

Past and upcoming stakeholder engagement summary for AgResearch

This document provides a high-level overview of the actions AgResearch has been and will be taking to make sure key audiences understand the Future Footprint programme details and rationale, and the potential benefits for NZ farmers and NZ Inc.

Month	Audiences		
	Media	External stakeholders (including research partners, industry organisations, farmers, local government and local MPs)	Internal
October	<ul style="list-style-type: none"> - Positive "business as usual" science stories picked up by O.D.T, Waikato Times, Dominion Post, Manawatu Standard, Radio NZ, Newstalk ZM, Straight Furrow and farming media) - Opinion piece from AgResearch in O.D.T on 10 October 	<ul style="list-style-type: none"> - Portfolio leaders: met with partners and industry organisations - Executive and board <ul style="list-style-type: none"> - 9 October - met with small group of Invermay alumni - 10 October - local govt and Mayoral forum in Dunedin - 10 October - met with Southland farmers (9(2)(b)(ii) in Winton - CE: met with 9(2)(b)(ii) during 21- 25 October - CE: met with 9(2)(b)(i) on 28 October - Contact made with Eric Roy MP to hold 	<ul style="list-style-type: none"> - Acting CE visited all campuses for Future Footprint forums open to all staff - "Navigating Change" workshops held with staff and managers at all campuses

Month	Audiences		
		<p>specific rural National MP briefings</p> <ul style="list-style-type: none"> - Contact made with 9(2)(a) to arrange private briefing with Damien O'Connor and David Parker - Stakeholder support statements/ op-eds released by Dairy NZ, Deer Industry, Synlait, Federated Farmers, ANZCO, direct comms to 9(2)(b)(ii) 	
November	<p>- Pitch positive "business as usual" science stories to industry media – both regional and national science stories)</p> <p>9(2)(b)(ii)</p>	<ul style="list-style-type: none"> - CE: Meeting with 9(2)(b)(i) on 5 November - CE: Meeting with regional council chairs on 18 November - CE: Meeting with 9(2)(b)(i) on 20 November - Executive: organising farmer meetings with 9(2)(b)(i) across country with initial focus on Otago and Southland - Portfolio leader: meeting with 9(2)(b)(i) - Initiating local MP briefings for regions around the four campuses to give context and rationale, starting with Manawatu - CE and exec: Holding follow up meetings in Dunedin and Southland with farmer groups 	<ul style="list-style-type: none"> - Launch internal Future Footprint brand and new communications platforms - Hold focus groups to understand key communication concerns - Maintain regular FF updates, sharing progress and opportunities to get involved

Month	Audiences		
		<ul style="list-style-type: none"> - Engage hub partners to champion benefits of hubs - Provide communications and regular updates for research partners and industry organisations to use with customers and farmers 	
December	<ul style="list-style-type: none"> - Pitch positive "business as usual" science stories to industry media 	<ul style="list-style-type: none"> - Provide regular updates to research partners and industry organisations to use with customers and farmers 	<ul style="list-style-type: none"> - Maintain regular FF updates, sharing progress and opportunities to get involved

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