

**THE AUSTRALIAN RANGELAND SOCIETY
PUBLICATIONS COMMITTEE (PC)**

**Meeting on Wednesday, 29 January 2020
by teleconference**

MINUTES

Ron Hacker opened the meeting and welcomed members at 6.05 pm (AEDT).

1. Present:

Ron Hacker (Chair), Don Burnside, Russell Grant, Paul Novelly, Andrew Ash, Sarah Moles

2. Apologies:

Jen Silcock, Daryl Green, Noelene Duckett,

3. Additional items for general business:

Publicity for TRJ at IRC Nairobi, October 2020

4. Minutes of the previous meeting – 13 November 2019

Motion: That the minutes of the Publications Committee meeting held by teleconference on 13 November 2019 be accepted as circulated.

Moved: Andrew Ash; Seconded: Don Burnside. Carried.

5. Matters arising from previous minutes (not listed as specific agenda items)

Nil.

6. The Rangeland Journal

6.1. Report from Editor-in-Chief

Paul Novelly reported verbally. Vol 41, Issue 5 has been published with 7 papers. There are only two papers accepted so far for Volume 42, Issue 1.

6.1.1. Free access to downloads for all reviewers

Marisa Spiniello has recommended that all TRJ reviewers have free access to downloads in the year they do a review (or reviews) as a means of providing a reward for their efforts. PC members agreed it was a good idea and poses little risk in terms of retaining members who are reviewers.

Motion: That the PC accepts the recommendation of CSIRO Publishing to provide all reviewers with free access to downloads for a 12 month period. Moved: Paul Novelly, Seconded: Andrew Ash. Carried

Action: Ron to advise Marisa of the PC's decision.

6.2. Special issues (SIs)

6.2.1. Management of Total Grazing Pressure (Ron Hacker)

This SI is being edited by Ron Hacker, Lester Pahl and Katrina Sinclair. Six papers have been accepted; two papers require very minor changes, and one paper is undergoing a major revision. The synthesis is being drafted and will be completed soon. The Issue will be No 6, Vol 41. Hopefully the issue will be published in late February 2020.

6.2.2. *Drought Management and Policy (Andrew Ash)*

The contract has been signed by QDAF and ARS. Andrew met with Jacqui Willcocks before Christmas. Progress has been slow and authors need to be prompted again to get manuscripts submitted by the end of May. Andrew will contact Jacqui again to stimulate progress and will also seek a paper from NSW through Cathy Waters.

Action: Andrew Ash to contact QDAF and encourage progress.

6.2.3. *Ecological Degradation and Regeneration of Grasslands – China (Paul Novelly)*

The contract was forwarded to Professor Lui on 27 December 2019. There has been no response, despite follow-up emails from Paul Novelly. Ron will email Prof Lui.

Action: Ron Hacker to seek return of signed contract for the SI from China.

6.2.4. *Special Issue from ARS 2019 Canberra (Paul Novelly)*

No formal proposal has been received from the ARS2019 Committee, although funds generated from the conference (\$10,000) have been transferred to ARS accounts. It is understood that Mark Stafford-Smith is seeking funding from ACIAR (and probably ARS) to allow the issue to be Open Access (full cost of \$10,000). Editors are likely to be Uffe Nielsen, Graciela Metternicht and Mark Stafford-Smith. However, no progress can be made until the PC receives a formal proposal.

Action: Andrew Ash to talk to Mark Stafford-Smith about a full proposal.

6.2.5. *Special Issue based on Wambiana Trial (Ron Hacker)*

Bob Shepherd (Secretary of ARS) has been in touch with Peter O'Reagain to determine his current attitude to this idea. Peter has been supportive in the past but wary of the work load involved. No further action required at this stage.

6.2.6. *Process for identifying Special Issues (Paul Novelly)*

CSIRO Publishing and Paul are working on a business case that could be used to encourage potential proponents to invest in production of a SI. Paul was hoping to get impact factor (IF) data for previous SIs, but this is not possible. Now seeking data on the number of downloads for papers published in SIs. A work in progress.

6.3 *Virtual Issue – 30th anniversary of Westoby et al. (Andrew Ash)*

A template for the VI has been submitted to CSIRO Publishing involving 10 papers. Brian Walker and Mark Westoby have prepared the Introduction as a 'mini-paper'. Marisa Spiniello has suggested that this should be a full paper, published in a normal issue, linked to the VI. Ideally, at least some of the other 10 papers should have been published in 2018-2019 to encourage citations that will contribute to the IF.

Action: Andrew Ash to review the 2018-19 titles to determine if any can be added to/substituted for the current titles.

Marisa Spiniello has advised that we need to start planning now for a VI for 2020, based as much as possible on papers published in the last two years. Andrew Ash suggested that a way of approaching this would be to try to identify a theme uniting recent papers that have cited well.

Action: PC members to review content of Volumes 40 and 41 in searching for a theme that could be the basis for a VI for 2020.

6.4 *Commissioned papers*

6.4.1 *Grazing management (Don)*

Don Burnside advised that he is asking Council to commit modest funds for the writing and publication of a paper presenting principles of grazing management in the Southern Rangelands of Australia.

7. **Range Management Newsletter (RMN)**

7.1. *Report from Editor (Noelene Duckett)*

In Noelene's absence no report was available. Noelene was congratulated for her efforts in soliciting like-minded publications that would like to share material (list of organisations circulated to Council and PC members). Russell advised that delay in circulating RMN 3/2019 is due to difficulties with the new website.

8. **Social Media**

8.1. *Report from Social Media Editor (Sarah Moles)*

Sarah provided the attached report (Attachment 1). Sarah was congratulated for getting the number of followers over 1,000. She said she that she is always looking for good photos for the Facebook Page.

8.2. *Implementation of recommendations from the strategic review*

Sarah has contacted Heidi Wright about implementing the recommendations of the Social Media Review. Ron Hacker will review the relevant email trail to determine if it is appropriate to continue discussion of this matter by email out of session.

9. **ARS web site**

9.1. *Report from Editor*

Russell Grant provided a verbal report. The new site is live, but there are some on-going issues with functionality. Those who have recently tried it are able to set up a new password and access the Members Area. The link to TRJ from the Members Area is functional. In light of this experience Russell will approach Blue Platypus (BP) to determine if advice can now be given to all members on how to establish a new password. BP is currently preparing instructional videos on site administration. Functionality of the site for subscription renewal is needed quickly.

Action: PC members requested to go to the website and test whether they can establish a new password and access the Members Area and advise Russell and Ron.

10. **General Business**

10.1. *New Chair of PC*

Steve McLeod is still interested in taking on the role of Chair of the PC, but is yet to submit his proposal. Other prospective chairs that have been contacted have all declined.

10.2. *Publicity for the TRJ at XIth IRC Nairobi*

Marisa Spiniello has asked about the plans for promoting TRJ in Nairobi in October 2020, given there are funds available for the purpose. After some discussion, it was suggested that promotion of TRJ and ARS be linked. There is currently \$1,000 available from 2019-20 funds for promotion (from CSIRO

Publishing), and after 1 July 2020 there will be further funds available to support promotional activities in Nairobi. The following actions were agreed.

Action: Don Burnside to contact Dana Kelly to determine if there will be facilities for printing TRJ Flyers in Nairobi.

Action: Paul Novelly to advise Marisa Spiniello that surplus promotional funds for 2019-20 could be used to support promotion in Nairobi (e.g. for freight of materials to Kenya)

Action: Council to be encouraged to use available CSIRO Publishing promotional funds to support TRJ and ARS promotion at Nairobi in whatever way possible.

Action: Ron Hacker to circulate relevant email from CSIRO Publishing to PC members.

11. Date of future meetings

18 March;
13 May;
1 July;
2 September;
18 November.

Meeting closed at 7.35 pm.

Attachment 1.

Report from Sarah Moles, Social Media Editor, 31 Oct 2019 – 29 Jan 2020

This report follows the format in the SM Users Manual. I've fiddled with the indicators as originally proposed. As a rule of thumb, 3 posts are made on Facebook and Twitter each week. I also post anything PC members forward ASAP. There is a 7 day gap in posts ... I needed a 'mental health break' from social media.

Twitter

I've added "Impressions" as this is part of Twitter's analytics and easily reported; and Profile Visits (ditto) which means people are seeking to know more about ARS.

NOTE 'Retweets with comment' (usually me just adding a # or short comment) are counted by Twitter as standalone tweets and are not included in totals below. I have included *some* of them in the accompanying spreadsheet but only if they generated likes or retweets. There are probably another 40-50 tweets if my 'retweets with comment' are included.

'Sentiment' is impossible to know on Twitter as there are few replies and the only qualitative option is to 'like' something.

Facebook

Facebooks emoji/emoticons provide several options for judging 'sentiment'. Like and Love are by far the most widely used on our posts. Facebook comments are rare and are often just tagging a friend who may be interested in the post. My replies to any comments are counted by Facebook analytics so included in figures on spreadsheet.

Instagram

I've only been making 1 post / month. Need lots more photos to do more frequent posts.... contributions always welcome!

No idea what has happened to the instagram site but only 5 of our posts are showing and our page shows we have no followers, aren't following anyone and have made zero posts (go figure!). The help/support person advised free accounts don't have access to email support. The FAQ info has not been very helpful.

Figures in table below are as at 10am 28/1/20

Objectives	Key Performance Indicators		
	Facebook	Twitter	Instagram
<p>Objective 1: Provide current information relevant to the use and management of Australian rangelands. Pillar B: 'Helpful and educational resources'</p>	<p>Reach</p> <ul style="list-style-type: none"> Number of posts 46 Followers 1/11/19 = 995 1/12/19 = 997 1/1/20 = 994 28/1/20 = 1053 Fans reached 1/11/19 = 55 1/12/19 = 161 1/1/20 = 37 TOTAL REACH = 9,224 Web referral traffic (GA) [Not sure what this means, best guess is visits to ARS website? 	<p>Reach</p> <ul style="list-style-type: none"> Number of tweets Nov - 38 Dec - 38 Jan - 19 TOTAL to 28/1/20 = 95 New followers Nov - 18 Dec - 18 Jan - 11 TOTAL at 28/1/20 = 1,285 Impressions Nov -17,600 Dec - 12,900 Jan - 9,506 	<ul style="list-style-type: none"> Growth in community following Number of posts
<p>Objective 2: Facilitate engagement and interaction on rangeland issues. Pillar C: Fun, relevant and inspiring content</p>	<p>Engagement</p> <ul style="list-style-type: none"> Comments - 15 Shares - 45 Likes -175 Sentiment -Overwhelmingly 'Likes' and 'loves' with a few 'sad 'and 'angry' reactions (drought proofing the Pilbara) 	<ul style="list-style-type: none"> Retweets -68 Mentions: Nov - 17, top mention = 167 engagements Dec - 16, top mention = 20 engagements Jan - 6, top mention = 16 engagements Profile visits Nov - 128 Dec - 51 Jan - 53 	<ul style="list-style-type: none"> Retweets Mentions
<p>Objective 3: Promote ARS as an organisation providing attractive benefits to members. Pillar A: 'ARS centric stories'</p>	<p>Sentiment Positive</p>	<p>Sentiment Hard to know!</p>	