption meeting 50% of the nations required protein. The sector is currently among the principal sectors of the economy in terms of government revenue,

foreign exchange earnings and employment. However, over-fishing and illegal, unregulated and unreported fishing are threatening this valuable resource. To address these issues, regional and country-level initiatives are underway.

The MFMR

The MFMR administers the Fisheries Management Act (2015). The objective of the Act is to ensure the long-term management, conservation, development and sustainable use of Solomon Islands Fisheries and Marine ecosystems for the benefit of the people of Solomon Islands.

The MFMR mission is: To provide effective services to facilitate sustainable management and development of our fisheries and aquatic resources for the benefit of the nation.

The MFMR vision is for: A sustainable fishery that is able to contribute to the socio-economic needs of all Solomon Islanders.

The MFMR Strategy is guided by the National Development Strategy, Government Policy, MFMR policy currently being developed and the Corporate Plan.

Media in Solomon Islands

Solomon Islands has two daily and one bi-weekly newspaper, one national broadcaster (Solomon Islands Broadcasting Corporation – SIBC) five FM radio stations and two magazines. Most people in the urban centres still rely on the newspapers and the AM radio for news as there is no local television station.

The purpose of this plan

The core of this plan is outlined in the following audiences, key messages and desired outcomes table. This communication plan was updated in 2017. The goal is to ensure it can be easily understood by all staff and that it identifies achievable and realistic targets. It serves as the guide for the workplan of the communications officer. The communications plan is revised annually.

Table 1: Target audiences and key messages

Group	Who	Key Messages	Desired Outcomes	Communications Medium	How to make this happen	Responsibilities
External						
Other government Ministries	Every Government Ministry but especially MOFT, MDPAC, MECDM, MPGIS, MAL, MRD	Legislation; latest news from MFMR; Corporate Plan; Strategies	Making sure ministries don't double up in their activities e.g. MFMR and MECDM; FAC and NCC members are up to date on MFMR activities.	Website, newspaper, radio	Regular updating of the website, issue media release and have a stall at International & national days and other public events. Copy the Director of Government Communication	COMMs officer to update and divisional heads to provide information
Non-government Organisations	NGOs dealing with Natural Resources	MFMR priorities and Strategies, legislation, role of MFMR, contact people	NGO activities are well aligned to Government priorities; FAC and NCC members are up to date on MFMR activities.	Website, newspaper, newsletter	Regular updating of the website, issue media release and have stall at International & national days and other public events.	COMMs officer to update and divisional heads to provide information
Tuna Industry	FFA, PNA, WCPFC, Infofish, EU, local tuna industry	Licensing, compliance, contact people, observer programme, legislation,	Transparency and accountability; FAC members are up to date on MFMR activities.	website, newspaper, newsletter	Publicise information from the different divisions within MFMR	COMMs Officer, Licensing officer , DDO
Regional Organisations	SPC FFA	MFMR priorities and Strategies	Getting better targeted support	Website	Regular updating of the website	COMMs officer to update website and divisional heads to provide information
Communities/ Constituencies	All Communities	What are the opportunities for fisheries development; how to manage community fisheries; what is the role of MFMR; what is the process for seeking assistance	Communities understand the role of MFMR; they empowered to seek better services from MFMR	Radio, newspaper, website, pamphlets, staff presentation	Publicise information from the different divisions within MFMR, have a stall at international, national days and other public events.	Communications officer, CBRM Group, Training Officer, DDI, DDP
Media	Newspapers, radio, social media	Raising awareness; highlighting achievements of the ministry	Increase awareness of the ministry; transparent	Website, facebook, Press Release, Press Conference	Division heads or responsible officers advise COMMs officer of stories of possible interest and COMMs officer to either travel with the staff on provincial visits or conduct interview in office	Communications Officer, PS or his delegate to approve Press Release articles etc. for release
Investors outside of the country and Industry	Medium and large scale enterprises	Investment policies and opportunities for fisheries, which ministries need to be involved	Sustainable investment in Solomon Islands fisheries	Website, newspaper,	Publish report of feasibility studies and government incentives, links to other ministries e.g. for tax	COMMs officer to update website and PMU officers to provide information
Donors		Priority areas for funding	More funding	Website	Uploading key MFMR and partner reports strategies	COMMs officer to update website and divisional heads to provide information
Internal						
Internal Staff Communication	All Staff	What's going on in the ministry, where are my colleagues,	Better informed of MFMR activities, better team work, better communication between Provincial and Honiara staff.	Website, newsletter, internal email	To produce newsletter (Nius Blo Fisis) and circulate on a quarterly basis.	Staff to contribute materials; COMMs officer to be responsible for compiling the information and circulate

