



# COMMUNICATION PLAN

## 2012-2017

DEPARTMENT OF MARINE PARK MALAYSIA







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Bismillahirrahmanirrahim...

Assalamualaikum W.B.T and *Salam 1 Malaysia*,

**F**irst of all, I would like to congratulate all team members on the publication of this Communication Plan.

Upon the realisation of the importance of effective communication in marine park conservation efforts, we at the Department of Marine Park Malaysia (DMPM), in close collaboration with the United Nations Development Programme (UNDP) have taken the initiative to develop and publish this Communication Plan.

Communication is a process of conveying information to an audience. As a department that works closely with various stakeholders and the general public, DMPM officers should continuously strive to improve their skill sets. Effective communication skills will enable the Department to obtain information and positive feedback from stakeholders and the general public, which will be used in its decision-making processes.

# Foreword

This Communication Plan will act as a reference and guide on how to effectively convey information to target groups. This approach based on target groups intends to increase the level of understanding and awareness of the value of marine parks to allow for concerted efforts in marine parks conservation and rehabilitation.

I hope that this Communication Plan will be able to improve knowledge and strengthen effective communication in marine parks biodiversity conservation which forms an essential part of the vision and mission of the Department.

Sincerely,



Dr Sukarno bin Wagiman  
Director General  
Department of Marine Park Malaysia





To realize Malaysia's expectations for conservation and sustainable management of marine biodiversity, the strategies have been set out based upon the Vision, Mission and Functions below:

**Vision**

To be the pioneer in conservation and sustainable management of marine biodiversity in Southeast Asia by 2015.

**Mission**

To conserve and manage marine resources in marine parks scientifically for the benefit of the country and its people.

# Functions

DEPARTMENT OF MARINE PARK MALAYSIA (DMPM)

To manage,  
conserve and  
protect marine  
biodiversity

To restore  
damaged marine  
habitats

To manage and  
conserve threatened  
marine species

To undertake and  
encourage marine  
biodiversity related  
research works

To monitor  
recreational and  
other related  
activities

To increase level of  
public awareness  
related to marine  
ecosystems

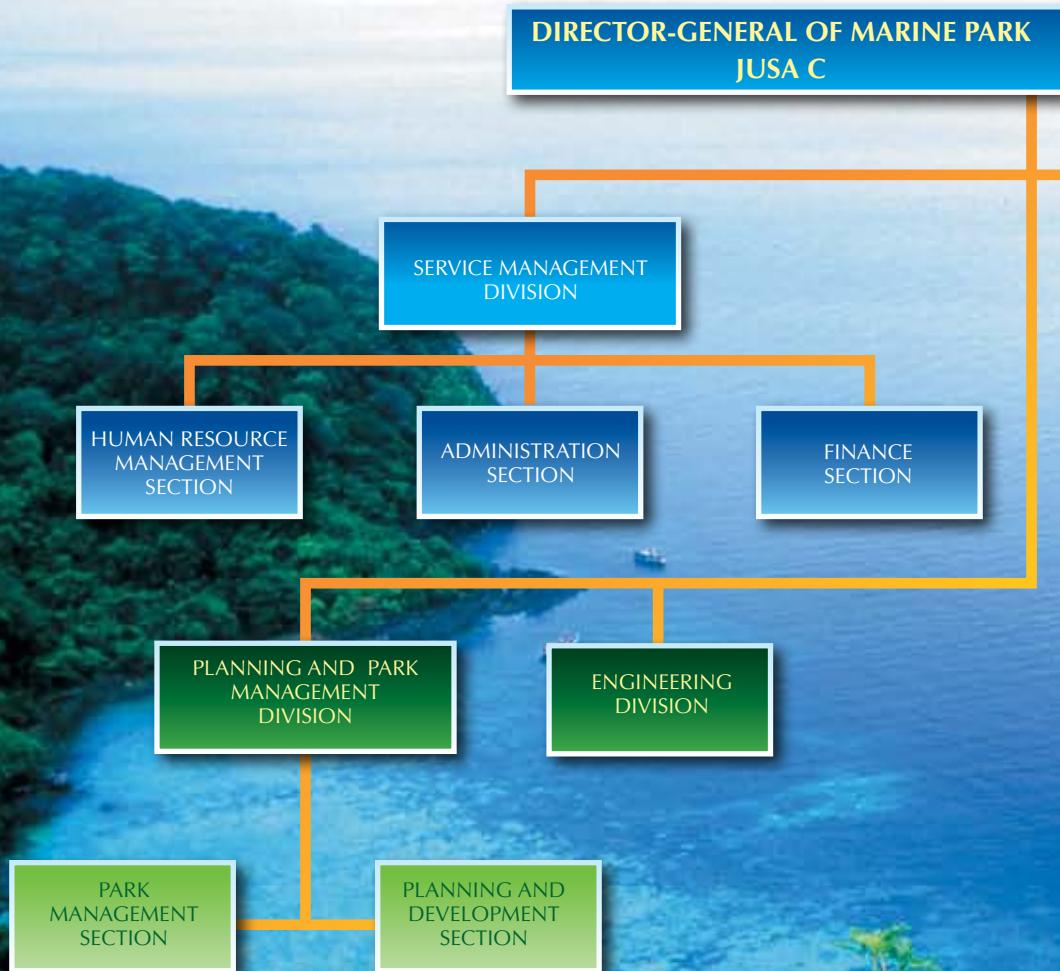
To provide marine  
ecosystem related  
expert advise

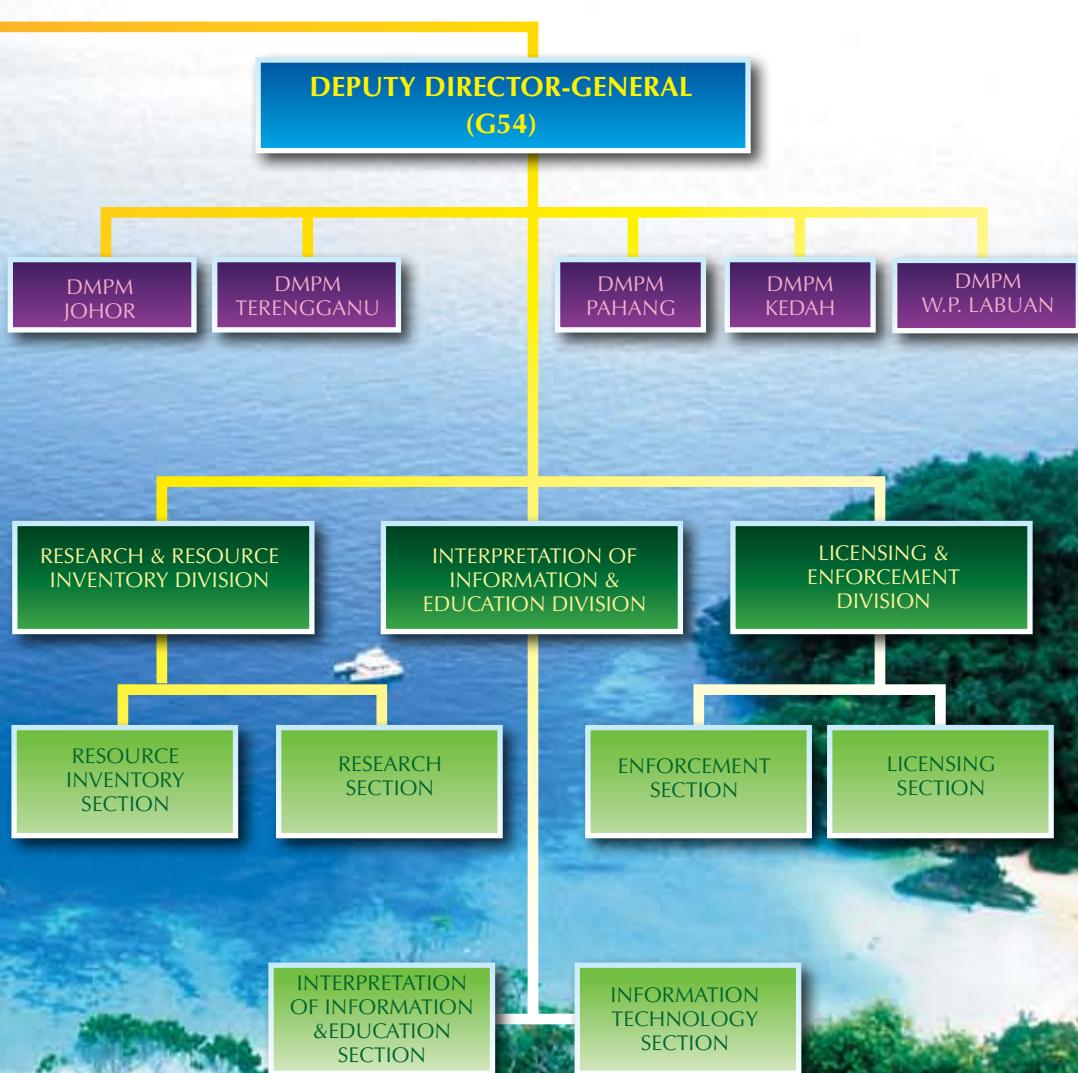
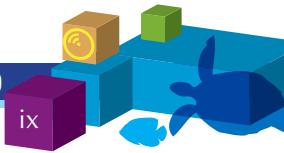
To enforce marine  
parks related acts and  
regulations

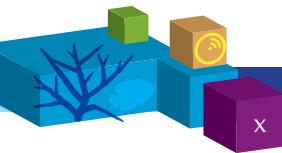


# Organisational Chart

DEPARTMENT OF MARINE PARK MALAYSIA







# Acronyms

ADUN : *Ahli Dewan Undangan Negeri* (State Assemblyman)

APMM : *Agensi Penguatkuasaan Maritime Malaysia*  
(Malaysian Maritime Enforcement Agency)

BOBLME: Bay of Bengal Large Marine Ecosystem

BPIM : *Bahagian Pendidikan dan Interpretasi Maklumat*  
(Interpretation of Information and Education Division)

BPPTL : *Bahagian Perancangan dan Pengurusan Taman Laut*  
(Planning and Park Management Division)

BPP : *Bahagian Perlesenan dan Penguatkuasaan*  
(Licensing and Enforcement Division)

CBD : Convention on Biological Diversity

CCC : Community Consultative Committee

CITES : Convention on International Trade in Endangered Species of Wild Fauna and Flora

COT : Crown of Thorns

CSR : Corporate Social Responsibility

CTI : Coral Triangle Initiative

DOF : Department of Fisheries

EPU : Economic Planning Unit

GEF : Global Environment Facility

ICT : Information and Communications Technology



JBOM : *Jawatankuasa Bertindak Operasi Marin*  
(Marine Operation Action Committee)

JPAM : *Jabatan Pertahanan Awam Malaysia* (Malaysia Civil Defence Department)

JTLM : *Jabatan Taman Laut Malaysia*  
(Department of Marine Park Malaysia - DMPM)

MASM : *Minggu Alam Sekitar Malaysia*  
(Malaysia Environment Week)

MIDE : Malaysia International Dive Expo

MoU : Memorandum of Understanding

NRE : Ministry of Natural Resources and Environment

NGO : Non-Governmental Organisation

OKU : *Orang Kurang Upaya* (Persons with Disabilities)

PGM : *Pasukan Gerakan Marin* (Marine Operations Force)

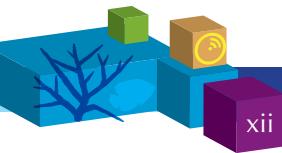
TOT : Training of Trainers

TUMEC : Turtle and Marine Ecosystem Centre

UN : United Nations

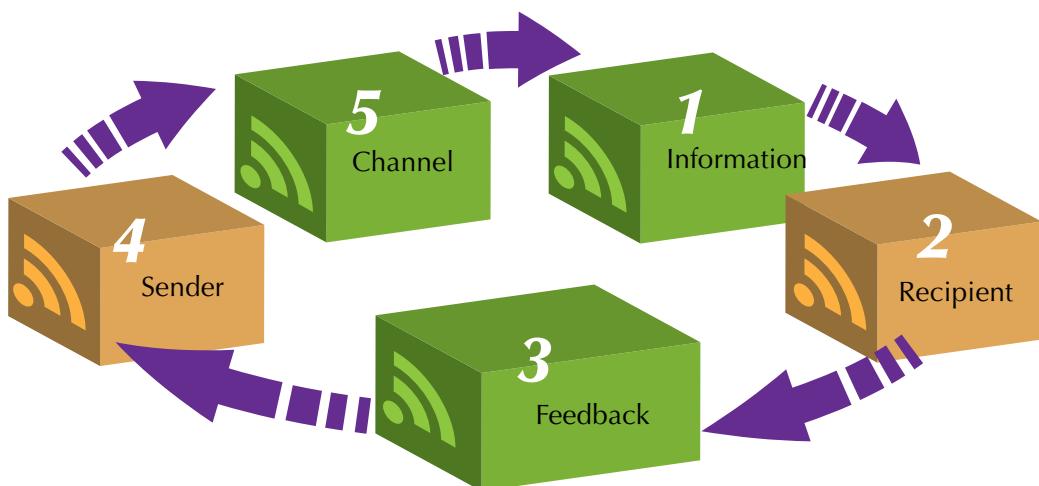
UNDP : United Nations Development Programme

UPEN : *Unit Perancang Ekonomi Negeri* (State Economic Planning Unit)



# Communication

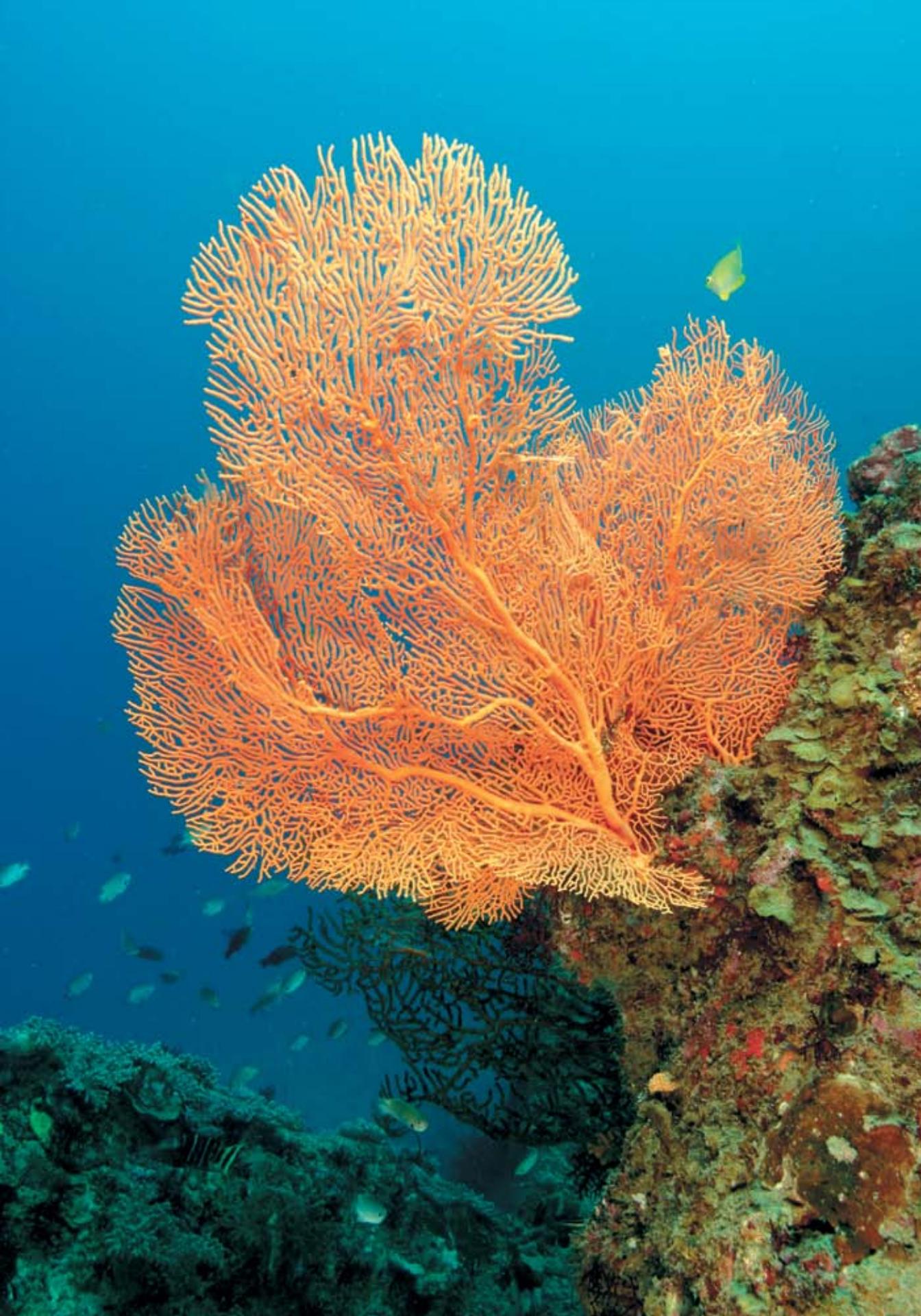
**C**ommunication is defined as a process of conveying information from a sender to a recipient through various modes of communication. There are two main types of communication; verbal and non-verbal communication. Effective communication is dependent on the level of acceptance and understanding of the information by the recipient. Research shows that verbal communication contributes only 10% to the overall manner of human communication and the majority of communication is non-verbal communication - that includes body language or movements, gestures or even an individual's style.

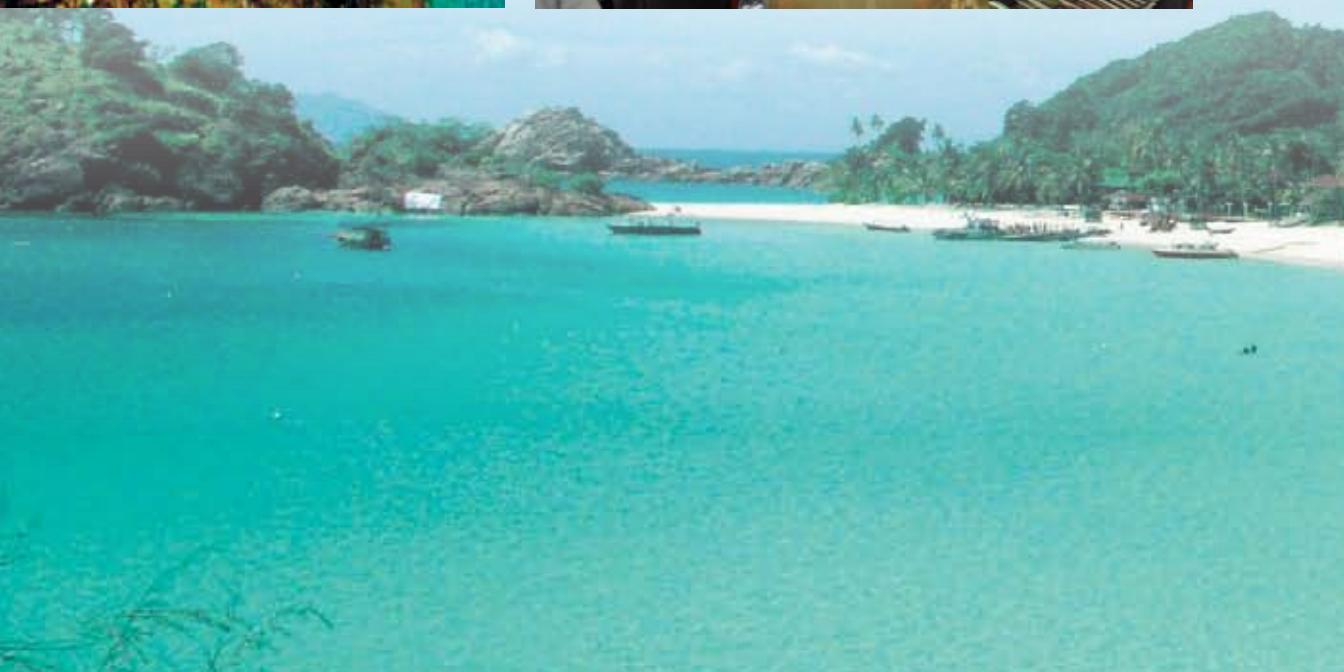
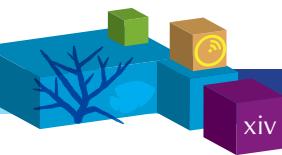


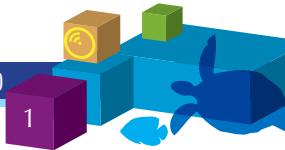
**Figure 1:** Communication Process

Communication provides a more comprehensive approach to reach out to the public and to the target groups to better educate them on their roles and responsibilities. This is important in order to achieve the objectives that have been set and to ensure a more sustainable approach towards conservation and management of marine parks.

With this in mind, the DMPM, specifically the Interpretation of Information and Education Division (BPIM) has taken the initiative to develop this Communication Plan to serve as a guideline to manage and conserve the nation's marine biodiversity for the present and future generations. It is hoped that with this Plan, the level of understanding and awareness amongst the general public and especially the target groups would be significantly increased in order for them to serve as strong proponents for DMPM's many marine biodiversity conservation and management programmes.



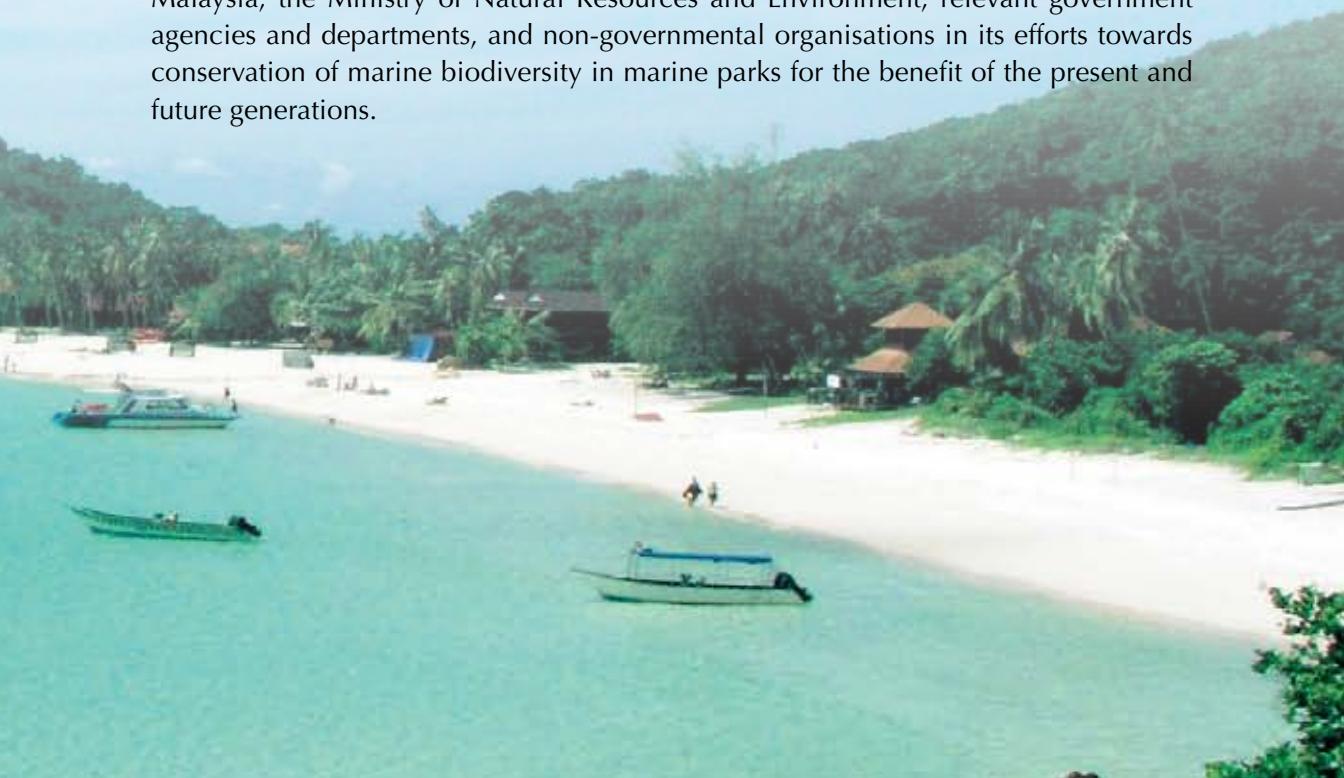




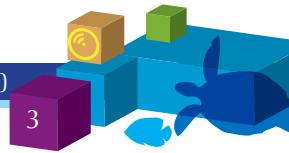
# Chapter 1

## EXECUTIVE SUMMARY

The preparation of this Communication Plan is one of the many efforts by the Department of Marine Park Malaysia towards better management and conservation of the nation's marine biodiversity for the benefit of future generations. The information and guidelines provided in this Plan is the culmination of a series of workshops and discussions organised by the Department. This Plan is to be used as a guideline to increase the level of awareness amongst the target groups on the need for marine biodiversity conservation. It is hoped that through effective communication strategies laid out in this Plan, a sense of ownership over the nation's marine natural resources amongst the target groups could be invoked and they would partake more actively in the many conservation and management programmes organised by the Department. This Plan outlines the objectives, strategies, the target groups, the main messages to be conveyed, crisis plans, programme effectiveness analysis and the estimated cost of implementation. This Communication Plan is expected to empower the Department to place itself amongst the many world-renowned institutions and elevate its position as a model institution in the management of marine parks. It is hoped that this Plan will be utilised to its fullest potential particularly by officers in the Department of Marine Park Malaysia, the Ministry of Natural Resources and Environment, relevant government agencies and departments, and non-governmental organisations in its efforts towards conservation of marine biodiversity in marine parks for the benefit of the present and future generations.







# Chapter 2

## MISSION STATEMENT AND OBJECTIVES

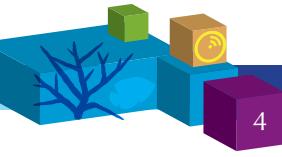
Mission Statement of the Communication Plan is:

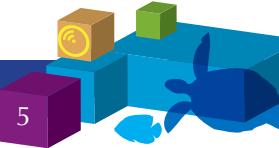
***"To manage and conserve marine biodiversity in marine parks through better understanding and increased level of awareness amongst the target groups"***

The implementation of this Plan is based on the following objectives:

- To increase level of understanding and awareness amongst communities by 5% per annum up to year 2017;
- To strengthen management and conservation of marine biodiversity;
- To increase support and level of conformity to rules and regulations amongst the target groups;
- To disseminate information to the target groups in an effective manner; and
- To ensure sustainability of the nation's marine natural resources.







# Chapter 3

## INTERNAL AND EXTERNAL FACTORS ANALYSIS (S.W.O.T)

**A**S.W.O.T (Strengths, Weaknesses, Opportunities and Threats analysis has been carried out to identify internal and external factors that could affect implementation of the strategies within the Communication Plan. Strategies are based on the DMPM's current capacity and capabilities inherent in the present marine park management situation.

### A. STRENGTHS

#### 1. Malaysia recognised as a “mega-biodiverse” country

Malaysia has been recognized as one of the 12 mega-biodiverse countries in the world. Its rich marine biodiversity is one of the major attractions for tourism which contributes positively to the economic revenue of the country.

#### 2. High-value marine biodiversity

The marine park coverage area of 2,318.43km<sup>2</sup> is home to many coral reef species with an estimated value of more than USD 1.4billion. This value of coral reefs is calculated based on a rate of USD 607,500.00/km<sup>2</sup>. (Costanza et.al, 1997).

#### 3. The only Department that manages marine natural resources in marine park areas.

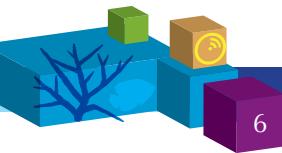
The DMPM is the only government department responsible for the management and conservation of marine natural resources within 2 nautical miles around 42 gazetted marine parks.

#### 4. International Cooperation

DMPM cooperates with various regional and international bodies and programmes such as the UNDP, GEF, CBD, CITES, UN, BOBLME, CTI and other agencies to share information in relation to management of marine park natural resources.

#### 5. Cooperation with other enforcement agencies.

DMPM is a member of the Marine Operation Action Committee (JBOM) and has close working relationships with other enforcement agencies such as the Malaysian Maritime Enforcement Agency (APMM), Marine Police, Marine Department and Department of Fisheries in its efforts to enforce the Fisheries Act 1985.



## B. WEAKNESSES

### 1. Biological Data - baseline data

As a fairly new Department, DMPM has insufficient biological data for planning and management of marine parks.

### 2. Human Resources

DMPM has limited human resources. There are 244 positions allocated for DMPM. Thus, the ratio for the management of marine park area of 2,318.43km<sup>2</sup> is significantly vast at 1:15.1km<sup>2</sup> per officer compared to an ideal ratio of 1:5km<sup>2</sup>.

### 3. Officers' competency

The average competency rate is still considered to be low as the current 34 officers who are from the management and professional group are directly involved in many areas such as in the development of policies, regulations and in planning. Majority of the officers (88%) have less than 10 years working experience. At the state level, there are 151 staff who consist of support staff and they are responsible for implementation of programmes.

### 4. Financial Allocation

Limited financial allocation for DMPM operational facilities constrains efficient and comprehensive programme implementation.

## C. OPPORTUNITIES

### 1. Economic Generator

Malaysian marine parks offer many investment opportunities for tourism operators and thus are able to improve economic livelihood of the local communities.

### 2. Cooperation with Universities

Universities may assist DMPM to undertake joint research studies to collect and collate data and information to contribute towards effective marine park management.

### 3. Cooperation with NGOs

Non-governmental organisations may contribute to implementation of awareness programmes, assist in research and rehabilitation works in marine parks.



#### **4. Community-based Management**

Good relationships with the local communities are vital to encourage their involvement in the management and rehabilitation of marine natural resources.

#### **5. Media Publicity**

The media is an essential tool to disseminate information. Publicity through various media may help to promote DMPM and increase level of awareness on the importance of conservation of the marine environment.

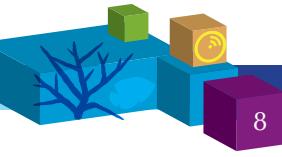
#### **6. Financial Support**

Additional funding for programmes could be obtained from The Marine Park and Marine Reserve Trust Fund as well as from Corporate Social Responsibility (CSR) programmes of private entities.

#### **7. Marine Parks Promotion**

There are 42 islands gazetted as marine parks that have the potential to be responsibly developed as world class tourism destinations.





## D. THREATS

### 1. Overlap in jurisdictional areas

There are areas within the gazetted marine parks where the jurisdiction overlaps with other state government and other governmental agencies' protected areas.

### 2. Absence of a Specific Marine Parks Act

DMPM has limited enforcement authority and is governed by an umbrella act; i.e. the Fisheries Act 1985.

### 3. Marine and Coastal Pollution

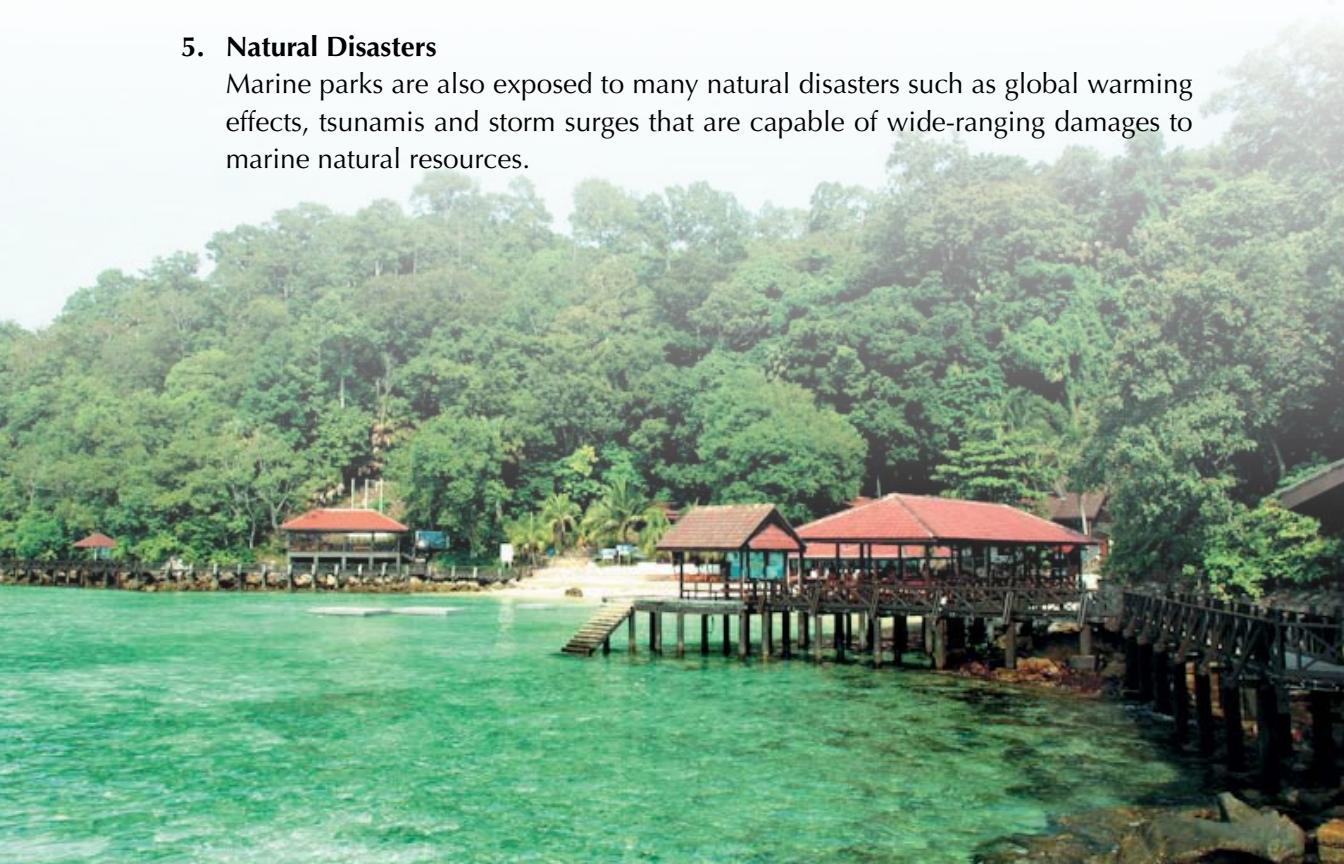
Marine park areas are vulnerable to marine and coastal pollution; e.g. poor solid waste management, discharge of untreated or partially treated wastewater, oil pollution, etc. This pollution can cause detrimental effects to the health and growth of coral reefs.

### 4. Ecosystem Disturbances

Marine parks are vulnerable to ecosystem disturbances such as population outbreaks of crown of thorns (COT), algae blooms and others. These disturbances can detrimentally affect the growth and health of coral reefs and marine life.

### 5. Natural Disasters

Marine parks are also exposed to many natural disasters such as global warming effects, tsunamis and storm surges that are capable of wide-ranging damages to marine natural resources.





## 6. Tourism Activities

Impacts from excessive tourism activities contribute to the inevitable deterioration of coral reefs.

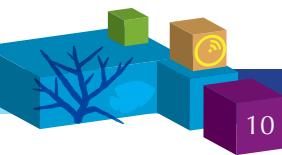
## 7. Encroachment by local and foreign fishermen

Local and foreign fishermen often encroach into marine park areas and can cause severe damage to coral reefs and marine life.

The S.W.O.T analysis compares the four (4) factors of Strengths, Weaknesses, Opportunities and Threats inherent in the present marine park management situation in order to create suitable and effective strategies for the implementation of the Communication Plan.

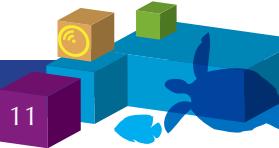
**S.W.O.T Analysis Table**

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>1. Malaysia recognised as a “mega-biodiverse” country</li><li>2. High-value marine biodiversity asset</li><li>3. The only Department that manages marine natural resources in marine park areas.</li><li>4. International Cooperation</li><li>5. Cooperation with other enforcement agencies</li></ul>	<ul style="list-style-type: none"><li>1. Biological Data (baseline data)</li><li>2. Human Resources</li><li>3. Officers' competency</li><li>4. Financial Allocation</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>1. Economic Generator</li><li>2. Cooperation with Universities</li><li>3. Cooperation with NGOs</li><li>4. Community-based Management</li><li>5. Media Publicity</li><li>6. Financial Support</li><li>7. Marine Parks Promotion</li></ul>	<ul style="list-style-type: none"><li>1. Overlap in jurisdictional areas</li><li>2. Absence of a Specific Marine Parks Act</li><li>3. Marine and Land Based Pollution</li><li>4. Ecosystem Disturbances</li><li>5. Natural Disasters</li><li>6. Tourism Activities</li><li>7. Encroachment by local and foreign fishermen</li></ul>



## STRATEGY FORMULATION PROCESS

INTERNAL ENVIRONMENT EXTERNAL ENVIRONMENT	STRENGTHS (S)  S1. Malaysia recognised as a “mega-biodiverse” country S2. High-value marine biodiversity asset S3. The only Department that manages marine natural resources in marine park areas. S4. International Cooperation S5. Cooperation with other enforcement agencies	WEAKNESSES (W)  W1. Biological Data (baseline data) W2. Human Resources W3. Officers’ competency W4. Financial Allocation
Opportunities (O)  O1. Economic Generator O2. Cooperation with Universities O3. Cooperation with NGOs O4. Community-based Management O5. Media Publicity O6. Financial Support O7. Marine Parks Promotion	<u>S-O Strategy</u>  <b>S1,S2-O1</b> <b>Strategy:</b> Increase DMPM human resources capacity  <b>S3-O1, O2</b> <b>Strategy 1:</b> Increase awareness <b>Strategy 2:</b> Develop policies and rules  <b>S4-O5, O6, O7</b> <b>Strategy 1:</b> Utilise mainstream media for comprehensive coverage <b>Strategy 2:</b> Benchmark best-practices from other countries <b>Strategy 3:</b> Acquire funding from international organisations  <b>S5-O6</b> <b>Strategy:</b> Increase financial allocations and support assistance	<u>W-O Strategy</u>  <b>W1-O2, O3</b> <b>Strategy:</b> Close cooperation and information exchange  <b>W2-O2, O3, O4</b> <b>Strategy:</b> Knowledge and expertise exchange  <b>W3-O2, O3</b> <b>Strategy:</b> Knowledge and expertise exchange  <b>W4-O1, O6</b> <b>Strategy:</b> Justify increase in funding through a detailed budgeting process
Threats (T)  T1. Overlap in jurisdictional areas T2. Absence of Specific Marine Parks Act T3. Marine and Land Based Pollution T4. Ecosystem Disturbances T5. Natural Disasters T6. Tourism Activities	<u>S-T Strategy</u>  <b>S1, S2-T1, T2, T3, T4, T6</b> <b>Strategy:</b> Improve Acts in relation to marine parks  <b>S3-T1, T2, T6</b> <b>Strategy:</b> Improve Acts in relation to marine parks  <b>S4-T3, T4, T5, T6</b> <b>Strategy:</b> Adaptation of best practices in marine parks management  <b>S5-T1, T2, T3</b> <b>Strategy:</b> Support from other enforcement agencies	<u>W-T Strategy</u>  <b>W1, W2, W3-T3, T4, T5</b> <b>Strategy:</b> Knowledge and expertise exchange  <b>W4-T1, T2, T3, T4, T5</b> <b>Strategy:</b> Increase financial allocations and support assistance

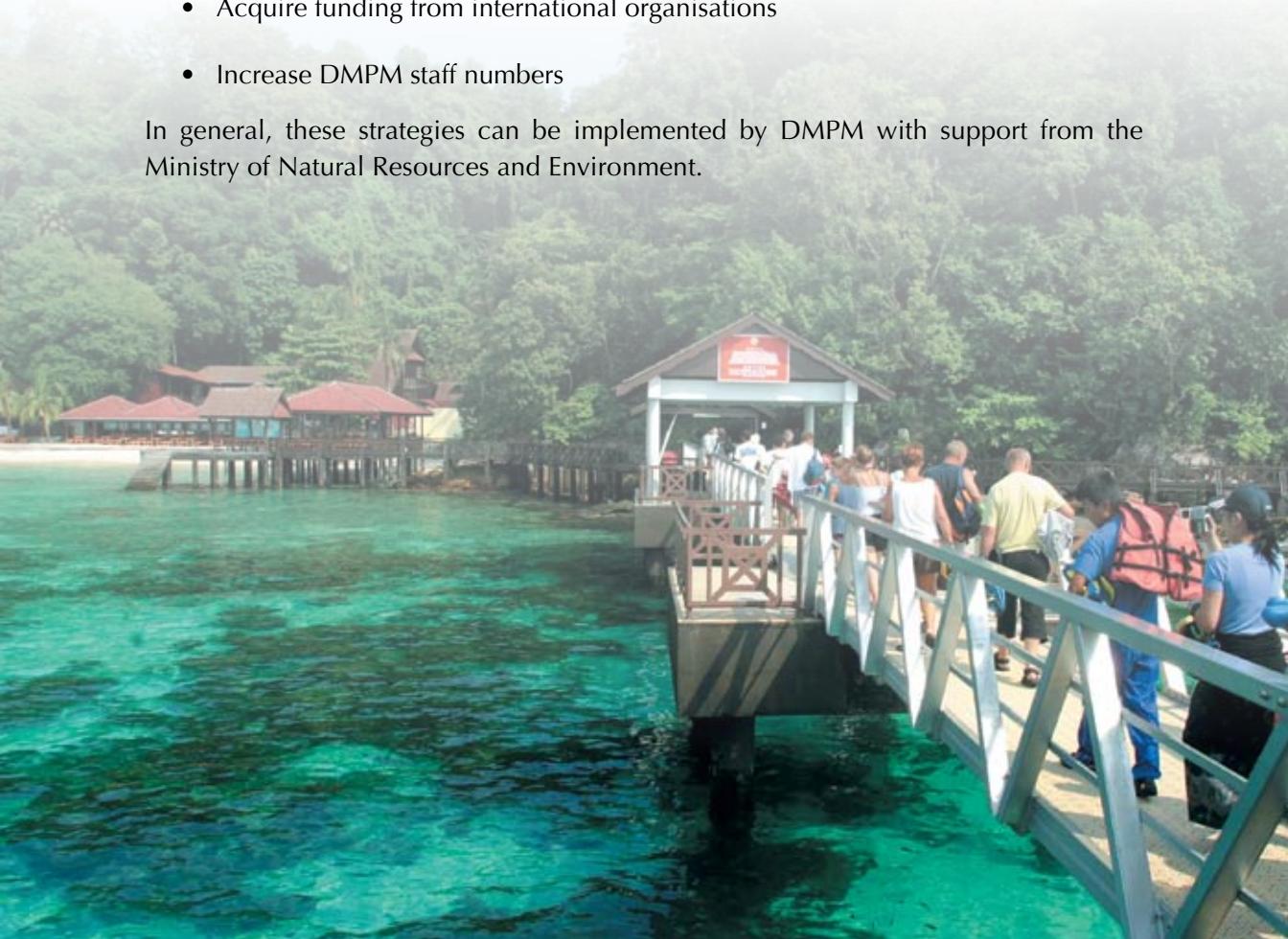


## SUMMARY OF THE SWOT ANALYSIS

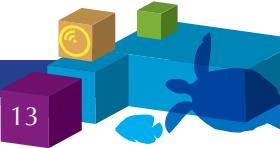
Based on SWOT analysis, the following are the proposed strategies for more effective marine parks management::

- Increase level of awareness through educational programs and utilise mainstream media.
- Benchmark against best-practices of other countries and adapt their suitable best practices
- Improve Acts in relation to marine parks
- Improve cooperation with other established entities for knowledge and expertise exchange
- Adaptation of best practices in marine parks management
- Increase financial allocations and support assistance from local agencies
- Acquire funding from international organisations
- Increase DMPM staff numbers

In general, these strategies can be implemented by DMPM with support from the Ministry of Natural Resources and Environment.







# Chapter 4

## TARGET GROUPS

To achieve DMPM's vision and mission, a higher level of understanding and public awareness on the importance of good management and conservation of marine biodiversity is essential. This can be implemented by effective communication to the target groups.

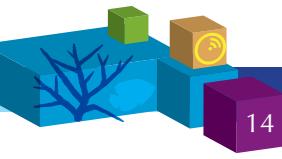
The target groups have been divided into three subgroups based on priorities and extent of contributions.

### TARGET GROUP 1 (STAKEHOLDER)

KTarget Group 1 consists of communities and organisations that have direct or working relationships with the management of DMPM.

**Table 1:** Target Group 1 and Justification of Involvement

GROUP	JUSTIFICATION
NRE officers (Departments & Agencies in NRE)	Key players in marine biodiversity management and conservation.
Other Agencies	Supports DMPM towards the overall management of marine parks. These agencies are APMM, Marine Department, DOF, PGM, JPAM and other relevant bodies.
State Governments and Agencies	Cooperation by State Governments that have direct authority over policy development and implementation.
Politicians (Members of Parliament / State Assemblymen)	Good relationship with politicians facilitates policy implementation. They can act as agents for DMPM to disseminate information to the general public.



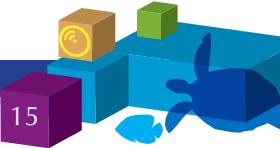
## TARGET GROUP 2 (CONSUMER)

Target Group 2 consists of communities whom are economic beneficiaries in marine park areas.

**Table 2:** Target Group 2 and Justification of Involvement

GROUP	JUSTIFICATION
Local Communities	<ul style="list-style-type: none"><li>Cooperation from local communities are essential in marine biodiversity conservation and also to ensure their economic livelihood</li></ul>
Local Communities (Labuan)	<ul style="list-style-type: none"><li>Involvement of local authorities in managing the issue of UNHCR refugees in Labuan</li></ul>
Local fishermen and recreational fishing operators	<ul style="list-style-type: none"><li>Shared ocean resources</li></ul>
Tourism related business operators (e.g. hotels/chalets, scuba diving operators, boat operators, etc.)	<ul style="list-style-type: none"><li>Direct interaction with tourists</li><li>Information dissemination agents</li></ul>
Domestic and international tourists	<ul style="list-style-type: none"><li>Consumers who undertake recreational activities in marine parks</li></ul>





### TARGET GROUP 3 (SUPPORT GROUP)

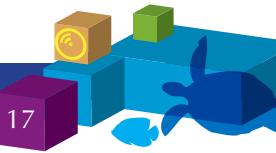
Target Group 3 consists of communities or organisations that have the potential to effectively disseminate information to the general public.

**Table 3:** Target Group 3 and Justification of Involvement

GROUP	JUSTIFICATION
Non-Governmental Organisations (NGOs)	<ul style="list-style-type: none"><li>Supports DMPM in marine biodiversity conservation efforts.</li></ul>
Researchers / Academicians (Local & Foreign)	<ul style="list-style-type: none"><li>Research findings / data can strengthen DMPM's management.</li></ul>
Media	<ul style="list-style-type: none"><li>Assists in information dissemination.</li><li>Part of 'smart partnership' to gather first-hand information on DMPM's activities and efforts.</li></ul>
Marine parks-based students	<ul style="list-style-type: none"><li>Increase awareness amongst students and as 'agents' to bring about change in current mindset.</li></ul>
Non-marine parks students	<ul style="list-style-type: none"><li>Increase awareness amongst students who are the beneficiaries of marine natural resources and the future generation.</li></ul>
General public	<ul style="list-style-type: none"><li>Increase awareness on the importance of marine natural resources conservation.</li></ul>



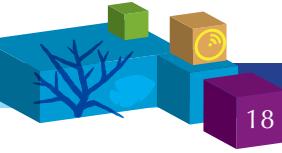




# Chapter 5

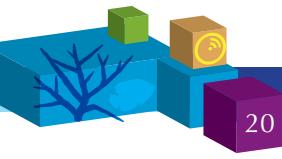
## IMPLEMENTATION OF COMMUNICATION STRATEGY



**Jadual 4: Strategi Pelaksanaan**

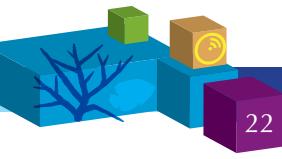
TARGET GROUP	STRATEGY	GOAL	DESCRIPTION
NRE officers (Departments & Agencies in NRE)	1. To increase awareness through educational programmes and media	100% NRE staff understand the efforts and issues in marine parks management and conservation	<ul style="list-style-type: none"><li>• Broadcast through internet; NRE, DMPPM websites, Facebook, Twitter, etc.</li><li>• Bunting and posters with attractive and easy to remember key messages.</li><li>• Briefings and lectures at NRE, Departments and agencies.</li><li>• Link spiritual responsibility and morality to conservation and management of the environment – as responsible leaders.</li><li>• Distribution of posters, brochures and DMPPM magazines for NRE officers and at the library.</li><li>• Organise competitions: poster drawings, writing articles, folk songs, underwater photography.</li><li>• Participate in NRE (Departmental / Agencies) –level exhibitions such as in Environment Week, World Oceans Day, Earth Day, World Water Day and Innovation Day, etc.</li><li>• Organise Training of Trainer (TOT) programs for NRE officers and DMPPM to improve understanding of the importance of marine biodiversity management and thus become DMPPM's information agents.</li></ul>

TARGET GROUP	STRATEGY	GOAL	DESCRIPTION
Other Agencies	<ol style="list-style-type: none"> <li>1. To increase awareness through educational programmes and media</li> <li>2. To share information and expertise</li> <li>3. To increase funding and support from local agencies</li> </ol>	<p>100% of staff understand the efforts and issues in marine parks management and conservation</p>	<ul style="list-style-type: none"> <li>• Distribution of DMPM publication materials (e.g. magazines, annual reports, brochures and posters).</li> <li>• Organise joint-programs with other relevant departments and agencies such as DOF, APMM and PGM.</li> <li>• Briefings, lectures and mobile exhibitions (road shows) at all relevant Department and Agencies.</li> <li>• Organise Training of Trainer (TOT) programs for other agencies to improve understanding of the importance of marine biodiversity management and thus become DMPM's information agents.</li> </ul>
State Governments and Agencies	<ol style="list-style-type: none"> <li>1. To increase awareness through educational programmes and media</li> <li>2. To share information and expertise</li> <li>3. To increase funding and support from local agencies</li> </ol>	<p>100% of staff understand the efforts and issues in marine parks management and conservation</p>	<ul style="list-style-type: none"> <li>• Organise joint programs with State Governments / Agencies to improve understanding and support for DMPM programmes.</li> <li>• Distribution of DMPM publication materials (e.g. magazines, annual reports, brochures and posters).</li> <li>• Obtain additional funding to improve marine parks facilities.</li> </ul>



TARGET GROUP	STRATEGY	GOAL	DESCRIPTION
Politicians (Members of Parliament / State Assemblymen)	1. To increase awareness through educational programmes and media 2. To improve on acts, rules and regulations in relation to marine parks ~	Understands marine parks management and conservation efforts	<ul style="list-style-type: none"><li>• Dedicated programmes with politicians to brief them on the current status and issues in marine parks.</li><li>• Visits to marine parks to appreciate the current status and issues.</li><li>• Earn support from Members of Parliament and State Assemblymen to improve on policies and acts (and other rules and regulations) related to marine parks.</li></ul>
Local Communities	1. To increase awareness through educational programmes and media 2. To apply / adapt to marine resources management best practices	100% understand the importance of conservation of the marine parks	<ul style="list-style-type: none"><li>• Organise programmes with the local communities.</li><li>• Installation of artificial reefs outside the marine parks waters (&gt;2nm) for recreational sport fishing.</li><li>• Friday prayer sermons at marine parks mosques.</li><li>• Organise dialogues, lectures and briefings with local communities.</li><li>• Organise marine resources management best practices training and workshops.</li></ul> <ul style="list-style-type: none"><li>• Cooperation with the National Security Council (<i>MKN</i> – <i>Majlis Keselamatan Negara</i>).</li><li>• Undertake diplomatic approaches with the local communities.</li></ul>
Local Fishermen and recreational fishing operators	1. To increase awareness through educational programmes and media	100% understand the importance of conservation of the marine parks	<ul style="list-style-type: none"><li>• Organise programmes with fishing communities through lectures, dialogues, etc.</li></ul>

TARGET GROUP	STRATEGY	GOAL	DESCRIPTION
Tourism related business operators (e.g. hotels/ chalets, scuba diving operators, boat operators, etc.)	<ol style="list-style-type: none"> <li>1. To increase awareness through educational programmes and media</li> <li>2. To share information and expertise</li> <li>3. To adapt best practices in marine park management</li> </ol>	100% understand the importance of conservation efforts in the marine parks	<ul style="list-style-type: none"> <li>• Organise workshops and training for tourist guides (nature guides) and tourism-based operators.</li> <li>• Participation by tourism-based operators in DMPMs programmes.</li> <li>• Annual acknowledgements (endorsements) to chalets / resorts operators practicing / supporting marine parks conservation programmes.</li> </ul>
Domestic and International Tourists	<ol style="list-style-type: none"> <li>1. To increase awareness through educational programmes and media</li> </ol>	80% understand the importance of conservation efforts	<ul style="list-style-type: none"> <li>• Furnish Marine Park Information Centres with good marine biodiversity information.</li> <li>• Distribution of publication materials on marine parks to hotels, chalets, airports, in airplanes and ferries.</li> <li>• Provide facilities for disabled people.</li> </ul>



TARGET GROUP	STRATEGY	GOAL	DESCRIPTION
Non-Governmental Organisations (NGOs)	<ol style="list-style-type: none"><li>To increase awareness through educational programmes and media</li><li>To share information and expertise</li><li>To increase funding and support from local agencies</li><li>To obtain funding from international organisations</li></ol>	100% support from NGOs in conservation of marine biodiversity	<ul style="list-style-type: none"><li>DMPM and NGOs cooperate in awareness and research programmes.</li><li>Organise workshops and courses with NGOs.</li><li>Support to undertake CSR programmes.</li><li>Obtain international grants for educational programmes.</li></ul>
Researchers / Academicians (Local & Foreign)	<ol style="list-style-type: none"><li>To increase awareness through educational programmes and media</li><li>Benchmark against best-practices of other countries and adapt their suitable best practices</li><li>To share information and expertise</li></ol>	100% cooperate with DMPM to ensure sustainability of the country's marine biodiversity	<ul style="list-style-type: none"><li>Signing of Memorandum of Understandings (MoU).</li><li>Utilise expertise to train Marine Park officers and undertake new researches.</li><li>Encourage more research in marine parks.</li></ul>

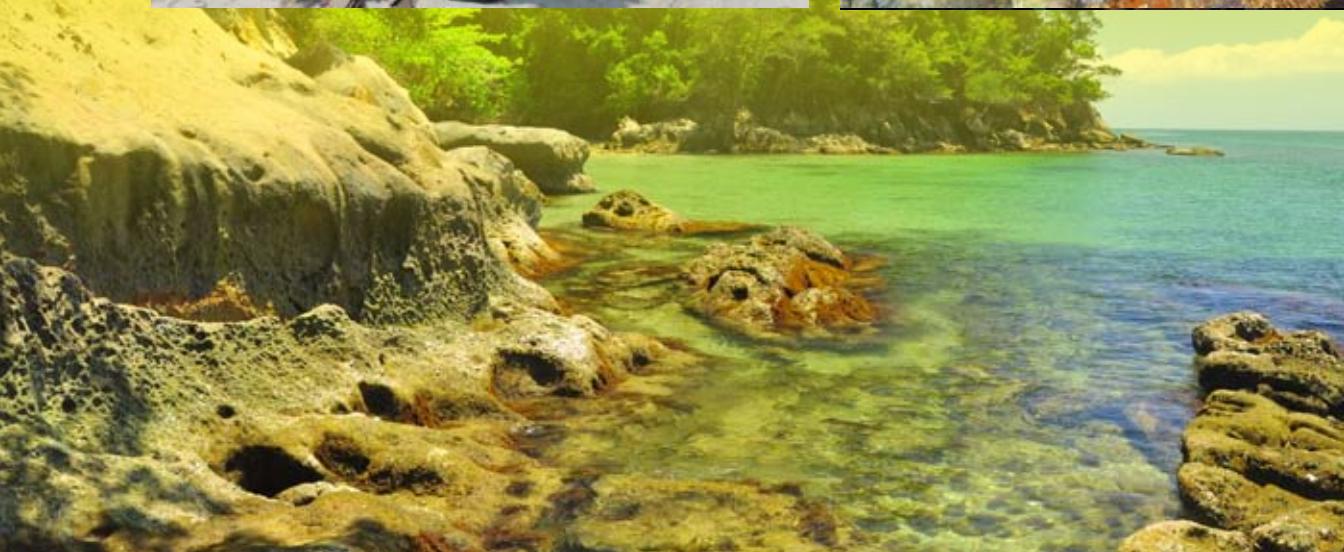
TARGET GROUP	STRATEGY	GOAL	DESCRIPTION
Media	<ul style="list-style-type: none"> <li>1. To increase awareness through educational programmes and media</li> <li>2. To share information and expertise</li> </ul>	<p>100% understand the efforts and issues in marine parks management and conservation implemented by DMPM</p>	<ul style="list-style-type: none"> <li>Organise programmes in the marine parks with media.</li> <li>Arrange for media publicity and promotions on all DMPM's activities / programmes.</li> <li>Media participation in DMPM's programmes.</li> <li>Acknowledge media's contribution.</li> <li>To supply information to media.</li> </ul>
Marine parks-based students	<ul style="list-style-type: none"> <li>1. To increase awareness through educational programmes and media</li> </ul>	<p>100% understand the importance of marine parks and its biodiversity</p>	<ul style="list-style-type: none"> <li>Organise Marine Education Camps.</li> <li>Special trainings for students to become information agents.</li> <li>Set-up 'Marine Park Corner' in schools located in marine parks.</li> </ul>
Non-marine parks students		<p>80% understand the importance of marine parks and its biodiversity</p>	<ul style="list-style-type: none"> <li>Organise lectures, briefings and exhibitions at schools (road shows).</li> <li>Distribution of DMPM's publications to school libraries.</li> </ul>
General Public	<ul style="list-style-type: none"> <li>1. To increase awareness through educational programmes and media</li> </ul>	<p>80% understand the importance of conservation of marine biodiversity and support DMPM's efforts</p>	<ul style="list-style-type: none"> <li>Participate and organise exhibitions at public venues; e.g. National Museum, National Science Centre, shopping complexes, etc.</li> <li>Increase number of marine park publications and distribute to a wider range of readers.</li> <li>Publish / broadcast marine park news in print and electronic media.</li> </ul>

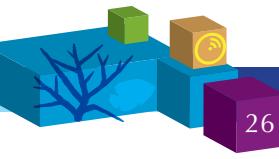




# Chapter 6

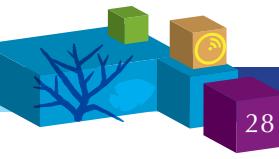
## MAIN MESSAGES





TARGET GROUP	IMPLEMENTATION	MAIN MESSAGES	MESSAGES TO BE CONVEYED
NRE officers (Departments & Agencies in NRE)	To disseminate information to NRE officers through exhibitions, lectures, website, social websites and distribution of published materials	<b>Message 1:</b> 1 NRE Loves Marine Parks ( <i>NRE Sayang Taman Laut</i> )	<ul style="list-style-type: none"><li>• NRE officers as pioneers in marine biodiversity management and conservation efforts.</li><li>• DMPM's Vision and Mission are parallel to the Ministry's objectives.</li><li>• The Ministry is focused on good management and conservation of marine biodiversity.</li></ul>
		<b>Message 2:</b> Marine Parks is Our Responsibility ( <i>Taman Laut Tanggungjawab Bersama</i> )	<ul style="list-style-type: none"><li>• Recognise the value of marine parks as one of the country's main economic contributors and hence the importance of its conservation.</li><li>• Cooperation with other departments and agencies within the Ministry.</li></ul>
		<b>Message 3:</b> Friends of Marine Parks ( <i>Rakan Taman Laut</i> )	<ul style="list-style-type: none"><li>• To create a chain of volunteers for marine parks conservation programmes.</li><li>• To increase and improve understanding of DMPM's functions.</li></ul>
Other relevant agencies	Information dissemination in relation to DMPM to other relevant agencies (magazines, annual reports, brochures and posters)	<b>Message 1:</b> Marine Parks as the Nation's Economic Driver ( <i>Taman Laut Pemangkin Ekonomi Negara</i> )	<ul style="list-style-type: none"><li>• The establishment of marine parks contributes positively to the nation's economy.</li><li>• Marine parks as main tourist destinations.</li></ul>
		<b>Message 2:</b> Marine Parks are Our Heritage ( <i>Taman Laut Warisan Kita</i> )	<ul style="list-style-type: none"><li>• Mitigation and eradication of threats to marine biodiversity in marine parks requires joint efforts from all relevant parties.</li><li>• Supports DMPM's conservation efforts through joint funding and operations.</li></ul>

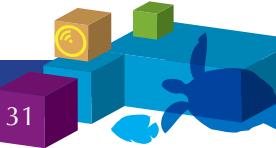
TARGET GROUP	IMPLEMENTATION	MAIN MESSAGES	MESSAGES TO BE CONVEYED
Local Communities	Organise community & alternative livelihood programmes  Disseminate information on the importance of conserving marine parks	<b>Message 1:</b> Our Reefs, Our Responsibility ( <i>Terumbu Kita, Tanggungjawab Kita</i> )  <b>Message 2:</b> Marine Parks are Our Parks ( <i>Taman Laut Taman Kita</i> )  <b>Message 3:</b> Marine Park, We Care	<ul style="list-style-type: none"> <li>Awareness on the importance of marine parks conservation.</li> <li>Responsibility to protect marine parks lies with everyone.</li> <li>Awareness on the importance of marine parks.</li> <li>Marine parks is key to sustainable marine resources, and in turn are the main sources of revenue for local communities.</li> <li>Destruction and depletion of marine resources impacts the economies of local communities.</li> <li>Friday sermons focussing on caring for marine parks.</li> <li>Co-management of marine resources.</li> </ul>
Local fishermen and recreational fishing operators	Mengadakan perjumpaan dan sesi interaksi	<b>Message 1:</b> Marine Parks Guarantees Sustainable Fisheries ( <i>Taman Laut Jamin Perikanan Lestari</i> )  <b>Message 2:</b> Legacy for Future Generations ( <i>Wariskan untuk generasi akan datang</i> )	<ul style="list-style-type: none"> <li>Awareness on the importance of marine parks.</li> <li>Marine parks as fish nurseries for breeding and also as protection from the elements.</li> <li>Observe rules and regulations and do not encroach into marine parks.</li> <li>Gazettlement of marine parks increases fishery resources.</li> </ul>



TARGET GROUP	IMPLEMENTATION	MAIN MESSAGES	MESSAGES TO BE CONVEYED
Tourism related business operators (e.g. hotels/chalets, scuba diving operators, boat operators, etc.)	Information dissemination in relation to marine parks	<b>Message 1:</b> Marine Parks is Our Responsibility ( <i>Taman Laut Tanggungjawab Bersama</i> )  <b>Message 2:</b> Marine Parks as Tourism Destination ( <i>Taman Laut Destinasi Pelancongan</i> )	<ul style="list-style-type: none"><li>Awareness on the importance of marine parks.</li><li>Agents to publicise marine parks related information.</li><li>Marine parks as income contributor to tourism operators and businesses.</li><li>Marine parks as the nation's economic generator.</li></ul>
Domestic and International Tourists	Information dissemination	<b>Message 1:</b> Marine Parks: Marine Mega Biodiversity ( <i>Taman Laut: Mega Biodiversiti Marin</i> )  <b>Message 1:</b> Marine Parks: Marine Mega Biodiversity ( <i>Taman Laut: Mega Biodiversiti Marin</i> )  <b>Message 3:</b> Marine Parks Malaysia, World-Class Tourist Destination ( <i>Taman Laut Malaysia, Destinasi Pelancongan Bertaraf Dunia</i> )	<ul style="list-style-type: none"><li>Malaysia is one of the few 'mega-biodiverse' countries.</li><li>42 islands gazetted as marine parks and reserves.</li><li>Awareness of the value of marine parks beauty and unique characteristics.</li><li>Many unique and interesting activities to be enjoyed subject to marine parks' rules and regulations.</li><li>Marine parks are amongst the best marine biodiverse tourism destinations.</li><li>Marine parks' unique characteristics should be shared and enjoyed by all.</li></ul>

TARGET GROUP	IMPLEMENTATION	MAIN MESSAGES	MESSAGES TO BE CONVEYED
Media	Media to participate in DMPM's programmes	<p><b>Message 1:</b> Marine Parks, Our National Treasure (<i>Taman Laut Khazanah Negara</i>)</p> <p><b>Message 2:</b> Nature's beauty to be shared (<i>Keindahan Alam Dikongsikan Bersama</i>)</p>	<ul style="list-style-type: none"> <li>Importance of good marine parks management and conservation programmes to generate national revenue</li> <li>Awareness to care and appreciate marine parks</li> <li>Share marine parks' beauty and unique characteristics.</li> <li>Promote marine parks as world-class tourism destinations.</li> </ul>
Students	Organise marine appreciation programs	<p><b>Message 1:</b> I Cherish Marine Parks (<i>Taman Laut di Hatiku</i>)</p>	<ul style="list-style-type: none"> <li>Foster awareness to appreciate marine parks amongst students.</li> <li>Foster interest and increase awareness to cherish and care for marine parks.</li> <li>Marine parks are to be enjoyed by all and for future generations.</li> </ul>
General Public	Organise exhibitions, increase publications and broadcast marine parks related news in print and electronic media	<p><b>Message 1:</b> Let's care for marine parks (<i>Jom Jaga Taman Laut</i>)</p>	<ul style="list-style-type: none"> <li>Together we care for marine ecosystems.</li> <li>Better understanding of the purpose for good marine parks management and conservation.</li> </ul>





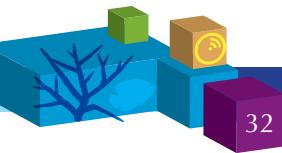
## Chapter 7

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### PENJENAMAAN DAN IDENTITI



**Figure 2:** DMPM Logo



## Brief logo description

### DARK BLUE CIRCLE

Symbolizes unity among Department of Marine Park Malaysia staffs in the country's marine resources conservation efforts.

The word "Jabatan" (Department) in the dark blue circle indicates that the seas are within the management of the Department of Marine Park Malaysia (DMPM).



### LIGHT BLUE CIRCLE

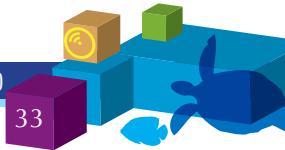
The goal is for more clean and well-managed seas.

The light blue portions are separated equally to signify that the management of the marine parks is carried out in equal balance between conservation and use of marine resources.

### WHITE WAVE

White represents waves, fishes and islands.

There are two waves representing the department's direction and the other indicates the department's approach to achieve its objectives in line with the nation's developmental agenda for a better future. The colour white symbolizes the department's sincerity and transparency in its efforts to protect the nation's marine resources.



## TAGLINE

Marine Park is Our Country's Treasure

## VISION

To be the pioneer in marine biodiversity conservation and sustainable management in Southeast Asia by 2015

## MISSION

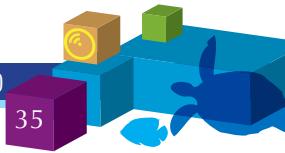
To conserve and manage marine resources in marine parks scientifically for the benefit of the people and the country

## WEBSITE

[www.dmpm.nre.gov.my](http://www.dmpm.nre.gov.my)







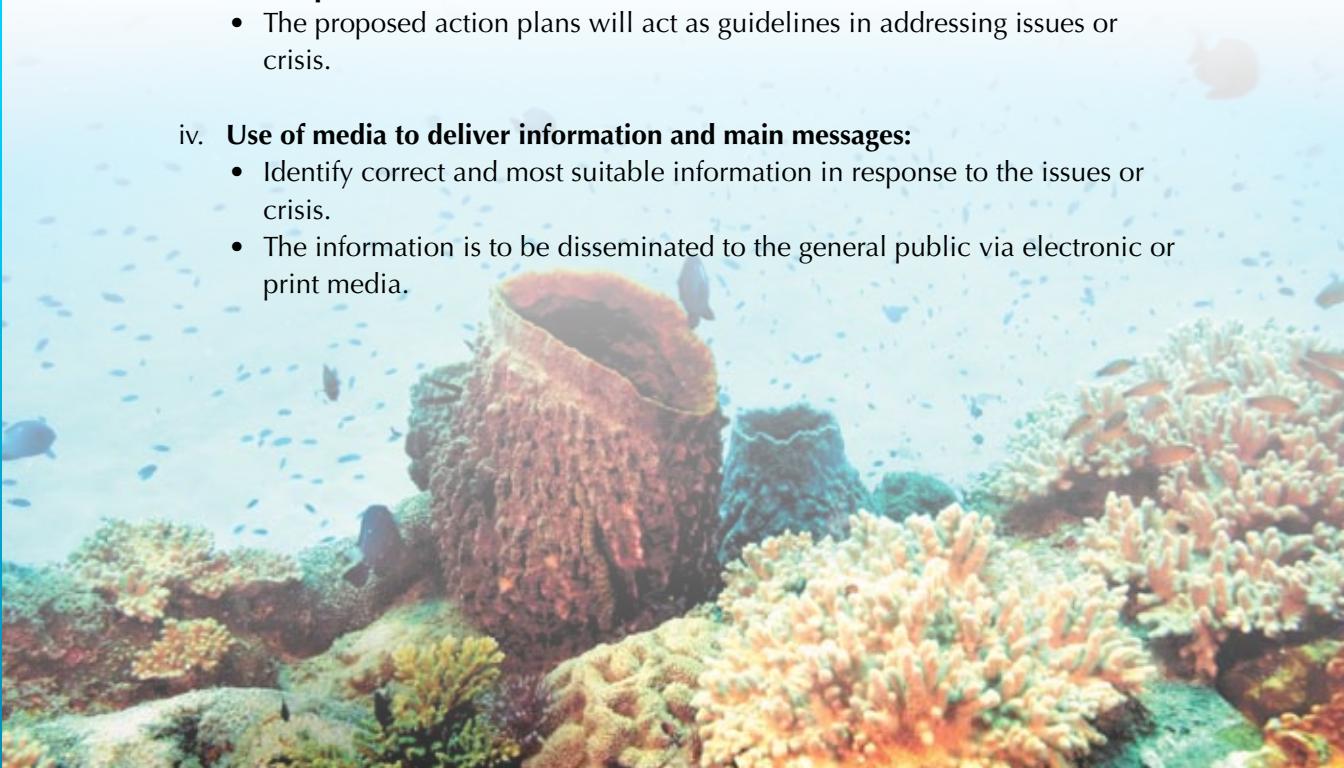
## Chapter 8

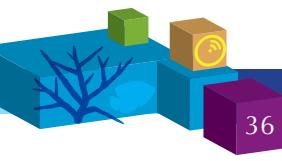
### CRISIS COMMUNICATION PLAN

A crisis can be defined as a situation or a 'state' that threatens the reputation / status of an organisation which requires immediate remedial solutions. This Communication Plan is envisioned to be as a guideline or reference to address relevant issues and critical situations and at the same time maintain the Department's image and reputation.

The Crisis Communication Plan includes the following items:

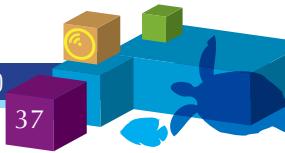
- i. **Define the crisis and its issues:**
  - Identify the issues or crisis;
  - Identify the cause of the crisis.
- ii. **Team and spokespersons responsible for issues or crisis management**
  - Create a team consisting of staff from relevant sections to address issues or crisis.
- iii. **Action plans to address crisis.**
  - The proposed action plans will act as guidelines in addressing issues or crisis.
- iv. **Use of media to deliver information and main messages:**
  - Identify correct and most suitable information in response to the issues or crisis.
  - The information is to be disseminated to the general public via electronic or print media.



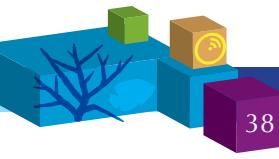


*Table 6: Crisis Management Plan of Action*

CRISIS	TEAM	SPOKESPERSON	PLAN OF ACTION	INFORMATION TO BE DISSEMINATED
Natural disasters and impacts of climate change in marine parks  (Example: coral bleaching, tsunamis, storm surges)	State-level Task Force: • State Director • Marine Park centre manager • Commanding Officer • Other relevant parties	State Director	<ul style="list-style-type: none"> <li>Confirm / verify information of the natural disaster and report to headquarters.</li> <li>Hold preliminary discussion at State-level Task Force and monitor sites that are affected</li> <li>Submit a report to headquarters on the matter</li> <li>Refer to the "Coral Reef Bleaching Response Plan"</li> </ul>	<ul style="list-style-type: none"> <li>Type of natural disaster, locations, causes, updated status, effects of the disasters</li> <li>Actions taken by DMPM to address the crisis</li> <li>Actions by other relevant parties to address the crisis</li> <li>Preventive actions to minimize number of incidences or mitigate the effects of the disaster</li> </ul>
	Federal-level Task Force : • Director-General • Deputy Director-General • Director-General • Director of Interpretation of Information and Education Division • Divisional Directors • Other relevant parties	<ul style="list-style-type: none"> <li>Director-General OR • Deputy Director-General OR • Director of Interpretation of Information and Education Division • Divisional Directors • Other relevant parties</li> </ul>	<ul style="list-style-type: none"> <li>Accepts report from the State office</li> <li>Hold discussion sessions at the Federal-level Task Force</li> <li>Inform decision-makers in the Ministry (NRE)</li> <li>Prepare information for public dissemination</li> <li>Monitor news / articles published by media throughout the crisis period</li> <li>Temporary closure of the areas affected by the natural disaster</li> </ul>	<ul style="list-style-type: none"> <li>Complete list of affected areas</li> <li>Proposed alternative sites for recreational activities</li> <li>Duration of closure</li> </ul>



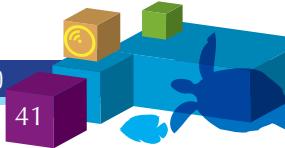
CRISIS	TEAM	SPOKESPERSON	PLAN OF ACTION	INFORMATION TO BE DISSEMINATED
Accidents involving vessels in marine parks waters.  (Example: vessels sinking, vessels on fire, vessel accidents and stranding)	State-level Task Force: • State Director • Marine Park centre manager • Commanding Officer • Other relevant parties	State Director	<ul style="list-style-type: none"> <li>• Confirm information in relation to the accident and report to headquarters and other relevant agencies</li> <li>• Hold emergency meetings at State level with other relevant agencies</li> <li>• Prepare information for headquarters (Federal) and other relevant parties</li> <li>• Information disseminated through Federal office</li> </ul>	<ul style="list-style-type: none"> <li>• Type of accident and actions taken by DMPM and other relevant agencies</li> <li>• Location, date, cause of accident, number and current status of victim/s</li> <li>• Effect and value of damage to the marine resources caused by the accidents</li> <li>• Preventive actions taken to avoid repetition of incidents</li> </ul>
Accidents involving tourists in marine park  (Example: diving sickness (DSC), injury from recreational activities, drowning, disappearances, and fatality)	State-level Task Force: • State Director • Marine Park centre manager • Commanding Officer • Other relevant parties	State Director	<ul style="list-style-type: none"> <li>• Assist the victim/s</li> <li>• Confirm information in relation to the accident and report to headquarters</li> <li>• Information disseminated through Federal office</li> </ul>	<ul style="list-style-type: none"> <li>• Type of accident and actions taken by DMPM and other relevant agencies</li> <li>• Location, date, cause of accident, number and current status of victim/s</li> <li>• Preventive actions taken to avoid repetition of incidents</li> </ul>



CRISIS	TEAM	SPOKESPERSON	PLAN OF ACTION	INFORMATION TO BE DISSEMINATED
Mortality of marine life:  (Example: whales, dugongs, dolphins, turtles, whale sharks, etc)	JState-level Task Force: • Marine Park centre manager • Commanding Officer	State Director  Federal-level Task Force	<ul style="list-style-type: none"><li>Confirm information in relation to the incident and report to headquarters and other relevant agencies</li><li>Information disseminated through Federal office</li></ul>	<ul style="list-style-type: none"><li>Type of marine life and actions taken by DMPM and other relevant agencies</li><li>Location, date, time, cause of incidents and updated status of the marine life.</li></ul>





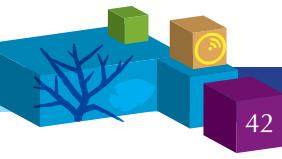


# Chapter 9

## MONITORING EFFECTIVENESS OF PROGRAMMES

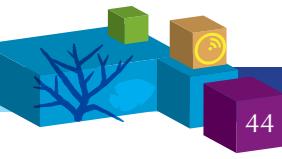
The effectiveness of every DMPM programme or activity has to be monitored consistently to allow for improvements via an adaptive approach. This analysis will determine whether a programme or activity has achieved its goal. The method of analysis varies with every programme or activity.



**Table 7: Action Plan for Monitoring Effectiveness of Programmes**

TARGET GROUP	IMPLEMENTATION	ANALYSIS / OBSERVATION
NRE Officers (Departments/ Agencies under NRE)	<ul style="list-style-type: none"><li>• Broadcast through internet; NRE, DMPM websites, Facebook, Twitter, etc.</li><li>• Bunting and posters with attractive and easy to remember key messages.</li><li>• Briefings and lectures at NRE, Departments and agencies.</li><li>• Link spiritual responsibility and morality to conservation and management of the environment – as responsible leaders.</li><li>• Distribution of posters, brochures and DMPM magazines for NRE officers and at the library.</li><li>• Organise competitions: poster drawings, writing articles, folk songs, underwater photography.</li><li>• Participate in NRE (Departmental / Agencies) -level exhibitions such as in Environment Week, World Oceans Day, Earth Day, World Water Day and Innovation Day, etc.</li><li>• Organise Training of Trainer (TOT) programs for NRE officers and DMPM to improve understanding of the importance of marine biodiversity management and thus become DMPM's information agents.</li></ul>	<ul style="list-style-type: none"><li>• Questionnaires applied during programme implementation</li><li>• Visitors feedback / surveys</li></ul>
Lain-lain Agensi	<ul style="list-style-type: none"><li>• Distribution of DMPM publication materials (e.g. magazines, annual reports, brochures and posters).</li><li>• Organise joint-programs with other relevant departments and agencies such as DOF, APMM and PGM.</li><li>• Briefings, lectures and mobile exhibitions (road shows) at all relevant Department and Agencies.</li><li>• Organise Training of Trainer (TOT) programs for other agencies to improve understanding of the importance of marine biodiversity management and thus become DMPM's information agents</li></ul>	<ul style="list-style-type: none"><li>• Support from other agencies through the provision of additional budget and funding for marine biodiversity conservation programmes.</li><li>• Participation of other agencies in events organized by DMPM</li></ul>

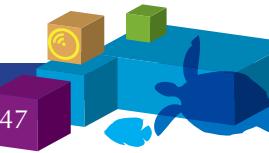
TARGET GROUP	IMPLEMENTATION	ANALYSIS / OBSERVATION
Local Communities	<ul style="list-style-type: none"> <li>Organise programmes with the local communities.</li> <li>Installation of artificial reefs outside the marine parks waters (&gt;2nm) for recreational sport fishing.</li> <li>Friday prayer sermons at marine parks mosques.</li> <li>Organise dialogues, lectures and briefings with local communities.</li> <li>Organise marine resources management best practices training and workshops.</li> <li>Cooperation with the National Security Council (<i>MKN – Majlis Keselamatan Negara</i>).</li> <li>Undertake diplomatic approaches with the local communities.</li> </ul>	<ul style="list-style-type: none"> <li>Number of participants from local communities in programmes organized by DMPM.</li> </ul>
Local fishermen & recreational sport fishing operators	<ul style="list-style-type: none"> <li>Organise programmes with fishing communities through lectures, dialogues, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Questionnaires applied during programme implementation.</li> <li>Reduction in number of encroachment incidents in marine parks.</li> <li>Level of participation of fishermen in programmes organized by DMPM.</li> <li>Number of reported cases for encroachment and/or other violations reported by local fishermen.</li> </ul>
Tour Operators (hotels, chalets, scuba diving centres, boat operators)	<ul style="list-style-type: none"> <li>Organise workshops and training for tourist guides (nature guides) and tourism-based operators.</li> <li>Participation by tourism-based operators in DMPM's programmes.</li> <li>Annual acknowledgements (endorsements) to chalets / resorts operators practicing / supporting marine parks conservation programmes.</li> </ul>	<ul style="list-style-type: none"> <li>Marine resource management best practices applied in business operations.</li> <li>Support and participation in events / programmes organized by DMPM.</li> </ul>



TARGET GROUP	IMPLEMENTATION	ANALYSIS / OBSERVATION
Domestic and International Tourists	<ul style="list-style-type: none"><li>Furnish Marine Park Information Centres with good marine biodiversity information.</li><li>Distribution of publication materials on marine parks to hotels, chalets, airports, in airplanes and ferries.</li><li>Provide facilities for disabled people.</li></ul>	<ul style="list-style-type: none"><li>Customer / Tourist Satisfaction feedback on DMPM's Information Centre.</li><li>Complaints from tourists.</li></ul>
Non-Governmental Organisations (NGOs)	<ul style="list-style-type: none"><li>DMPM and NGOs cooperate in awareness and research programmes.</li><li>Organise workshops and courses with NGOs.</li><li>Support to undertake CSR programmes.</li><li>Obtain international grants for educational programmes.</li></ul>	<ul style="list-style-type: none"><li>Implementation of public awareness programs by NGOs.</li><li>NGOs participation in marine related awareness programmes</li></ul>
Researchers / Academicians (Local and Foreign)	<ul style="list-style-type: none"><li>Signing of Memorandum of Understandings (MoU).</li><li>Utilise expertise to train Marine Park officers and undertake new researches.</li><li>Encourage more research in marine parks.</li></ul>	<ul style="list-style-type: none"><li>Increase in number of research.</li></ul>
Media	<ul style="list-style-type: none"><li>Organise 'Down to the Ground' programs with media activities / programs</li><li>Arrange for media publicity and promotions on all DMPM's media participation in DMPM's programs</li><li>Acknowledge media's contribution</li><li>To supply information to media</li></ul>	<ul style="list-style-type: none"><li>Press coverage.</li><li>Accuracy of information disseminated to public.</li></ul>

TARGET GROUP	IMPLEMENTATION	ANALYSIS / OBSERVATION
Marine parks-based students	<ul style="list-style-type: none"> <li>Organise Marine Education Camps</li> <li>Special trainings for students to become information agents</li> <li>Set-up 'Marine Park Corner' in schools located in marine parks</li> </ul>	<ul style="list-style-type: none"> <li>Surveys done before and after programme implementation</li> <li>Organise quizzes in relation to marine parks awareness and understanding</li> </ul>
Non marine parks-based students	<ul style="list-style-type: none"> <li>Organise lectures, briefings and exhibitions at schools (road shows)</li> <li>Distribution of DMPM's publications to school libraries</li> </ul>	
General Public	<ul style="list-style-type: none"> <li>Participate and organise exhibitions at public venues; e.g. National Museum, National Science Centre, shopping complexes, etc</li> <li>Increase number of marine park publications and distribute to a wider range of readers</li> <li>Publish / broadcast marine park news in print and electronic media.</li> </ul>	<ul style="list-style-type: none"> <li>Number of volunteers participating in various programmes</li> <li>Programme sponsorships</li> </ul>





# Chapter 10

## IMPLEMENTATION

Implementation of the various programmes are outlined in the table below:

**Table 8:** Implementation of Programmes

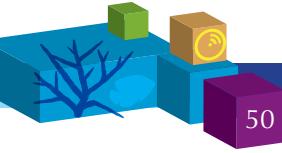




# Chapter 11

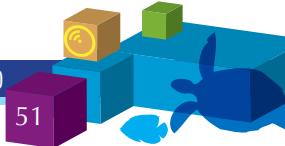
## ESTIMATED COST OF IMPLEMENTATION





The estimated cost of implementation is as below

PROGRAM	FREQUENCY OF ACTIVITIES	PARTICIPATION / TARGET GROUP	ALLOCATION (RM)
Exhibitions	10	General Public	70,000.00
Programmes with Policy Makers	2	Policy makers (State governments, ADUN, UPEN, etc.)	10,000.00
Programmes with Island Communities	5	Islanders	150,000.00
Programmes with Fishing Communities	2	Fishermen	20,000.00
Programmes with Tour operators	5	Marine park tourism-related operators	50,000.00
Programmes with Media	2	Journalists	30,000.00
Marine Education Camps	12	Camps for students	240,000.00
Programmes with Schools	10	Students	20,000.00
Other awareness programmes	8	General Public	80,000.00
Training of staff	2	Implementers	60,000.00
Publication of information materials		General Public	100,000.00
Asset procurement			100,000.00
<b>TOTAL</b>	<b>58 PROGRAMS</b>		<b>RM 930,000</b>



## Appendix: Press Release Example

**Press Release**  
**By Dr Sukarno bin Wagiman**  
**Director General**  
**Department of Marine Park Malaysia**  
**Marine Parks Encroachment in Terengganu**  
**22 April 2011**

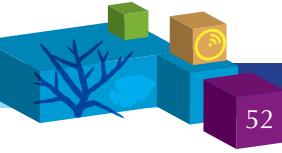
Terengganu – The Department of Marine Park Malaysia has successfully captured a locally owned fishing vessel staffed by foreign fishermen encroaching in the waters of the marine parks area of Pulau Yu Kecil, Pulau Redang, Kuala Terengganu on the 21<sup>st</sup> April 2011.

The long-line fishing vessel with the registration number PAF 4592 (Zone C2) was spotted and detained for collecting sea cucumbers by the Department of Marine Park's officers in their speed boat (PTL 8) approximately 0.27 nautical miles off the island of Pulau Yu Kecil, Pulau Redang, Terengganu. The coordinates of the vessel arrested was at **Latitude: 05° 37.610' North** and **Longitude: 103° 09.547' East**.

All 15 Vietnamese fishermen were arrested for illegal fishing of sea cucumbers under Section 43(1)(b) of the Fisheries Act 1985; and for violation of fishing license under Section 8(b) of the same act. Confiscated items include a basket of long-lines, 20kg of sea cucumbers, one unit of diving compressor, diving hose, ice buckets, Furuno GPS, Hai Yang GPS, compass, radio set and an echo sounder. The illegal fishermen are being detained at the Marang Immigration Detention Centre whilst the confiscated equipment are stored in the Department of Marine Park Centre in Pulau Kambing, Terengganu.

Under the Fisheries Act 1985 (1994 Amended), any fishing activities are prohibited in the areas gazetted as marine parks. *"Any person who is guilty of an offence (illegal fishing activities) in marine parks are liable to a fine not exceeding twenty thousand ringgit or a term of imprisonment not exceeding two years or both."*

In 2010, enforcement officers made 47 arrests for various fishing offences by various categories of vessels. Trawlers contributed to the highest number of arrests at 65% of total number of arrests, followed by vessels operating drift / gill nets at 13%, 11% of total vessels detained are purse seiners, and another 11% of total vessels operates various fishing gears. Total compound collected from these cases amounted to RM111,800.00.



However, the number of arrests made has declined by 25 arrests compared to 72 cases in 2009. As of April 2011, there have been 14 cases of encroachment in the marine parks - in Pahang (7), Johor (1), Kedah (5), and Terengganu (1). The one incident in Terengganu included here is the incident which occurred on the 21st April 2011.

The Director General of the Department of Marine Park in his press statement announced that commencing 2011, the enforcement unit in the Department have increased and enhanced micro-enforcement at all marine parks. Previously, enforcement activities were focused on intrusion of fishermen into marine parks, the micro-enforcement approach now includes monitoring for offences in relation to recreational activities by tourists and the general public. The enforcement unit of the Department continues to monitor all underwater-related activities within the confines of marine park waters.

- END -

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