



PHCC | Working
Together
Peel-Harvey Catchment Council



We acknowledge the Noongar people as Traditional Custodians of this land and pay our respects to all Elders past and present



Australian Government

**National
Landcare
Program**



*This project is supported by PHCC through funding from
the Australian Government's National Landcare Program*

Community Participation Plan
January 2019

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Sharing our Messages

Our Community Participation Plan will assist those working within the PHCC and our project partners, deliver purposeful projects and messages.

Our roles, activities and methods will vary according to the level of engagement and communication required. Whether we are informing, consulting, involving, collaborating or empowering our community, we will encourage people to value and care for our natural resources and become champions for their environment.

Binjareb Boodja Landscapes 2025 is the Strategy by which the PHCC will progress NRM for the Peel-Harvey Region over the next decade. Sitting below the overarching Vision, the Strategy defines our core business. This strong framework supports three distinctive objectives:

People (Baalap)

An Engaged and Active Community

Biophysical (Boodja)

A Healthy Catchment that supports Life and Livelihood

Knowledge (Kaadajan)

Science and Knowledge Underpin Natural Resource Management

Strategic goals link to key achievements, which in turn support well-planned activities and project plans based on scientific understandings. This carefully prepared structure ensures the organisation’s core objectives remain steady.

Regional Land Partnerships: As the preferred supplier for the Peel-Harvey Management Unit, the Community Participation and Communication Plans will be used to meet the following outcomes:

Outcome 1: By 2023, there is restoration of, and reduction in threats to, the ecological character of Ramsar sites, through the implementation of priority actions

Outcome 2: By 2023, the trajectory of species targeted under the Threatened Species Strategy, and other EPBC Act priority species, is stabilised or improved.

Outcome 4: By 2023, the implementation of priority actions is leading to an improvement in the condition of EPBC Act listed Threatened Ecological Communities

Outcome 5: By 2023, there will be increased awareness and adoption of land management practices that improve and protect the condition of soil, biodiversity and vegetation.

The scale of NRM across our catchment requires a respectful and inclusive approach. Our stakeholders and our project partners are wide and varied, and how we interact, share and learn from them will greatly contribute to achieving the PHCC’s strategic outcomes.

The Mission of the PHCC forms the backbone our planning processes:

- Building community education and capacity
- Influencing and leading critical thought and environmental pride
- Exemplifying and implementing best practice

Both the Communications Plan and the Community Participation Plan align with the Objectives of our NRM Strategy *Binjareb Boodja Landscapes 2025*:

P1.2	Communicate, educate, raise awareness and encourage participation in NRM
P1.2.1	Communications Plan
P1.2.2	Community Engagement and Participation Plan
P3.1.1	Develop protocols for communicating with Aboriginal groups and communities

The Plans also align with our Strategic Directions:

Goal 6	Every corner of the Peel-Harvey catchment will be humming with the activity of people who are passionate about the environmental health of the catchment and committed to genuine and effective action on the ground. The PHCC will have empowered the community to be effective catchment managers and instilled in them the confidence and courage to be champions for their environment.
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Rather than a scattergun approach, these interlinked operational processes will guide and target specific communication and engagement methods, guiding resource and budget allocations to maximise returns against investment.

Intent and Purpose

Our Community Participation Plan will assist those working within the PHCC and our project partners, deliver purposeful projects and messages.

Our aim is to achieve a consistent and professional approach to community engagement and communication delivery.

The recent establishment of the PHCC as the preferred supplier for the Peel-Harvey Management Unit has seen the organisation enter a new stage of growth requiring greater political, agency and community engagement supported by strong and consistent communication messages.

Running parallel to corporate communications needs is the important role of engaging our stakeholders across the catchment. By working together we aim to build local capacity so our people are at the forefront of valuing, restoring and protecting their natural environment.

It is the intent of this plan to provide clear guidelines to maintain consistency in message delivery across internal and external communication, as well as community engagement and participation.

The Peel Harvey Catchment Council (PHCC) is an incorporated, not for profit, community based Natural Resource Management (NRM) organisation. As the peak environmental body for the catchment, the PHCC promotes an inclusive approach in protecting and restoring its natural assets.

Our Vision (Benang Kaadadjan)

“The Peel-Harvey catchment is once again a flourishing network on interconnected, productive landscapes, with diverse, healthy and resilient ecosystems, globally recognised, acknowledged and embraced for its environmental significance. It is wisely managed by a community that values it. People working together for a healthy environment.”

Framework

Our Community Engagement Approach

Just as the health of the Peel-Harvey catchment inspires and guides the work that we do, so too does our community and their aspirations to restore and protect our natural environment.

As the bridging organisation between community and governments in natural resource management (NRM), the Peel-Harvey Catchment Council (PHCC) is committed to building local capacity to protect our soils, rivers, estuary and wetlands, Ramsar assets and biodiversity.

The values and principles that guide our interpersonal behaviours and professional practice are fundamental to our business and our connection to community. As we enter a new phase of operations as the preferred supplier for the Peel-Harvey Management Unit, we will continue to build on these foundations by;

Being inclusive and respectful - listening and accepting differences with courtesy;

- Basing our work on scientific understandings and demonstrating integrity, strength, confidence and care;
- Having the courage to face challenges and work with others using scientific knowledge, encouraging open communication, transparency and credibility;
- Drawing on experiences to improve the way we work, ensuring we do what we say we will and working with our community to achieve positive environmental outcomes.

Whether it be in our own patch or on a global scale, the importance of building and maintaining participation across communities is vital to achieving improved environmental health, enhancing the capacity of local champions, and nurturing sustained changes in the way people and industries use and impact upon the catchment.

The PHCC is committed to embedding the power of community engagement into its organisational culture, for together we can shift behaviours, inspire action and achieve our vision.

Our Community Engagement Journey

We aim to empower our community and foster a legacy of effective catchment managers who have the confidence and courage to be champions of their environment; people passionate about the health of the catchment and committed to action at all levels.

We use the term community in its broadest sense. We include individuals, groups, all levels of government, business, industry, non-government organisations, Aboriginal (Noongar) people, land-users, residents, community groups, visitors and the media.

Our community guided our strategy for NRM in the Peel-Harvey Region - Binjareb Boodja Landscapes 2025. Community representatives had an active role in mapping our long term planning and three overarching objectives:

- People (Baalap) – An Engaged and Active Community
- Biophysical (Boodja) – A Healthy Catchment that supports Life and Livelihood
- Knowledge (Kaadajan) – Science and Knowledge Underpin Resource Management

Through this Plan we will broaden our connections across the catchment to meet these objectives.

As our community grows there is greater need to build our social capital. We will focus on informing, inspiring and engaging our community to value, protect and enhance our natural resources.

We all work together in caring for our catchment.

What is Community Engagement for PHCC?

We are committed to building capacity and connecting with individuals and local community groups to improve skills and increase participation in natural resource management for our catchment.

PHCC Strategic Directions, Goal 6: Engaging and enabling individuals and communities:

“Every corner of the Peel-Harvey catchment will be humming with the activity of people who are passionate about the environmental health of the catchment and committed to genuine and effective action on the ground. The PHCC will have empowered the community to be effective catchment managers and instilled in them the confidence and courage to be champions for their environment.”

Community engagement is an inclusive two-way communication and connection process enabling us to interact with our catchment community. We connect in many ways to guide decision-making, develop relationships and build capacity.

We will use activities to inform, consult, involve, collaborate or empower others.

We believe everyone has a role in protecting the social, cultural and economic values inherent in our natural assets. Whether this role is large or small, together through strong partnerships we will restore and maintain the health of our catchment through well-informed decision-making and good management practices.

Our Engagement Objectives

We want people to have connection to place and to each other, and deeply value the social, cultural and economic benefits of a healthy environment.

To achieve our vision for the protection and enhancement of the catchment’s natural assets, we are committed to working in partnership with all sectors of our community.

The objectives of our community engagement are to -

RAISE AWARENESS	SHARE KNOWLEDGE	DRIVE AND INSPIRE BEHAVIOURAL CHANGE	PROMOTE INCLUSIVENESS	BUILD CAPACITY
Increase knowledge of the pressures facing our catchment and lift the ability of the PHCC to lead positive change	Learn from each other’s experiences and build, preserve and share a hub of knowledge about our catchment	Lift pride, performance and participation, teach skills, and guide our community to become champions of the catchment	Respectfully work with others to strengthen project partnerships and community relationships. Build cultural respect into the foundations of our work	Provide support to increase knowledge, opportunities and skills that help our community do great things in caring for the environment

Our Engagement Approach: How our values and principles guide our engagement work

Our values and principles are fundamental to what we do and the way we go about our work. We appreciate that population growth requires a commitment to respond to NRM catchment challenges with innovation and agility. We are committed to ensuring our engagement with the community aligns with its ever-changing needs and expectations.

When we engage with our community, our roles are wide and varied. We can be leaders of change, advocates, coordinators, educators, project partners, supporters, advisors, connectors, facilitators, sponsors and funders.

Whatever our role, we are committed to building capacity and connecting with individuals and local community groups to improve skills and increase participation in NRM for our catchment.

Our Community Engagement Values

RESPECT	TRUST	COURAGE	OPEN COMMUNICATION	REFLECTIVE PRACTICE	INTEGRITY
We will be inclusive and treat everyone with dignity. We will accept differences with courtesy	We will promote an honest exchange of scientific understandings to instill confidence in how we use and share information	We will face catchment management challenges collaboratively and use polite persistence to challenge thinking. We will foster constructive debate with a focus to find the right solutions	We will listen and share information openly, and offer opportunities for the community to provide input into our work	We will draw on our knowledge and experience, and regularly monitor and evaluate the way we engage our community	We will do what we say we will do. We will use the best available knowledge in our decision making

Our Community Engagement Commitment

PEOPLE	ACTIVITIES
<i>We commit to developing and building the capacity, confidence and resilience of our community by valuing their contributions and empowering them to be champions for our environment</i> <i>We engage people in meaningful projects that are specific, measurable, achievable, relevant and time-bound</i>	<i>We identify the role of the PHCC and clearly distinguish the objectives and expectations of engaging with our community, to maximise the significance and value of participation</i> <i>We deliver the most appropriate activities for our diverse community based on why and how people have chosen to participate</i>
BEHAVIOURS	REVIEW AND COMMUNICATION
<i>When planning, we consider cultural heritage, project history and context, and partner with the most appropriate people across all sectors of our community. We build on existing knowledge, experience and scientific understandings</i> <i>We explore and prepare for potential barriers to successful engagement, and use a range of traditional and innovative methods to overcome identified challenges</i>	<i>We continually review our engagement practices as part of our project planning. We learn from experience to improve the way we work with the community</i> <i>We communicate outcomes to program partners, participants and our community. We celebrate project achievements by acknowledging our partners and their contributions</i>

Planning for Effective Community Participation

The PHCC commits to embedding well-planned community engagement activities within all levels of organisational, program and project development. This includes strategic and operational matters.

Directly linked to the organisation's Communications Plan and Noongar Participation Plan, the Community Engagement Framework will assist the Executive, Board and operation team to develop a common direction. Use of our tailored Community Engagement Toolkit will guide the planning process and clarify program/project mapping.

Project planning within the organisation will commence using the Toolkit, which has been designed to prompt a range of considerations and develop consistency across the organisation.

The planning process will include:

- determining the role/s of the PHCC in the project
- identifying the reasons for engagement and who needs to be engaged
- developing key messages, determining communication methods
- preparing for evaluation
- confirming reporting methods and audiences
- ensuring acknowledgment of participants
- celebrating success

Used in conjunction with our Noongar Participation Plan and Protocols, and our Communications Plan, the Community Engagement Toolkit will support a circular planning cycle that increases organisational awareness and promotes ongoing community engagement.

Evaluating our Community Engagement

As well as being accountable to our project partners and funding bodies, evaluation will provide an opportunity to refine and improve how we manage community engagement and identify learnings for the future.

Monitoring and measuring effectiveness will guide continual improvement to achieve Goal 6: Engaging and enabling individuals and communities:

“

Every corner of the Peel-Harvey catchment will be humming with the activity of people who are passionate about the environmental health of the catchment and committed to genuine and effective action on the ground. The PHCC will have empowered the community to be effective catchment managers and instilled in them the confidence and courage to be champions for their environment.

Community Engagement Toolkit

Our Community Engagement Toolkit prompts responses to the following questions as depicted in Figure 1 and detailed on pages 12-21.

1. What are the objectives of community engagement within the program/project?

What are our expectations of the engagement and what role will the PHCC be playing? Working with the Communications Team, develop the key messages and project pitch.

2. What is the history and context for the program/project?

This section will prompt the funding program and acknowledgements that must be adhered to. It will also guide reflection on the project history, the social context of the community you are working with, and cultural heritage/protocols that must be observed within the scope of the project.

3. Who does this program/project need to reach?

Who are the identified internal and external stakeholders we need to connect with and why have we chosen to connect with this/these members of our community?

4. What is the purpose of the community engagement?

Here, we will identify how involved our stakeholders need to be, what we will do with information gathered from them and whether they will be involved in the design and decisions around project development, implementation and/or evaluation.

5. What are the most appropriate communication tools and activities for different stakeholders?

How will we connect with them? What are the most appropriate communication methods and activities to use for each stakeholder group?

6. What are the barriers to successful engagement?

What might stop our stakeholders from being engaged in the project? An understanding of potential barriers will assist in developing strategies to address and overcome them.

7. How will the capacity of our community be developed?

At the conclusion of the project – or program stage, what are the anticipated outcomes of community engagement?

8. Reflection - do any activities or methods need to be adapted?

This section of the process will greatly assist in identifying any un-anticipated outcomes, risks, or additional stakeholders we may need to target, and will prompt a review of project plans and budget allocations during the project cycle.

9. How will you evaluate the success of your community engagement?

Evaluation will assist with accountability, reporting, improving how community engagement is done and gather greater information about our community. Evaluation measures should be decided up front and implemented during the project, not just at the end.

10. To whom do you need to report the project outcomes and how will you do that?

How do you plan to acknowledge contributions/participation and celebrate successful outcomes with those involved in the engagement process? With the assistance of the Communications Toolkit and Communications Team - how will you capture and share the project story to the wider community?

Supporting Documents

- Community Participation and Communication Template
- Communication Plan
- Noongar Participation Plan and Protocols
- NRM Strategy
- Strategic Directions
- Constitution

Figure 1: PHCC Community Engagement Framework

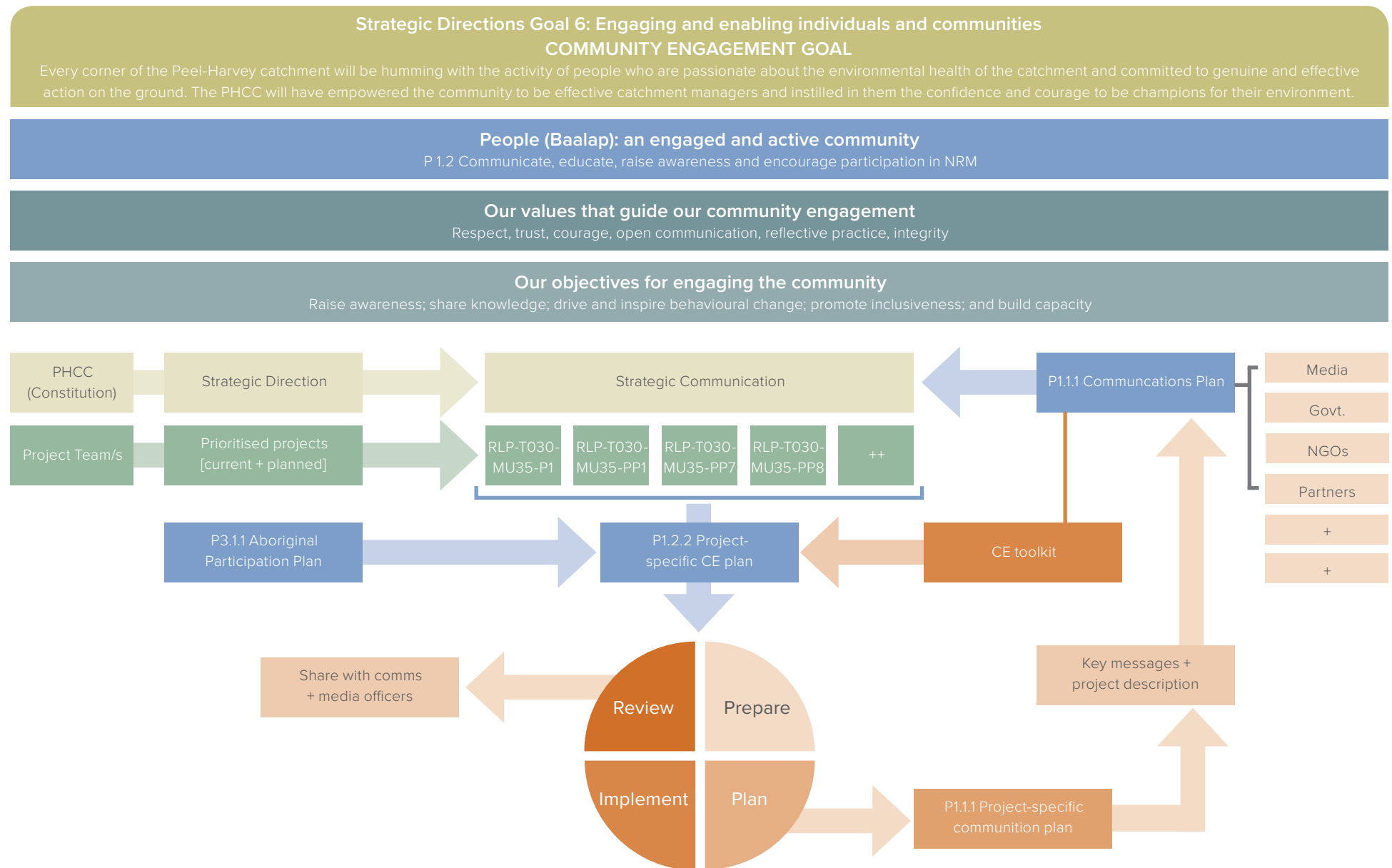
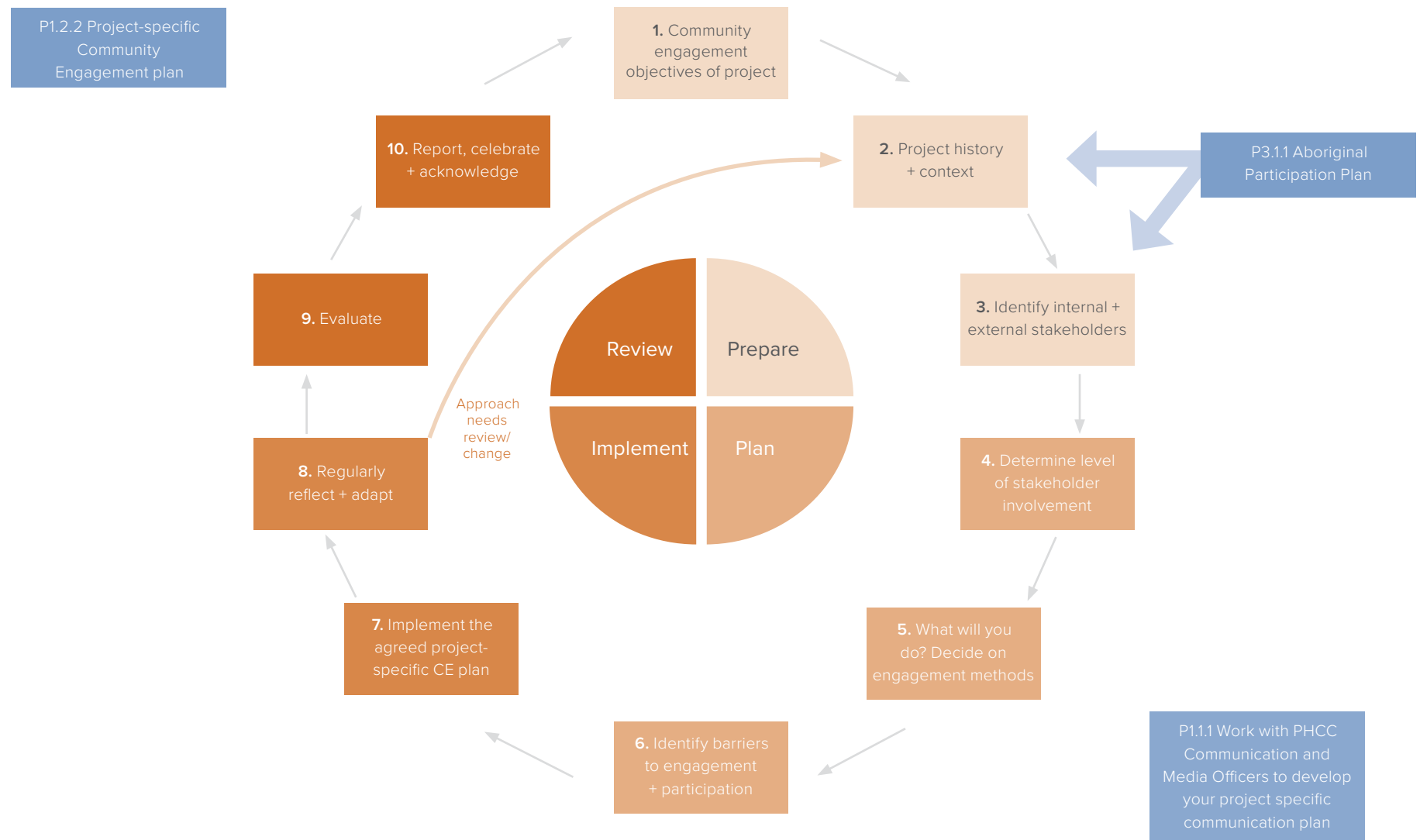


Figure 2: Workflow for Project Specific Community Participation Plan



1

What are the objectives of community engagement within the program/project?

What are our expectations of the engagement and what role will the PHCC be playing?
Working with the Communications Team, determine the key messages and project pitch.

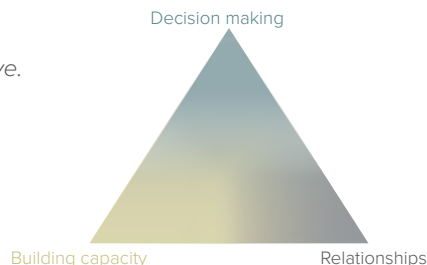
Why are we engaging with the community?

There could be more than one potential objective.

Decision-making

Building capacity/changing behaviours

Developing and strengthening relationships



What role/s will the PHCC be playing in this process?

Advocate	Connector	Facilitator	Partner
Advisor	Coordinator	Funder/sponsor	Supporter
Commentator	Educator	Leader	Other

What are the key messages of the project?

(3-4 dot points)

-
-
-
-

Work with the Communications Team to develop a 20-30 word 'elevator pitch' for the project

(refer to the Communications Plan for more information on how to develop a pitch)

2

What is the history and context for the program/project?

This section will prompt the funding program linked to the project and acknowledgements that must be adhered to. It will also guide reflection on the project history, the social context of the community you are working with, cultural heritage and protocols that must be observed within the scope of the project.

Consider the project parameters and funders

RELEVANT FUNDING PROGRAM	FUNDING ACKNOWLEDGEMENT	PROJECT PERSEPECTIVE
Which funding program is relevant to this project?	Which funding partner/s need to be acknowledged within this project?	Does the project have a history? Is it a stage within a project? What context or perspective will the engagement take?
National Landcare Program RLP	Australian Government	HISTORY
Alcoa Foundation	Alcoa, Alcoa Foundation	• Stand alone
Lotterywest	Lotterywest	• Ongoing
State NRM Program	WA Government	• Staged
Other		• Component within a program
		CONTEXT
		• On ground • Administrative

3

What do we know about this community?

- Are there any known divisions in the community?
- Have similar projects been undertaken before. Did they experience success/failure?
- Are there any relevant land uses that need to be considered?
- Are there dynamics within the participant groups to be considered?

Refer to the community profiles for each community in the Peel-Harvey catchment in the Communications Plan

Cultural Awareness*

- Does the project site require a site visit, and/or consultation? Does it need to engage an Aboriginal ceremony (e.g. smoking ceremony prior to commencement)? If 'yes', consider budget implications
- Will you be engaging the Aboriginal community in the planning process? Do you know who the Elders/Traditional Owners of the community are?
- Will you be sharing cultural knowledge and implementing Acknowledgement to Country and Welcome Country (budget item) into community engagement activities?

What do we know about the land we will be working on?

- Who are the land managers involved in the project?
- If they are individual land managers, does the PHCC have a relationship with them – do they know about the PHCC and what we do?
- What is our strategy to connect and work with the land managers?

**To be undertaken in accordance with our approved Noongar Participation Plan, protocols and our Noongar Participation Officer.*

Who does this program/project need to reach?

Use this list of typical stakeholder groups to assist in compiling the stakeholder list for your project

Australian Government	Individuals	Aboriginal community
State Government	Residents	Project partners
Local Government	Part-time residents	Business
Non-Government Organisations	Community groups	Industry
Executive	Those living within electorates	Tourism associations
Board	Children	Researchers
Staff	Teenagers	Scientific community
	Young adults	Educators
	Parents/caregivers	Educational institutions
	Semi-retired citizens	Professionals
	Retired citizens	Farmers
	Families	Growers
	Visitors (tourists)	Land managers
	People living with disabilities	Fishermen
	CALD* communities	Recreational groups

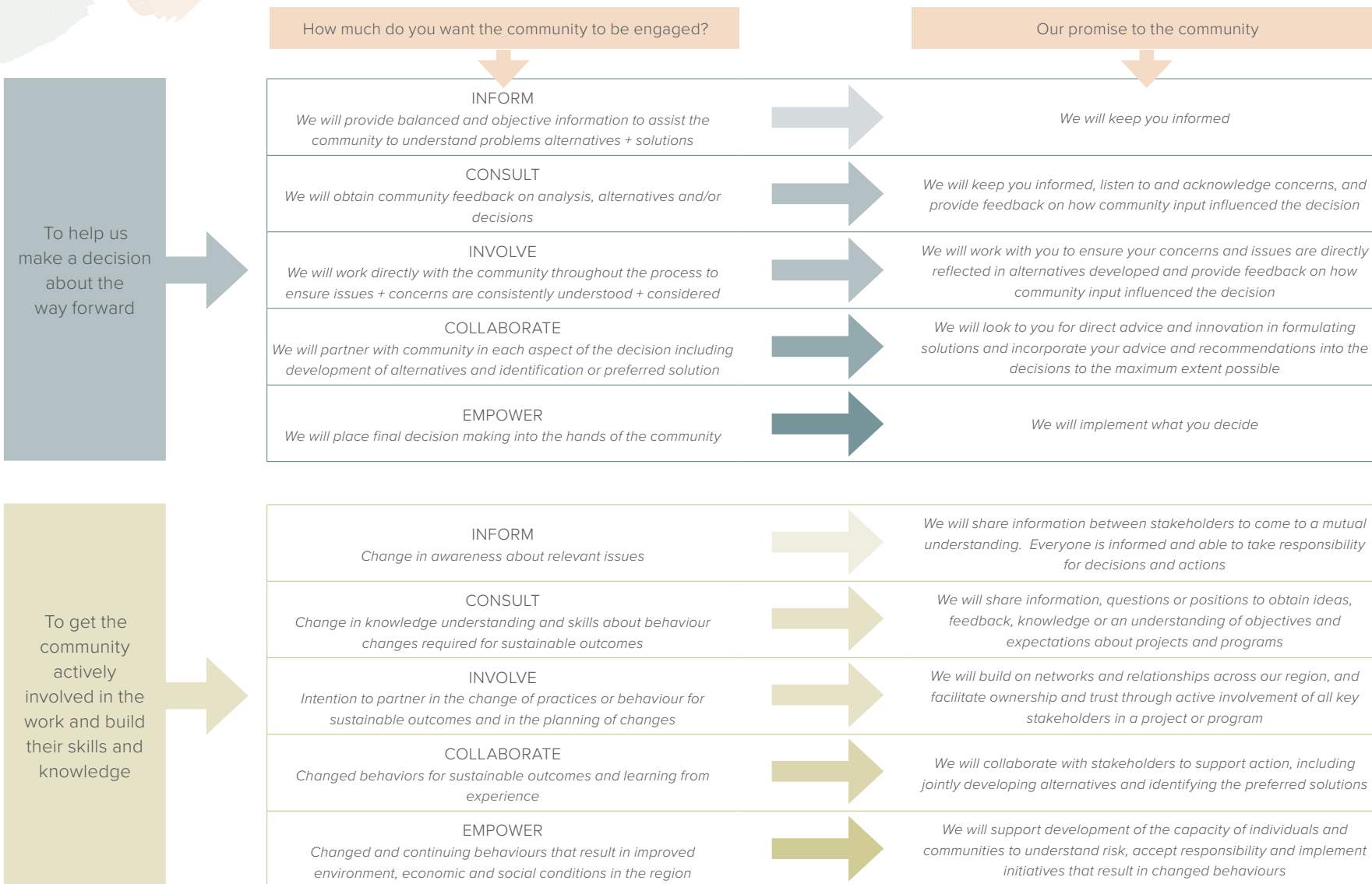
**CALD: Culturally and linguistically diverse*

4

What will successful engagement achieve?

Here, we will identify how involved our stakeholders need to be, what we will do with information gathered from them, and whether they will be involved in the design and decisions around project development.

Why do you want the community involved in this project/ program/ activity?



5

What are the most appropriate activities for different stakeholders?

How will we connect with our community?

The information below will prompt thought as to the types of communication techniques and activities we may use to connect with stakeholders at the various engagement stages.

For additional information on the communication techniques listed below refer to the PHCC Communications Plan.

(Note: there may be a crossover of methods and activities across the engagement methods)

INFORM

To provide the community with balanced and objective information to assist them in understanding the problems, alternatives and solutions, or to change awareness about relevant issues.

Communication opportunities when informing our target audience may include a mix of printed and digital materials, interactive program and activities. Examples may include:

Printed

Advertising, articles and stories, briefing sheets, community newsletters, business proposals, fliers, displays and signage, media releases, notice boards, NRM magazines, PHCC project summaries and report cards, PHCC strategic documents and posters

Digital

Audio pod casts, email and e-newsletters, presentations, facebook, instagram, radio, television, twitter, video, school online portals, website/s and youtube

Interactive

Business after hours, clubs and groups, events, expos, festivals, functions, information sessions, meetings, presentations, seminars, speeches and workshops

CONSULT

To obtain feedback on analysis, alternatives and/or decisions, or change an understanding and skills, and the behaviour changes required for sustainable outcomes

Communication opportunities when consulting your target audience may include a mix of printed and digital materials, interactive program and activities. Examples may include:

Printed

Surveys, submissions, public comment

Digital

Survey monkey, polls and voting, commenting, social listening, social media discussion, live streaming

Interactive

Presentations, public meetings, focus groups, workshops, interviews

INVOLVE

To work directly with the community throughout the process to ensure that public concerns are understood and considered

Communication opportunities when involving your target audience may include a mix of printed and digital materials, interactive program and activities. Examples may include:

Printed

Media releases, report cards, update briefing sheets, PHCC project summaries and report cards, postcard updates

Digital

E-newsletters, 'update' notifications, facebook, instagram, website updates, surveys and survey result notifications, photovoice, crowdsourcing

Interactive

Face to face and phone interviews, workshops, reference groups, planning sessions, field trips, site visits

COLLABORATE

To partner with the community to guide each aspect of decision making, and to develop processes that will change behaviours for sustainable outcomes through learning experiences

Communication opportunities when informing your target audience may include a mix of printed and digital materials, interactive program and activities. Examples may include:

Printed

Advertising, articles and stories, briefing sheets, community newsletters, business proposals, fliers, displays and signage, media releases, notice boards, NRM magazines, PHCC project summaries and report cards, PHCC strategic documents and posters

Digital

Online communities, forums, facebook, instagram, radio, television, twitter chat, video, school online portals, website/s, youtube, brainstorming, mapping

Interactive

Business after hours, clubs and groups, events, expos, festivals, functions, information sessions, meetings, presentations, seminars, speeches and workshops

EMPOWER

To shift decision making to the community and support changed and continuing behaviours that result in improved environmental, economic and social conditions in the region

Communication opportunities when involving your target audience may include a mix of printed and digital materials, interactive program and activities. Examples may include:

Printed

Support documentation, information sheets, evidence based science knowledge (report cards), media releases

Digital

PHCC website and social media support

Interactive

Project planning support, administrative support, material and equipment support, assistance in the preparation of funding applications, on ground skills and training support

6

What might stop our stakeholders/community from being engaged in the project?

An understanding of potential barriers will assist in developing strategies to address and overcome them

CONSIDERATIONS	IDEAS FOR OVERCOMING THE BARRIERS
Time and resources (PHCC)	Plan well and in advance/Be strategic
Arrogance or naivety/preconceptions	Respect, listen, share / Begin with an open mind
Inconsistency/not having a clear message/not wanting to be involved	Be clear about what's in it for them
Lack of recognition/appreciation	Understand from the outset why people chose to participate / Keep people informed of project progress, communicate regularly / Acknowledge small achievements and milestones along the way
Timing (seasonal/climatic/holidays/other events etc.)	Family days out/school hols/Grandparents day
Not setting clear and realistic expectations/low value messages	Define why you want the community involved and how their input will be used
Not understanding how the target audience best receives information	Ask participants how they would prefer to receive information / Ask participants how they found out about the project/activity / Communication techniques, tone and language
Misconceptions	Use scientific understandings and use simple language
Boarder economy/funding/budget constraints/resourcing	Match community grants against needs / Identify partnership opportunities
Failure to uphold our values	Embed the PHCC values into all engagement e.g. respect, trust, courage, open communication, reflective practice, integrity
Apathy by stakeholder/resistance to change	Identify stakeholders and their motivation to be involved
Limited staff resources or skill sets	Right people/right skills
'Grumpy people' – internal politics of community groups	Keep on message target and consider an outside consultant to manage the group and personalities / Look for an ambassador or champion who is respected by the group and who can assist in creating unity
Lack of motivation/resistance to commit	Touch what people are concerned about (e.g. \$, family)/target the right 'hook'
Time poor (community)	Use different approaches and techniques to harness involvement in small isolated chunks that are not time extensive – make it easy
Confidence to get involved	Share knowledge/be welcoming and encouraging/strategy for youth
Capacity to deliver	Partner with other organisations/community groups / Don't over commit
Lack of knowledge	Inform/think small (10 x groups of 6 to influence others)
Burn out	Provide support and assistance where possible / Ensure project/activity is meaningful and a good use of people's time
Poor decisions resulting in damage (e.g. we didn't cause the problem)	Provide appreciation of benefits of change that would result from participation

7

How will the capacity of our community be developed?

At the conclusion of the project – or program stage, what are the anticipated outcomes for engagement?

Community driven projects are funded

The community has a greater understanding, appreciation and respect for Cultural Awareness

Community members are trained and skilled in catchment management

New projects are implemented across the catchment

Community members have confidence in the project and how to achieve positive outcomes

Decision making is based on evidence

Knowledge is strong and informs good decision making

Quality environmental outcomes are being delivered

Coordinated approaches are in place to implement adaptive management models

Icon projects are identified and actioned

Government and industry are confident and courageous in regard to planning considerations

The community's daily tasks and behaviours change and sustainable habits are embedded into people's lives, across homes and work spaces

People are inspired to take action

Community values the catchment's natural assets

Pride, performance and participation are increased

Awareness of NRM issues are raised

Participants report an increased level of knowledge about the location/impact/environment etc.

Funding is secured for priority projects

A collaborative approach to waterway management is in place

Volunteer numbers have increased

Partnerships are built, maintained and strengthened

PHCC is approached as a credible commentator and advisor

On-ground action is effective

Networks are strengthened

Sustainable practices become the 'norm' throughout business, industry and agriculture

Greater investment is attracted into the catchment

Landcare groups and networks are strengthened

NRM plans are in place and being implemented

Greater awareness of the role of the PHCC

Participants report they would be more confident to speak with others about the impact of the project /their behaviour / different ways of doing things

Participants report that they are keen to be involved in future projects as a result of their participation in this one

8

Review of Engagement Process

This section of the process will greatly assist in identifying any un-anticipated outcomes or risks, additional stakeholders you may need to target and prompt a review of resource and investment expenditure (to avoid spending too much time on laggards).

If it is a short program then mid program would suffice. If the program is staged over a long period of time then include and note in your Plan regular review of engagement processes.

- Do you need to adapt your Community Engagement planning approach or revisit your communications and / or touchpoints?
- Do you need to change your key messages?
- Do you need increase or decrease your frequency of communication methods?
- Are the project and community engagement activities adequately resourced?

- Have any new risks or issues emerged?
- Do you need to inform stakeholders of unforeseen changes?
- Do you need to change your communications planning? Will there be an additional cost for communications?
- Is your timeline still on track – do you need to adjust?

- Have the activities you have implemented been successful?
- Do you need to adapt or amend any activities or methods for the remainder of the project?
- Does your budget need to be re-visited and revised?
- Are the expectations of all involved in the project being met? How do you know?

9

How will you evaluate the success of your community engagement?

Evaluation will assist with accountability, reporting, improving how community engagement is done and gather greater information about our community. Evaluation measures should be decided up front and implemented during the project, not just at the end.

WHAT IS THE PURPOSE OF THE EVALUATION?	WHAT NEEDS TO BE EVALUATED/CAPTURED	EVALUATION METHODS
Project reporting to funding bodies Measure environmental outcomes Learn and refine project systems and procedures Share outcomes with stakeholders (e.g. science community, researchers etc.) Build project heritage/legacy Capture community information for PHCC data base Confirm and seek other areas of interest from participants Identifying the number of participants involved Project monitoring Identify most effective communication methods Quotes that can be used for reporting Identify improvements Identify issues, concerns, new projects, funding streams etc. Record of photo/publicity/promotion permission	PEOPLE - Who did we reach? did we miss any members of our community during the process? - How did we attract new participants, increase our database and find out more about our community? - How did we engage Aboriginal people and/or raise cultural awareness through this project? - How do we know if we have met the expectations of our community? - How did we confirm and seek other areas of interest from participants? ACTIVITIES - How did our activities achieve the desired outcomes? - What areas of community engagement did we do well? Did we inform and increase knowledge, adequately consult, involve appropriately, collaborate and strengthen partnerships and/or empower our community? - Have we built capacity through the teaching of new skills and/or increase NRM knowledge? BEHAVIOURS - How have we changed thoughts and behaviours? - What do we think the community got out of being involved? How will we build on positive experiences and encourage participation in future activities? - How did we ensure the approach to community engagement was strategic, purposeful and valuable? - What emotive connection did people get from being involvement in the project e.g. how did it make them feel?	Digital Survey Hard copy survey at the event Post meeting/presentation Face to face meeting Phone call Email Letter/form/postage paid envelope Project reports Surveys (at the start and finish of the project to measure changes in behaviour, attitude, knowledge etc.) Interviews Data collection Focus groups Concept mapping Submissions Photo stories Independent evaluation report

To whom do you need to report the project outcomes and how will you do that?

How will you celebrate and communicate the project achievements, and acknowledge participation and contribution? With the assistance of the Communications Toolkit and Communications Team - how will you capture and share the project story to the wider community?

REPORTING – WHO NEEDS TO RECEIVE THE INFORMATION?	COMMUNICATION METHODS	CELEBRATION AND ACKNOWLEDGEMENT
PHCC Board and Staff	Report cards/fact sheets/project summaries	E notifications/cards
Project Partners	Media releases	Thank you letters
Federal Government	Presentations	Thank you postcards
State Government	Displays (private and public spaces)	Hand written notes
Local Government	Signage	Morning teas/afternoon teas/lunches/suppers
Major Sub-Regional Groups	Facebook / Twitter / Youtube	Gifts (fuel vouchers, movie tickets, local consumables)
Agencies	Website	Site event/field trip/site visit post project
Non-Government Organisations	Radio	Social event for participants to re connect with those involved in the project (e.g. movie, boat cruise, picnic in the park, sundowner, attending a play/musical performance together etc.)
NRM Organisations	MERIT	Vouchers
Industry	Newsletters	Backyard/site concert (local performers)
Landowners	Advertisements	Certificates
Community groups	Community centres	Cultural performances
Individuals	Schools	Project Partner events
Aboriginal Groups	Briefings	Story telling
Research and Development Groups	Face to face	Poetry readings
Educational Institutions	Phone calls	Artworks/Short films/dance
Industry Groups	Letter drops/direct mail	Acknowledge in case studies and/or other written communications
Media	Email	
Participants/Volunteers	Journals/articles/bulletins	
	Through the arts	