Australian Government
Bureau of Meteorology

BRIDGING THE GAP BETWEEN PROVIDERS AND USERS OF WEATHER, CLIMATE AND WATER INFORMATION

EXISTING ENVIRONMENT

- NMHSs vary in size, focus, capabilities and operating principles
- The needs/priorities of Countries vary
- There is a wide range of services and products that need to be delivered
- There is a wide range of delivery mechanisms (general distribution, shop front, targetted distribution, SMS, etc.)
- There is a wide and varying range of users of services (J Zillman) (new users coming along all of the time)


SOME GOVERNING PRINCIPLES

- Must move more towards a focus on meeting user needs
- Must recognise that one shoe doesn't fit all
- Must implement a range of "bridging" techniques depending on users and their needs
- Must make use of existing mechanisms/bridges
- In building new bridges – should follow a standard process of consultation, meetings, review, feedback and continuing dialogue
- Must recognise that users operate at different levels


IDENTIFICATION OF NEEDS

- Identify key target groups/stakeholders
  - Keep manageable (not to big)
  - Ensure all stakeholders are involved
  - Enable feedback mechanisms
  - Conduct regular review
- Establish and agree on roles and responsibilities
- Hold workshops/discussion sessions/seminars
- Establish targetted strategic alliances – interfaces – use existing structures where possible
- Legislative requirements
- Inputs to public inquiries


DEVELOPMENT OF SERVICES/PRODUCTS

- “Horses for courses” – avoid jargon
- Increased use of graphical products
- Compile and promote use of toolkits
- Establish the value/benefits of products and services
- Enable feedback/comments on services
- Stress the need for adequate data in support of services
- Joint reseach projects with industry
- Include response actions in products if appropriate


SERVICES/PRODUCTS DELIVERY

- "Horses for courses" – Internet not the sole solution, (landscaping example)
- Compile and promote toolkits – sets of products
- Extension services
- Education – especially with respect to impacts and quality
- Provide comprehensive updates
- Be the authoritative source
- Provide quality services
- Outposting meteorologists (Fire services)
- Targetted delivery mechanisms – Marine broadcasts, SMS


SOME EXAMPLES

- Aviation – Targetted group, very specific needs, industry meetings each year
- Water – Ministerial Councils
- Water – Flood Warning Consultative Committees
- Water – Cooperative Research Centres – Toolkits
- Water – Institution of Engeers – design hydrology
- Agriculture – Partnerships at State level use extension services – Farmers Federation
- Disaster Mitigation – Strategic partnerships at national, state and local levels – EMA, GA, SES, Media


SOME EXAMPLES

- General public – surveys – use of information, comments on quality and method of access
- General public – monitoring web usage – user and services accessed
- Media – training for staff, media focussed conferences/meetings/seminars
- Media – on-on-one briefing to TV Stations – now more private sector
- Training courses both internal and external – Climate Services
- Event targetted services – SHYR
- Commercial Sector – bi annual meetings with providers


SOME ISSUES/COMENTS

- Scientific limitations – Outlooks
- Comercial – cost recovery – public good
- Use of the Internet
- Developing Countries (LDCs)
- Increasing number of agencies collecting weather data
- Role of Regional Centres
- Understanding the need – level of service – Qual/Quant
- Balance of Push-Pull mechanisms
- Feedack mechanisms – media monitors