

UNDERSTANDING OUR AUDIENCE



Climate
Systems



National Environmental Science Program
Synthesis communication and data

Making information accessible, useful, and usable

To deliver accessible and usable information you need to understand your audience. This means understanding what information is useful to them and how they want it delivered. Through engagement with stakeholders across Australia and best practice communications research, the hub has developed a set of 3 'personas' to help us target the right people with the right information. Each persona represents a range of different roles with common information needs that the hub has identified across its stakeholders.

The Climate Systems Hub is developing targeted and fit-for-purpose products that deliver to the different needs of these 3 personas.

We are focused on developing information products for Alf and Bob where we see the greatest demand for more accessible and useable information.



ALF

"I need accessible and understandable information"

Experience: Novice

Could be: Government policy officer, land manager, general public



BOB

"I need to build a deeper understanding of how I can confidently apply climate information"

Experience: Intermediate

Could be: Risk manager, strategic policy maker, planning officer



CAROL

"I am looking for data to inform my analysis and models"

Experience: Advanced

Could be: Climate professional, researcher, modeller, consultant

Meet our personas



ALF

I need:

- high-level summaries of climate projections and hazards
- to be confident in using projections information
- to be a good 'buyer' of climate information
- information that contributes to climate risk scans

I'm interested in:

- simple, non-technical, easy to understand information on climate change and sea level rise for my region
- information on the impacts of climate change
- likely future climate scenarios

I want information packaged as:

- short, plain-English summaries
- infographics and simple maps
- media articles and blog posts
- briefings, workshops, explainers and easily understood guidance



BOB

I need:

- to be confident in data products
- to undertake a hazard and risk assessment
- to consider risk, and demonstrate the opportunities and benefits of taking action

I'm interested in:

- how to find the most appropriate data and the best ways to apply it
- explainers of ranges and uncertainty
- translation of projections to impacts
- hazards and their likelihood of impacting my area
- clear narratives around scenarios and model selection
- how to apply climate information
- curated regional future climate projections

I want information packaged as:

- short, plain-English synthesis summaries
- relevant figures, maps and charts
- resources to help up-skill others
- step-by-step guidance



CAROL

I need:

- an in-depth understanding of climate projections and hazards
- to be confident in projections information
- to be a good user of climate information
- to contribute to detailed pass risk scans

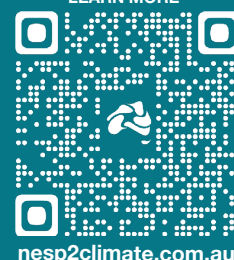
I'm interested in:

- datasets from a range of models
- understanding methodologies, research gaps and limitations
- detailed information on modelling methods, assumptions made and assessment of results

I want information packaged as:

- application ready datasets
- technical papers, figures and charts
- peer-reviewed model assessments

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