

# Communications and Engagement

- People are in really different places
  - no one comms approach
- Value in Secretariat providing tools and key messages to help us communicate and participating in existing industry comms forums e.g. Hort comms group
- GIA requires communication – minimum commitments; requires the involvement of comms people from the policy stage
- 3 stages of communication: GIA/Bio security story – Mandate comms/consultation - Partnership in action
- Start thinking about it now