

CoS 6.1.1

Agenda item: 6 Update on Action Plan

6.1 Task Area Communication

Author(s) / Submitter(s): Secretariat

Communication Plan

Background

In accordance with the decision of the IALA Council concerning the Change of Status Project (Action Plan), the Secretariat has taken steps to progress the work on the development of a Communication Plan targeting key stakeholder groups.

The work on the Communication Plan will be ongoing for some time and addresses the various elements identified in the Action Plan for the Communication Task Area with a view to reaching the broad stakeholder groups outlined in that Plan, namely, the IALA membership (National, Industrial and Associate Members), other international organizations (including IMO and other IGOs) and the broader maritime community (including the maritime press).

Action requested from the Advisory Group

The Secretariat invites the Advisory Group to note the information provided in this input paper, which outlines principal building blocks of the Communication Plan, taking into account the various task elements, deliverables, risks and skills needed as described in the IGO Action Plan.

Supporting documents

* Change of Status Project – Project Initiation Document (Ref. C60-7.3.3 - March 2015-v1)
* Change of Status Project – Task Risk Register (Ref. C60-7.3.5.2 - 4 May 2015)
* Action Plan for IGO Project – Task Area: Communication (Ref. C60-7.3.5.2 - 5 May 2015)

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Communication Plan – Building blocks

1 Establish a stakeholder contacts programme with the IMO and other IGOs, the broader maritime community and the maritime press

*1.1 IMO information paper*

The Council has approved an information paper for formal communication to the International Maritime Organization (IMO), on the occasion of the forthcoming biennial session of the IMO Assembly, its governing body. (The twenty-ninth session, A 29, will take place at IMO Headquarters in London from 23 November to 2 December 2015.)

The importance of this information paper (see Agenda 6.2.2) derives from IALA’s long-standing consultative status as an NGO at the IMO (since 1961) and the fact that the IMO, with its 171 Member States, is the internationally recognized competent body for setting global standards for maritime safety and protection of the marine environment. Its submission is also somewhat urgent in that the next IMO Assembly is not due to meet until late 2017.

On the advice of the IMO Secretariat, the paper, written in English, was translated in the other two working languages of the IMO – French and Spanish (translation was done through the usual internal channels of IALA).

The SG will be attending the IMO Assembly. This will give him a unique opportunity to answer any queries that might arise and to have informal discussions with individual delegates from IMO Member Governments, sister organizations and other organizations.

Meanwhile, the first-ever IALA event to celebrate the World Maritime Day (WMD) theme, which is chosen by the executive Council of the International Maritime Organization (IMO) every year, and which is increasingly celebrated in parallel events around the world, took place at IALA Headquarters on 19 October 2015. The success of the event may warrant repeating it in future years and thereby further promoting the close collaboration between IALA and the IMO. This year’s WMD theme was maritime education and training. IALA held a half-day workshop, with active participation of the Senior Deputy Director of the IMO Secretariat’s Maritime Safety Division/Subdivision for Operational Safety and the Human Element, Mr Hiroyuki Yamada, other invited VIP guests and delegates of the VTS Committee. (VTS 40 took place at IALA Headquarters from 19 to 23 October 2015.)

*1.2 Establish other lead contacts for communication through a personalized mailing list*

A next important priority is to draw up a core list of lead contact persons for principal groups of external stakeholders in order to ensure well-targeted circulation of updated news (e.g. a press release) via e-mail. A first such targeted mailing may be appropriate in the early part of next year, bearing in mind that the IALA Council, at its C 61 session next month, is expected to endorse, in principle, the draft text of the new IALA Convention, and that the outcome of IALA’s diplomatic action at the IMO Assembly will also be known next month.

*1.3 Networking and ad-hoc briefings*

Networking and ad-hoc meetings and briefings with concerned individuals and stakeholder groups are ongoing and involve the SG, as well as other authorized members of the IALA Secretariat. They will continue apace with the aim of widening understanding of and spreading a consistent message about the change of status.

*1.4 Memoranda of Understanding*

The SG may consider giving careful thought to explore further opportunities for enhancing existing, ad-hoc forms of international collaboration along the lines of the Memorandum of Understanding between IALA and the International Maritime Pilots’ Association (IMPA) that was signed recently by him and IMPA SG Nick Cutmore. The signing took place at IALA Headquarters on 17 September 2015.

Options for similar mutual arrangements could perhaps be explored with other stakeholder groups that also have a clear stake in the safety and efficiency of navigation and the prevention of maritime accidents. They would therefore benefit from a clear understanding of IALA’s IGO Action Plan. Furthermore, looking ahead, their stated mutual cooperation with IALA would serve the latter in good stead as it continues to strengthen its efforts, supported by the newly gained IGO status, to facilitate global harmonization in the provision of marine aids to navigation and related services.

By way of illustration, interest groups that are representative of the broader maritime community include bodies representing shipowners (e.g. BIMCO, ICS, INTERTANKO), seafarers (e.g Nautical Institute), maritime trainers (e.g. GlobalMET, the Asia-Pacific region-based Global Maritime Education & Training Association) and marine insurers (e.g International Group of Protection & Indemnity Clubs, International Union of Marine Insurance).

**2 Ensure the IALA website is fit for purpose with regularly updated information**

*2.1 “Latest news” section*

It is important to keep the dedicated news page on the IALA website up-to-date on the progress with the IGO Action Plan (go to [www.iala-aism.org](http://www.iala-aism.org), then click on “About IALA” on the Home page and scroll down to “Latest News” and find “Change of Status”).

For instance, the change of status brochure and the text of the General Assembly Resolution A.01 of 27 May 2014 can be accessed through links posted on this dedicated page.

Other important texts that are necessary to complete the IGO Action Plan will be posted on the website in the near future. They include the draft text of the new IALA Convention, which is expected to be approved, in principle, by C 61 next month, and the draft texts of the revised Basic Documents, General Regulations, Financial Regulations and Committees’ Rules of Procedure, once these are finalized in the early part of next year.

The IMO information paper will also be made available on the website soon.

**3 Establish mechanism for regular feedback**

*3.1 Letter of the SG*

For the time being, a regular letter from the SG, sent by e-mail to the individual IALA members, is the best, i.e. the most immediate, effective and authentic communication tool to keep the membership closely informed.

A personal letter of the SG will provide them with the opportunity to raise any comments or queries they may have directly with him. He can then provide further clarifications, as appropriate, to ensure proper understanding by those concerned. This approach will also ensure the communication of a consistent message that is based on reliable information from the top authoritative source within IALA.

The SG plans to e-mail an updating letter to IALA’s National, Industrial and Associate Members in the immediate aftermath of the C 61 session next month.

Among recent important developments is the unambiguous confirmation obtained, through independent advice from a renowned international legal expert on the correct application of existing international law (i.e. the Vienna Convention for International Treaties), that there is no legal obstacle to Industrial Members continuing to be members of IALA as an IGO.

*3.2 Talking points (to ensure consistent delivery of the IGO message)*

For the time being it is believed, that the above mentioned IMO information paper, together with regular e-mail letter from the SG to the IALA membership, will provide the needed information for members’ adequate understanding of the IGO message and for their communications on the matter with other interested parties.

Looking further ahead, however, the SG will take action to provide consolidated information through widely distributed information packages (see point 4.1 below).

*3.3 Newsletters*

The IGO Action Plan identifies newsletters as a possible method for communication with the IALA membership.

No newsletters are published by IALA at present. However, the secretariat plans to include an assessment of this particular option in the wider context of a comprehensive review of news coverage on the IALA website and in the IALA Bulletin (see points 4.2 and 4.3 below).

**4 Determine methods of communication available (and the best methods for each stakeholder group)**

4.1 *Information packages*

It is proposed to prepare smart information packages, addressed to all relevant stakeholder groups and for the widest possible distribution well in advance (i.e. as much as 12 months in advance) of the planned diplomatic conference which will adopt the new IALA Convention.

The information packages would be produced in hard copy, for presentation in a high-quality, A-4 size folder displaying the new IALA logo on the front and containing easy-to-handle information sheets.

They would be introduced by a personal message of the SG, tailored to the specific type of stakeholder group. They would further contain the lead briefing/press release on the change of status and the planned diplomatic conference, the reasons for becoming an IGO, and the perceived benefits for the maritime world. In addition, they would include an information sheet profiling IALA, with a brief history and its principal aims and objectives, and a separate information sheet on the work of the IALA World-Wide Academy. Information about the IALA website and the latest issue of the IALA Bulletin would also be included, with IALA Secretariat contact names, as appropriate, for those wishing to meet or interview the SG, communicate relevant comments or other information, or apply for membership.

The information packages would be printed in sufficient quantities to allow all those working for National, Associate and Industrial Members to receive the up-to-date and attractively produced folder for their own, personal keeping and to show them to their wider circle of professional contacts.

In addition, the print-run would be large enough to allow for well-targeted distribution to the senior management and the PR/communication office of concerned stakeholder groups, in particular those external to IALA, including display and/or distribution at important meetings, conferences and other events organized by those groups.

Relevant stakeholders would include IALA’s partner organizations, in particular, IMO, the International Telecommunication Union (ITU), the World Meteorological Organization (WMO) and the International Hydrographic Organization (IHO).

Other relevant multilateral organizations would be the International Mobile Satellite Organization (IMSO), the European Maritime Safety Agency (EMSA) and the European Space Agency (ESA).

Stakeholder groups from the broader maritime community would range from ports and pilots to ship owners, operators and managers, seafarers, training establishments and marine insurers. Also important would be stakeholder groups from marine science/marine environmental engineering communities, academia, and reputable civic society groups with a special interest in the responsible use and governance of the world’s seas and oceans.

Last but not least, the concerted public relations campaign would target lead editors and journalists of prominent international maritime press titles.

*4.2 IALA Bulletin*

The Bulletin is the communication flagship of IALA. A comprehensive review of both the design template and the editorial content of the Bulletin would be timely.

The principal aim of the planned review is to safeguard the strong technical content and, in this regard, regular information on the unique expertise and R&D activities of the Industrial Members. Technical prowess lies at the heart of IALA’s preeminence as the peak international technical body in its field.

At the same time, it may be possible to introduce some lighter elements. One option that could be attractive is to publish a regular “Viewpoint” article, with direct input from individual members who may wish to highlight a specific issue from their particular standpoint, experience or area of knowledge, thus contributing to both a lively and constructive dialogue.

*4.3 IALA website*

The IALA website would benefit from extended coverage and will also undergo an initial review as a natural element of the new visual image of IALA.

Again, the principal aim is ensuring that the website continues to stand out, in the era of the global Internet, for its high quality content, and to support the reputation of IALA as a widely respected consultative and eminently competent technical organization in the international arena.

Meanwhile, the SG is giving careful thought to the possibility of introducing a regular “blog” from his pen, directly accessible from the IALA website’s Home page. This could be a creative, albeit more informal “social media”, tool of transparent communication. It may also encourage valuable feedback, whether from individual IALA members or from external stakeholders (e.g. through an add-on icon “Your questions and comments are welcome!”).

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