



*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



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## Sharing our Messages

Our Communications 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 Communications 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 these plans 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 environ community that values it. People working together for a healthy environment. rage to be champions for their environment.*”

## Framework

### Our Communications Approach

The function of the Communications Plan is to raise awareness of the PHCC and its role in natural resource management (NRM) and encourage engagement and participation by all sectors of our community in protecting and improving our natural resources.

The PHCC Communications Toolkit offers a series of approaches for consideration when planning a project's communications strategy.

Identifying the audience, key message and the best way to deliver that message will play an important role in choosing the right formats to ensure a good return on communications investment.

The Toolkit is designed to trigger and stimulate thought when planning communication strategies for the range of stakeholders. The more tailored and on-target the strategy, the greater the chance of success in achieving the communication objective.

The process will encourage those involved in projects to reflect on ways to repeat messages numerous times by using a combination of communication methods and/or activities (e.g. the seven touches of marketing principle) to strengthen points we want to get across.

Strong and clear planning will highlight the value of determining key messages and target audiences. In turn this will assist everyone involved in the project to articulate the same messages across the range of communication activities.

### Telling our Story

The PHCC uses visual language to drive a consistent brand experience across touch-points, and to build on existing brand equity and support line extension:

#### The communication goals of the PHCC:

- Recognition and credibility
- Engagement with a wider audience
- Crystal clear communication of what the PHCC does
- The PHCC brand is consistent with our message

#### The voice of the PHCC:

- Simple and understated
- Informed and credible
- Focussed on positive outcomes
- Enthusiastic and positive

#### The tone of the PHCC will:

- Use simple everyday language that will increase understanding
- Be specific and say exactly what's going on
- Only use technical terms if understood by our audiences
- Focus on the positive and highlight what needs to be protected
- Be emotive but will substantiate what we're saying
- Reflect our branding message working together, using 'your/our/we e.g. Our community'

#### Telling the PHCC story through:

- Our people
- An engaging brand
- Vibrant photography
- Case studies (digital and hard copy collateral)
- Traditional and social media
- A range of marketing, promotional and engagement activities
- An interactive and easy to navigate website

Our approach in engaging and connecting with our communities will be guided at a strategic level and implemented at an operational level through project specific communication planning.

# Communications Toolkit

Our Communications Toolkit prompts responses to the following questions as depicted in Figure 1 and detailed on pages 9-28.

## 1. Identifying the objectives of the communication plan

The role the PHCC, the key messages and the project pitch will assist in steering the development of the communications strategy for the project/program.

## 2. Acknowledgement of project funding, partners and approval processes. Project history and context

This section will prompt the funding program linked to the project, funding requirement acknowledgements and approval processes as per funding body Guidelines. It will also guide reflection on the project history, the social context of the community receiving the messages, and cultural heritage/protocols necessary within the communication's strategy.

## 3. What is the role of the communication messages within the project?

In order to deliver strong messages and assist in identifying the primary stakeholders and secondary target audiences, the purpose of the communication must be clear. By reflecting on the role of the communications strategy, you will be able to guide methods and activities that best suit the objectives of the project/program

## 4. Who are the identified internal and external stakeholders and target audiences that you need to connect with?

Rather than a scattergun approach, thinking carefully about your stakeholders and target audiences will greatly assist in considering potential marketing touchpoints.

## 5. How well do you know the profile of the communities in which they are located?

Knowing the communities in which you will be spreading your message can also assist in refining communication methods and activities.

## 6. Consider the frequency of communication

The objectives and context of the project/program will assist in determining the frequency of the communication streams. It may be a one-off standalone strategy or, for long-term projects and programs, there may need to be a series of strategies implemented.

## 7. Communications budget

Some of the methods and activities for consideration will have costs attached to them. It is important when developing your communications strategy that you also plan your budget.

## 8. Media Events

Media events to further promote project objectives may be a consideration for high profile projects/programs.

## 9. Political and/or Ministerial linkages to projects/programs

Consider in your communications planning, the possibility of linking the project/program with a political or Ministerial interest to strengthen support, publicity, promotion and relationships.

## 10. Targets and Measures

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

## 11. How will you evaluate the success of your communication?

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

## 12. Reporting

Funded projects will require media reporting in both project planning and acquittal processes. It will be important to plan how you will document, capture and share communication strategies, (including distribution and outcomes) as part of this process.

## Supporting Documents

- PHCC Brand Book
- Internal Style Guide
- Media Policy (4.8)
- PHCC Social Media Tips
- Templates (e.g how to capture information for a media release)
- Constitution
- NRM Strategy (Binjareb Boodja Landscapes 2025)
- Strategic Directions
- Noongar Participation Plan

Figure 1: PHCC Communications Framework

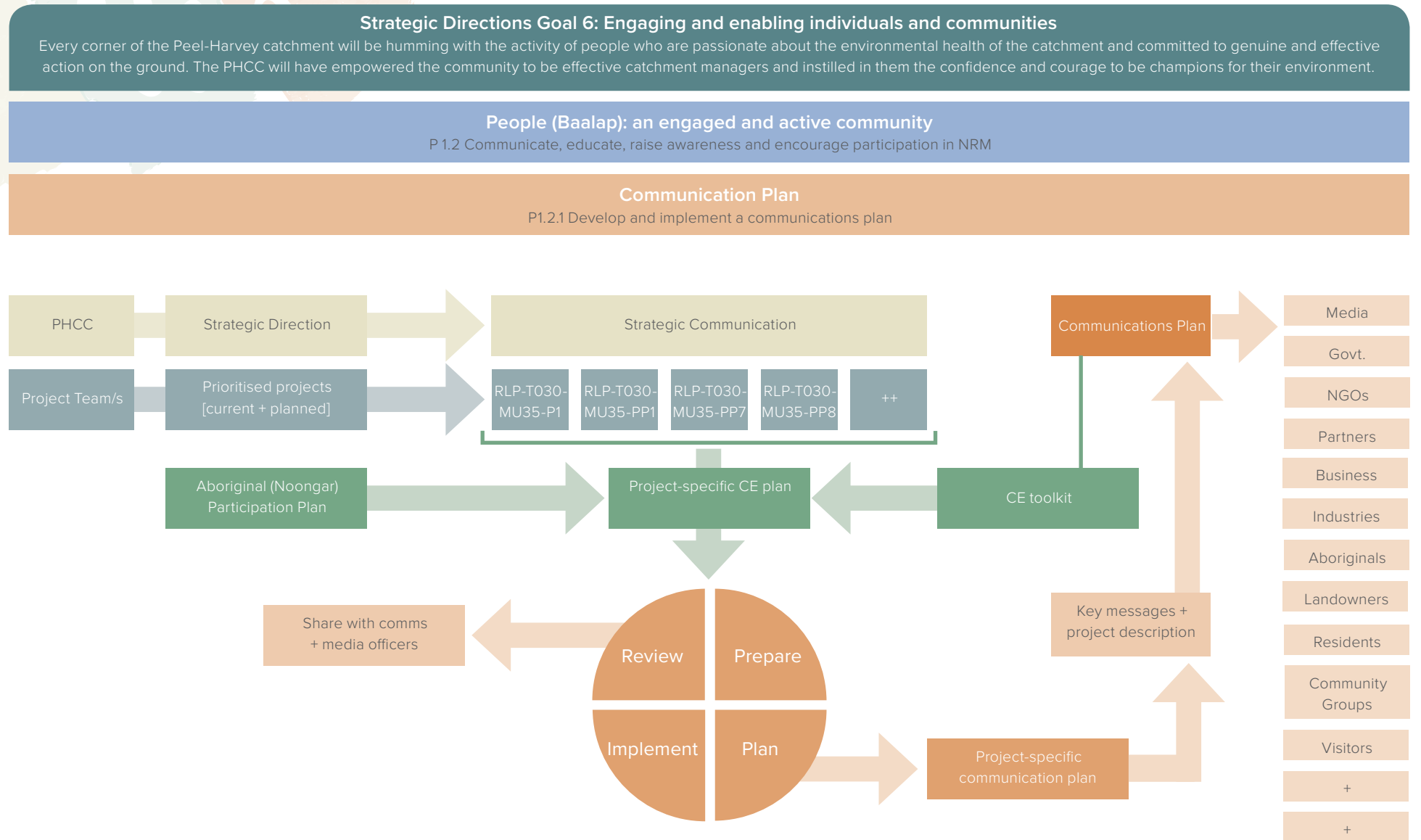
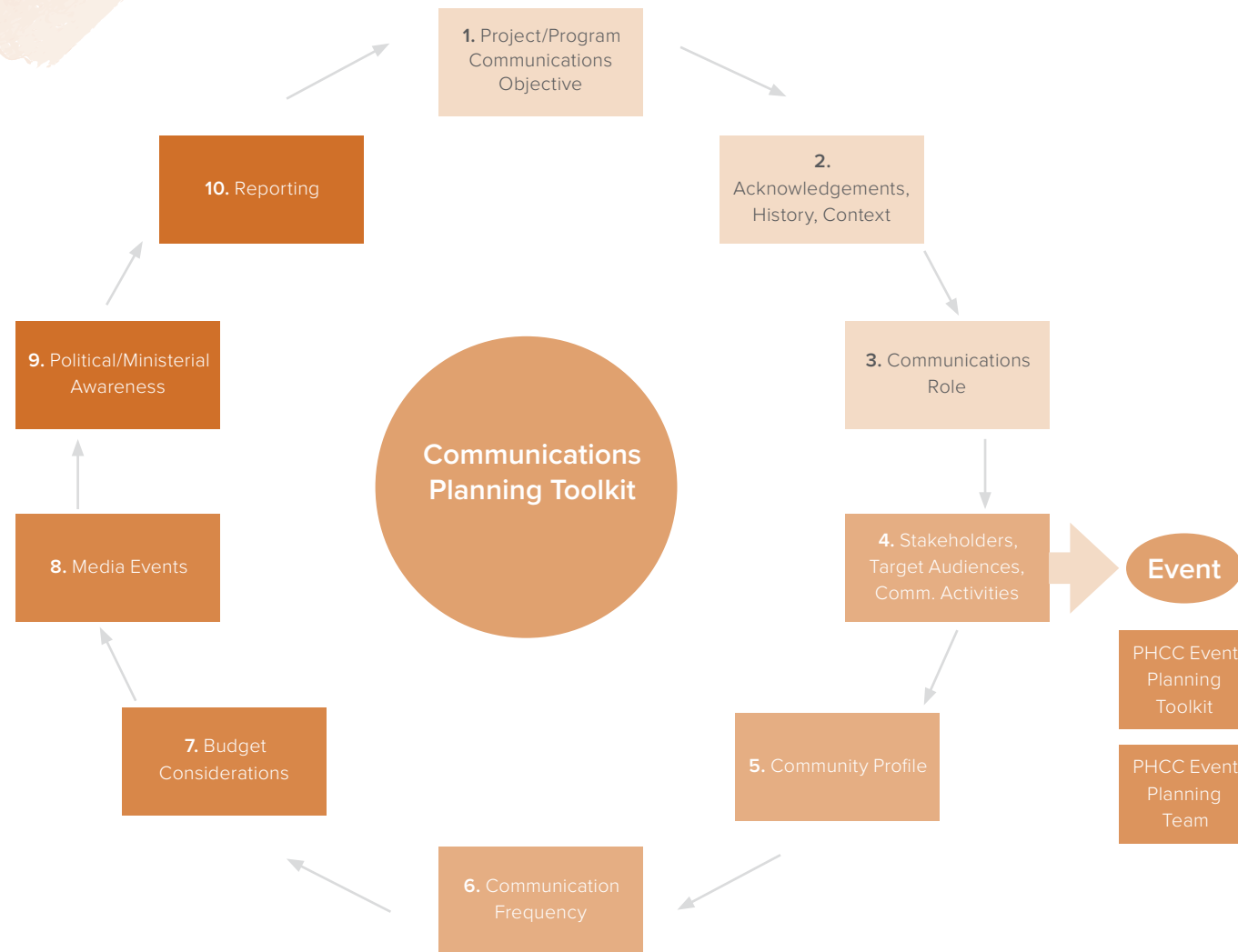


Figure 2: Workflow for Project Specific Communications Plan





# 1

## Identifying the objectives of the communication plan

The role the PHCC, the key messages and the project pitch will assist in the steering the development of the communications and marketing strategy for the project/program

### 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/program?

(3-4 dot points)

- 
- 
- 
- 

### Project Pitch – developing the key project message

Developing an ‘elevator pitch’ will provide a strong foundation for project communications. A good pitch should last no longer than a short elevator ride of 20 to 30 seconds (hence the name).

A short 20 second pitch will be approximately 40 words – a 30 second pitch, 60 words.

The message needs to be interesting, memorable and succinct. Clarity will promote confidence and strengthen the delivery.

Using simple language will make it memorable and easier for staff, the Board, and our community to pick up. The more people singing the same song – the louder the voice.

Think of the pitch as a persuasive speech that can spark interest and explain what is being done.

An example is the PHCC Rivers 2 Ramsar project that worked with members of the Noongar community to develop a training program that resulted in participants gaining national accreditation in the safe handling of chemicals, promoting weed spraying employment opportunities that allowed them to work on country.

Start the pitch by describing what the PHCC is doing, the issue or problem that the organisation is addressing and how we are helping. If you can, add information that shows the value of the project.

The project pitch may be:

*“The PHCC is working with our Noongar community to achieve qualifications in programs that work on country and increase employment options in natural resource management”* (25 words).

If we start with a clear message not only do we have a better understanding of the projects across the organisation, we can clearly articulate the program/project focus when asked.

This communication tool can be powerful. If everyone across the organisation, our project partners and our community, can articulate a program focus through a short and sharp message, the chance of saturation and awareness greatly increases.

## 2

### Acknowledgement of project funding, partners and approval processes. Project history and context

This section will prompt the funding program linked to the project, funding requirement acknowledgements and approval processes as per funding body Guidelines. It will also guide reflection on the project history, the social context of the community receiving the messages, and cultural heritage/protocols necessary within the communication's strategy.

RELEVANT FUNDING PROGRAM	FUNDING ACKNOWLEDGEMENT	PROJECT PERSEPCTIVE
<i>Which funding program is relevant to this project?</i>	<i>Which funding partner/s need to be acknowledged within this project?</i>	<i>Does the project have a history? Is it a stage within a project? What context or perspective will the engagement take?</i>
National Landcare Program RLP	Australian Government	HISTORY
Alcoa Foundation	Alcoa, Alcoa Foundation	<ul style="list-style-type: none"> <li>• Stand alone</li> </ul>
Lotterywest	Lotterywest	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>
State NRM Program	WA Government	<ul style="list-style-type: none"> <li>• Staged</li> </ul>
Other		<ul style="list-style-type: none"> <li>• Component within a program</li> </ul>
		CONTEXT
		<ul style="list-style-type: none"> <li>• On ground</li> </ul>
		<ul style="list-style-type: none"> <li>• Administrative</li> </ul>

Prior to the release and distribution of communication formats, approval may be required by project partners and or funding bodies. It will be important to list the relevant section/ personnel that must sign off on communication formats and their contact details if this is a requirement of the project/program funding or partnership.

Considering the history and context of the project/program can present additional promotional opportunities (i.e. photos and reports from previous stages of a project/program can strengthen current messaging) and assist in refining target audiences.

As part of the communication process consider if Elders and Traditional Owners of our communities need to be advised of the project/program (refer Noongar Participation Plan and work with Noongar Participation Officer)

## 3

### What is the role of the communication messages within the project?

In order to deliver strong messages and assist in identifying the primary stakeholders and secondary target audiences, the purpose of the communication must be clear. By reflecting on the role of the communications strategy, you will be able to guide methods and activities that best suit the objectives of the project/program.

Examples following:

Raise awareness	Seek support	Make an announcement	Call for participation
Promote behavioural change	Seek funding	Meet funding obligations	Promote partnerships
Publicise project commencement	Celebrate a project milestone	Report on project completion	Lobby

# 4

## Who are the identified internal and external stakeholders and target audiences that you need to connect with?

*Rather than a scattergun approach, thinking carefully about your stakeholders and target audiences will greatly assist in considering potential marketing touchpoints.*

STAKEHOLDER GROUP	POTENTIAL COMMUNICATION TOUCHPOINTS			
PHCC Executive PHCC Board PHCC Staff (operations team)	<ul style="list-style-type: none"> <li>Email</li> <li>Letters</li> <li>Outlook appointments</li> <li>Stand up meetings</li> <li>Site meetings with project partners</li> <li>Project planning</li> <li>Project reporting</li> </ul>	<ul style="list-style-type: none"> <li>Recording and storing images</li> <li>Annual Staff Forum</li> <li>Annual Board Strategic Planning Day</li> <li>Team building exercises</li> <li>Internal social events</li> <li>Briefing sheets</li> <li>Reports</li> </ul>	<ul style="list-style-type: none"> <li>Record system management</li> <li>Presentations</li> <li>Steering Committees</li> <li>Board Meetings</li> <li>Executive Meetings</li> <li>Library Management</li> </ul>	<ul style="list-style-type: none"> <li>Proposals</li> <li>S.H.A.R.E Series</li> <li>Science Series</li> <li>Workshops</li> <li>Lunch and Learn</li> <li>SMS messaging</li> </ul>
Government Business Industry Non-Government Org. Program Partners Education Partners Researchers Professionals Media	<ul style="list-style-type: none"> <li>Email</li> <li>E newsletters</li> <li>Outlook appointments</li> <li>Facebook</li> <li>Letters</li> <li>YouTube</li> <li>Instagram</li> <li>Videos</li> <li>Twitter</li> </ul>	<ul style="list-style-type: none"> <li>Audio Pod Casts</li> <li>Briefing Sheets</li> <li>Ministerial Briefing Notes</li> <li>Functions</li> <li>Events</li> <li>S.H.A.R.E Series</li> <li>Science Series</li> <li>Festivals</li> <li>Speeches</li> </ul>	<ul style="list-style-type: none"> <li>Websites</li> <li>Phone calls</li> <li>Conference calls</li> <li>Journals</li> <li>Articles – specific publications</li> <li>Newspapers</li> <li>NRM magazines</li> <li>Printed newsletters/bulletins</li> <li>Face to face presentations</li> </ul>	<ul style="list-style-type: none"> <li>Meetings</li> <li>Presentations</li> <li>Annual Reports</li> <li>Strategic Documents</li> <li>Project Summaries and Report Cards</li> <li>Business Proposals</li> <li>Reports</li> <li>Site Visits</li> <li>Workshops</li> </ul>
Local Catchment Community - Individuals - Landowners - Residents - Visitors - Noongar Community - Community Groups	<ul style="list-style-type: none"> <li>Email</li> <li>E newsletters /Community newsletter/ bulletins</li> <li>Facebook</li> <li>Letters</li> <li>YouTube</li> <li>Instagram</li> <li>Videos</li> <li>Twitter</li> <li>Audio Pod Casts</li> <li>Functions, Events Festivals, Fairs, Expos</li> <li>S.H.A.R.E Series</li> </ul>	<ul style="list-style-type: none"> <li>Science Series</li> <li>Notice boards</li> <li>SMS messages</li> <li>Websites</li> <li>School notices</li> <li>Fliers</li> <li>Phone calls</li> <li>Signage</li> <li>Posters</li> <li>Advertising</li> <li>Journals</li> <li>Articles and information booklets– specific publications</li> </ul>	<ul style="list-style-type: none"> <li>Newspapers</li> <li>Television</li> <li>Radio</li> <li>Presentations</li> <li>Meetings</li> <li>Information Sessions</li> <li>Apps</li> <li>Report Cards</li> <li>Project Summaries</li> <li>Annual Report</li> <li>Practical Training Sessions</li> <li>Workshops, Info Sessions and Seminars</li> </ul>	<ul style="list-style-type: none"> <li>On grounds skills and training</li> <li>Private Television Stations (e.g. over 55 lifestyle villages)</li> <li>Link with Games/Sporting activities</li> <li>Displays (e.g. private and public spaces)</li> <li>Cinema advertising</li> <li>Links to complementary clubs and groups Memberships</li> <li>Libraries</li> <li>Visitor Centres</li> <li>Field days</li> </ul>

## Potential Communication Touchpoints (Methods and Tools)

As identified, there are range of communication methods and tools that can be used when engaging with your target audience. Following is a snapshot and short description of various methods and tools that you can use when conveying messages.

### Advertising

Is a one-way form of marketing designed to attract the attention of the public through a paid announcement that does not offer an interactive response. Paid advertising includes print (newspapers, magazines, journals etc.), radio, internet, cinema, billboards etc.

### Annual Report

A report that provides information to interested parties on the organisation's projects, activities, funding partners, its Board and Staff.

In its current printed format the PHCC Annual Report includes an array of photos and provides and a snapshot of the financial summary (general funding and expenditure), throughout the preceding year.

### Apps

An app (short for 'application') is a specially designed software program for use online or on mobile devices.

### Articles, Journals, Information Bulletins, News Sheets, Specialty Publications

As opposed to general news stories, speciality publications will focus on a particular subject or professional activity and are aimed at a very targeted audience.

Linking a particular aspect of a project to specific target audiences can allow you to provide greater technical information and language use within a speciality field or area of interest. In digital or hard copy formats these speciality publications with a narrow and very specific audience can broaden awareness raising for a project or issue and lift the organisation's profile and credibility.

### Audio Pod Casts

An audio file or recording, usually part of themed series that can be downloaded from a website to a media player or computer. If you are organising a lengthy presentation (exceeding 10 mins) and want to capture the information then this is an excellent option.

### Cinema advertising

Advertising in a distraction-free environment that offers maximum visual and sound impact to a captured audience. This form of advertising generally draws the greatest audience

participation of people living within 15kms of the cinema complex (so can be valuable if you are targeting this area spectrum).

### Correspondence

The PHCC has a range of templates and procedures for written correspondence. Using the correct formats will greatly assist in driving consistent language and a visual brand for the organisation. These are important factors when building a professional and credible image and should be used in conjunction with the PHCC Branding Style Guide.

### Displays (e.g. private and public spaces)

A static arrangement of something or a collection of things so that they can be seen by the public. Displays can offer interactive opportunities if supported by human resources.

### E newsletters /E bulletins

The email newsletter is a form of direct mail to people that 'opt in' to receive information and updates from the organisations. As an online form of marketing the newsletter should be presented in a concise and easy to read format and distributed to subscribers on a regular or semi-regular basis. It may include information on programs, activities and promote initiatives such as events and funding opportunities. With an aim to achieve wide audience reach at a minimal cost, it is also a great tool to attract volunteers for on-ground activities, and participants to events.

It is important to note that if recipients have not consented to receive such updates via email, then the email newsletter is considered spam. E newsletters usually include an option that gives recipients the chance to unsubscribe or "opt-out" of the newsletter distribution.

### Email

Electronic mail, most commonly called email or e-mail, is a method of exchanging digital messages from an author to one or more recipients. Email operates across the Internet or other computer networks.

The PHCC has an email signature for all staff members that assists in providing recipients with contact details of the officer and administration office. The visual language and design of the signature, which includes the PHCC logo also supports brand awareness and business credibility.

### Events (hosted by the PHCC)

Events hosted by the PHCC will be linked to the *Community Engagement* planning process and *Communications Plan* for the program/project.

To ensure a professional, efficient and consistent approach to event management the PHCC has an *Event Plan* template with a clear checklist system for internal use. It is important that this document be used when planning and facilitating an event.

### External Brochures

Brochures should reflect the visual branding of the organisation and be eye-catching as they will often be mailed to individuals or displayed at community locations and need to attract attention.

They should not contain too many words and include the appropriate logos, project partner and funding acknowledgments.

### Exhibitor Stand

An opportunity to promote brand awareness and increase knowledge of PHCC activities through banners, displays, promotional materials and other forms of media that attract attention at events.

### Facebook for Business

Websites reflect an organisation's brand – Facebook is the organisation's 'personality' and an opportunity to build relationships and interact with its community.

Content should be viewed as valuable to your community and be interesting, informative, entertaining or inspiring. You can also share content of others' Facebook posts and use the site to promote activities, events, call for volunteers, or seek comment on an issue.

Images and short videos are the most liked and shared form of post, especially when they tell a story. As most Facebook users are 'skimmers' a powerful image or short video accompanied by a short amount of copy will get the greatest attention (studies reflect that short sharp status updates between 80-100 characters with a strong image get higher engagement).

The core principles are to post when you have interesting content, and to judge how often your audience wants to hear from you.

### Field days

Field days are community events that bring together professionals, industry members, volunteers and community for a day of learning. They can be hosted indoors or outdoors, for any number of people and for any age group.

For example, educational field days may offer participants the opportunity to rotate through multiple presentations and hands-on activities. It is better to focus energy on doing a few big events well rather than many events of a lower standard.

Field days will require the involvement of other people, organisations, community and industry groups, which not only combine resources and audience reach but will assist in building relationships across the community.

Science Fairs, Agricultural Days, Conservation Days, Environmental Days, and Water Festivals are just some of themed options that can be offered in a field day format.

### Flyer

A small paper advertisement intended for wide distribution and typically posted, distributed through a public space or through the mail. They are also referred to as fliers, circulars, handbills or leaflets.

As audience attention spans shrink in a world of advertising saturation, it is important when using this advertising method to edit your message down to the most important elements you want to convey. If more information is needed you can direct recipients to the PHCC's website, address, phone number or Facebook page.

Put some thought into the headline and make it punchy so it grabs the attention. Try to break your key messages into five or less short dot points and use bullet points, text boxes and info graphics to organise the information into readable portions. Include a call to action to assist in evaluating the marketing impact.

### Functions, Events, Festivals, Fairs, Expos, Agricultural Shows, Sporting Activities

Active involvement for the PHCC in community festivals, events and sporting activities can assist in promoting and encouraging interactive connections with our environment and grow the PHCC's member's base. If people understand, value and respect their place they are more likely to connect, cherish and protect it. ('Placemaking')

Festivals, celebrations and events attract residents and visitors, present opportunities for human connection in a non-threatening or invasive way, and create touchpoints with a broad demographic audience.

Events have the ability to raise the profile of the PHCC, its project partners, the work being undertaken by the organisation, and the challenges being experienced by the natural environment.

Presenting messages in innovative ways and having the ability to join with project partners at local celebrations builds on corporate credibility and offers new community engagement prospects and the chance to build a volunteer and community member base.

Many opportunities can be considered through a range of established local events that are hosted across the catchment. These include but are not limited to:

*Boddington:* Boddington Rodeo

*Harvey:* Harvey Agricultural Show, Harvey Harvest Festival

*Mandurah:* Crab Festival, Boat Show, Children's Festival, STRETCH Art Festival

*Murray:* Pinjarra Festival

*Serpentine:* Food and Farm Festival

*Wandering/Williams:* Agricultural Show

*Waroona:* Waroona Agriculture Show

### Information Sessions, Seminars

An opportunity to bring together people with knowledge and expertise and those interested in learning more about an issue or subject. Viewed as a learning experience Information Sessions provide opportunities to share knowledge and experience and provide an environment for learning.

As opposed to a workshop that will seek opinion – information sessions offer a controlled learning space to pass on key messages.

### Instagram

A social networking app made for sharing photos and videos from a smartphone. When you have an account you will create a profile and news feed (similar to Facebook and Twitter).

It allows you to take pictures and videos on your smartphone and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr. Other users who follow you will see your posts in their own feed.

### Links to the membership base of complementary clubs and groups

There are a vast array of community groups and clubs in the catchment with well-established and significant community membership bases, which span across all demographics and social profiles.

Opportunities to connect with community members that have a common interest in the health and well-being of people and their environment, (but may not be linked to environmental causes) through established membership bases, offer a host of new community touch points.

These may include but are not limited to; Mother's Groups, sporting clubs (particularly those that use natural resources for recreation i.e. water craft sports, cycle and mountain bike clubs, walking clubs, archery, croquet, lawn bowls, tennis etc.) new migrants to the catchment, Country Women's Association (CWA), seniors groups, youth and young people (Make Place), surf lifesaving, surfers.

Audience reach can be greatly expanded by using established community membership bases to promote key educational messages and raise awareness of what the community can do to assist in protecting and conserving their place.

### Meetings

A professional approach to meetings can assist in supporting the PHCC brand and build credibility.

Ensure the meeting space is clean, set up with appropriate equipment and that water is available for those in attendance. Be on time and if you are the one hosting the meeting, ensure everyone in the room knows one another and where they are from and/or what organisation they are representing. Come prepared, know what the meeting is covering and be ready to ask and answer questions.

Keeping meetings running to time is important. Have an agenda and stay on track. If the meeting skews, steer it back in the right direction and attempt to finish the meeting on time. If there is to be another meeting it is a good opportunity to determine the future availability of attendees and secure diary appointments prior to the closure of the meeting.

Meeting notes and actions must be documented and distributed in accordance to internal meeting procedures.

### Notice boards

If you have produced a flyer for a specific project or event, you may find public bulletin boards another avenue for promotion and awareness raising within communities. They are an effective low-cost marketing tool and work well within small communities that may not have high internet use.

These boards can be found in locations such as libraries, grocery stores, local shops and shopping centres, laundromats, schools, health clubs, tourism outlets, medical facilities, sporting and community clubhouses.

As well as hard bulletin boards in specific locations, there is also an option to include soft (or internet bulletin boards) in your public bulletin board marketing campaign. These may be linked to particular internet forums that allow you to post a message and interact with users.

It is important to note that notice board notifications must be managed. In terms of hard copy boards – you will need to remove the flyer when appropriate.

If you are setting up a forum account, you will need ensure it is well managed. You will you will need to check in regularly and interact with forum participants if they need questions answered or provide comment.

### On-grounds skills and training

These can take the form of:

- An indoor workshop or information session (either off or on site) – followed up by an on-ground/outdoor training and capacity building work plan; or
- On-site/outdoor training and works schedule.

These events provide a relaxed and outcome focussed activity through a hands-on learning experience. The sharing of information, knowledge, resources and refreshments, greatly assists in building community spirit, capacity and empowerment.

### Online advertising

This online advertising option continues to grow as technologies advance. Examples of current options can include advertising on the organisation's website, on other websites, creating links from other websites to the PHCC site, social networks and forums.

### Phone calls

The telephone is often the first point of contact with the organisation and supports the branding and professionalism of the PHCC. When answering the phone, team members should:

1. Answer with a greeting (good morning/afternoon)
2. State where the caller has phoned (Peel-Harvey Catchment Council)
3. Let the caller know whom they are speaking with (your name).
4. Find out the name of the person calling/where they are from and/or the nature of the call.

When putting a call through team members will transfer the call to the relevant Officer and state the name of the person calling/where they are from and/or the nature of the call

### Posters

When placed correctly, posters can provide a cost effective way of communicating

a message to a particular audience, e.g. to promote a specific event/activity or raise awareness of a key message.

Posters can be a cost effective form of advertising and can either be placed in a free forum of open space, such as local businesses, community clubs, halls, libraries etc. - or paid placement such as visitor centres, bus stops, buses (moving billboards) or static billboards.

People who are viewing posters are already actively engaging in their surroundings. Whether they are standing at a bus stop or lining up for a coffee at their local café or club, people are likely to notice posters out of sheer boredom.

They should be eye catching through strong visual design and not contain too much copy. A clever poster will have a call-to-action phrase that propels the viewer to take action as soon as possible. This could be in the form attending or participating in an event, changing behaviour or visiting a website.

While many people may see your poster each person's experience is personal. Strive to develop a message that has personal impact.

### Presentations

Can be made remotely or in front of a captive audience. Presentations are a powerful way to connect with a targeted audience and present them with a clear, strong message.

As the forum generally does not offer interaction until question time, they allow a unique opportunity to speak and be listened to. We can all recall memorable presentations but those poorly designed, with soft deliveries are easily forgotten. Following are some tips to strengthen your messaging.

Slide Design:

- Ensure use of the PHCC template that supports the visual story of the organisation and reinforces the brand. This will immediately present a professional and credible base for your presentation.
- Slides should be easy to read, with purposeful use of colour to match your topic theme, a provocative illustration, and a single talking point.
- Use at least 24-point font for all text (the bigger, the better) and keep the text itself sparse and straightforward.
- Try not to use complete sentences that the audience has to read. You want them paying attention to what you have to say, not reading while you are silent, or worse yet, reading

to them. The picture and words on the slide should trigger your next point and allow you to take off from there.

#### Audio-visual Tips:

- Don't walk in front of the projector and speak with the projector shining on you - and the words all over your face.
- Avoid turning your back to the audience to read your slides; if you must, read from your laptop on the podium, so you are always facing your audience.
- If you are using a video in your presentation, make sure it is set to the correct beginning point, at the appropriate volume and with the captions turned on. If you are using this format, test the equipment and sound prior to your delivery.
- Quality audio is paramount, weak sound or static is annoying and cuts down your engagement. If you are using a microphone do an audio test before you start. If you have a lapel microphone have a run through to ensure that when you move it does not interfere with the sound.

#### Project Briefs

A project brief provides a succinct overview of the project/program and should clearly demonstrate the importance of the project, its objectives, what is intended to be done and what the anticipated results will be.

The brief should include the project pitch (see above) and a short introduction of approximately 250 words that will provide the background for your project.

Project briefs can be used for funding applications and to launch a project's media plan, included in ministerial briefing notes, and can act as a general awareness-raising tool for staff, board and project partners.

#### Project Summaries

Project reporting records the outcomes and findings of a finished project/program. The format should be should be written and presented in such a way that it also allows its use as a marketing tool for media or public consumption.

In addition to capturing activity these summaries may also prove to be highly effective in securing further funding or partnership opportunities for the extension of the project/program.

The reporting aspect of the document can present relevant and specific information on the project/program approach and include relevant observations, measurements, and

statistics.

To attract attention and assist viewers absorb the information, make your summary visually inviting by incorporating info graphics, graphs and photos. Applying these information sharing techniques can assist in reducing word usage and make the information easier to absorb.

Include a concise summary to draw together the project/program intent, background, approach and achievement/results.

#### Radio

Exposure on radio is viewed as a long-term proposition that can raise awareness over time through repetition.

Hearing the organisation's name on a regular basis builds brand recognition and credibility. This can be achieved through paid advertising, talkback, interviews and discussions, community announcements and the opportunity to act as a commentator on local news issues.

If advertising most radio stations offer packages that include production and extension paid radio campaigns through their websites.

#### S.H.A.R.E Series

Social Help, Action and Resources for the Environment (S.H.A.R.E @ The Shed) is an information sharing initiative by the Peel-Harvey Catchment Council. These quarterly events are designed to stimulate thoughts and promote positive actions for our Region.

The series has been developed to provide open learning sessions for Board members, staff and PHCC members. Subject to seating capacity, local environmental groups with special interests and general members of the public are also invited.

The format has been worked around a framework of four to five guest speakers that offer guests a series of 15 minute themed information sessions followed by a question and answer panel. Directed by a facilitator, this tightly managed and fast-paced format retains the interest of participants, and presents an open and stimulating forum for information sharing and discussion.

#### Schools

If your target market for a program or project is young children, students and/or parents, consider using the local school network in your marketing and promotion mix.

All schools have websites and many schools have on line portals for both students and



parents that contain digital 'notice boards'. Keeping your message short, sharp and written in a simple short way (as a base, pitch your message to a 12 year old), can increase the chances of it being included in school newsletters or on digital message boards.

Short videos (1-2min in length) will also provide high impact, particularly with the teenage/ young adult market segment.

Using schools as a marketing platform is a great way to engage areas of the community that may not be exposed to local papers or radio. Using the school community as a touchpoint may encourage further engagement with PHCC social media through increased awareness raising.

### Signage

Signage can be portable, static, permanent or temporary.

Examples of signage options include; colourbond steel signs, acrylic signs, banner and banner mesh, teardrop banners, pull up displays, A frames, corflutes, flags, large format posters, billboards, window stickers and decals and vinyl stickers.

#### *Signage Considerations*

Use full colour and images where applicable to grab the reader's attention and give a simple message that is readable. Signs can promote an event or activity and direct reader's to a medium that can provide more information e.g. websites, social media platforms or telephone contact – but should not be used as a medium to provide a lot of information.

Include the PHCC brand on all signage in either the vertical or horizontal format, according to the shape and message of the sign.

Consider where the sign will be placed and how far away the reader could be when reading the sign e.g. if it is from a distance and they are travelling at speed, a short message, large font size and in colours easily read will be the best format.

Pull up banner signage is often used at exhibition stands at indoor events where proximity is close and more time is provided for reading and this may offer the opportunity to present more information, graphics and images.

### SMS messages

SMS message marketing is a relatively new communications tool. This medium may provide opportunities to contact special groups and PHCC via mobile phone to invite them to an event, seek participation and act as a reminder of the activity. Tips for SMS messaging include:

- Use simple words and display your message in 160 characters or less
- Tell your recipient who the message is from early and never assume they will know
- Don't use txt spk
- Request a return response if required (i.e. attendance to an event) or include a direct call to action i.e. "visit the PHCC website" or "call us now".

SMS has become an effective alternative to traditional sources of contact due to the high level of mobile phone ownership in Australia. Depending on volumes, you can send SMS for only 6 to 12 cents per message, which is a more cost effective option than phone calls or postage.

There are software programs available that allow organisations run their own in-house SMS communication campaigns and mass text messaging and this could be a consideration when developing project communication plans.

### Sponsorship

Sponsorship of an event presents a range of options to connect with specific target audiences, raise awareness of the organisation activities, promote a key message, strengthen brand identity and generate positive publicity.

Like all marketing and promotions considerations there is a cost to engage in sponsorship. If your project/activity plan is exploring sponsorship as part of its communications planning, ensure you can measure the return on investment.

#### *Sponsorship Considerations*

Events provide opportunities to engage with a highly targeted audience. When engaging with a group seeking sponsorship make sure to ask their typical audience is and determine up front if they will align with your expectations. If so, an added bonus is that most people that attend a specific event will know others with similar interests, offering an opportunity to broaden your message through word of mouth.

Events have their own communication and marketing plan to ensure the event is a success and well attended. If it is not forthcoming, ask to see the communication and marketing plan and make sure the PHCC logo is included across marketing collateral e.g. flyers, direct mail, brochures, websites, email marketing campaigns, tickets, signage, etc. to increase brand awareness.

Media and publicity plans may also be linked to the program and this has the potential to extend exposure and visibility in markets beyond the event itself.

It will also offer connections to other businesses and organisations and could potentially introduce the PHCC to new professional relationships with other sponsors, vendors, speakers and attendees.

Another opportunity through sponsorship is to tap into communication networks with attendees. If the event organiser is unable to provide the contact list for privacy reasons, it is perfectly acceptable for them to send out your marketing message on your behalf or include it in future emails, social media networks etc.

Before committing to a sponsorship proposal, consider what the package is offering in terms of audience reach and targeted messaging and it align it with your communications and marketing expectations for your project/activity/program.

### Television

Television is a powerful marketing tool in its use of sight, sound and movement, but the cost of producing quality commercials and purchasing enough airtime allow the campaign to be effective is a considerable investment.

However, the Peel-Harvey catchment is home to many over 55 lifestyle villages that have their own television stations where you can place messages or advertisements for a very reasonable cost.

If your target audience is the over 55 market segment, this may be a creative option to consider.

### Twitter

Twitter is a great tool for conversations, building community and sharing news. Using a maximum of 140 characters its short sharp messaging provides a complimentary communication method for websites and social media strategies.

### Videos and YouTube

*Instructional screen cast videos* (4-10mins) – research indicates that shorter videos are better for getting people to watch the whole thing. After all, video is created to serve up a pre-packaged message, so the longer the video, the less people will watch.

It's also noticeable that after a certain point the engagement average flattens out – so there's not a major difference in engagement for a 4-minute versus a 10-minute video.

While traditional in-person lectures usually last an hour, viewing audiences have much shorter attention spans when watching educational videos online. The optimal video length is 6 minutes or shorter - the average engagement time of any video maxes out at 6 minutes, regardless of its length. And engagement times decrease as videos lengthen.

*YouTube* - a great audio/visual presentation method. Designed to deliver short audio visual messaging, the following research and 'hit results' indicate that viewing times that get the most views and engagement are:

- **Top 10** - 4 minutes 11 seconds
- **Top 50** - 2 minutes 54 seconds

### Visitor Centres

Visitor Centres have high foot traffic and attract both visitors to an area and its residents as they browse, seek information and book services. This provides an opportunity to promote messages through signage, display and audio-visual options that may be available through the Centre.

### Websites

Websites present an opportunity to strengthen an organisation's brand.

The PHCC website is an online portal that includes information about the organisation, latest news, media releases, news archives, projects, publications, events etc. It also has areas that can be accessed by the public, and a 'member's page' for Board members and program partners of the PHCC.

As portable technology becomes an increasingly preferred method of communication, websites will need to have a mobile website design features so sites can be easily accessed on mobile technology.

### Workshops

Workshops can be conducted over a short period e.g, a couple of hours, or extended up to two full days and are tightly coordinated and facilitated to keep participants on target.

They provide opportunities to educate, or introduce to participants practical skills, techniques or ideas that they can then use.

Workshops are generally informal and designed to work with a small group of people, which allows those involved the chance to contribute and be heard.

They work especially well for people who work together, or will be working on a common issue or cause. A workshop can help to create a sense of community or common purpose among its participants.

# 5

## How well do you know the profile of the communities in which they are located?

*Knowing the communities in which you will be spreading your message can also assist in refining communication methods and activities.*

The Peel-Harvey Catchment covers an area that includes 16 local governments (LG). When planning communication strategies it is helpful to know general information about the community you will be connecting with.

Following is a short community profile for each of the localities, based on information derived from the LG websites and Australian Bureau of Statistics 2016 Census.

More detailed statistical information can be found on the site's "Quickstats" section.

<http://www.abs.gov.au/websitedbs/D3310114.nsf/Home/2016%20QuickStats>

### Boddington

The Shire of Boddington is situated in the Peel region of Western Australia, approximately 123 kilometres southeast of Perth and 92 kilometres southeast of Mandurah. The Shire covers a land area of 1,900km<sup>2</sup>.

The Shire of Boddington borders the local government authorities of Collie, Harvey, Waroona, Murray, Wandering and Williams. The Shire's main localities are Boddington, Ranford, Marradong, and Quindanning.

Boddington is one of only nine regional towns in Western Australia that are being supported by the State Government under the SuperTowns initiative to increase its population by more than the State average, in accordance with the Growth Plan. This will be achieved by facilitating economic growth and improved services and facilities.

In 2016 the population was 1,844 and the median age 39. Aboriginal and Torres Strait Island people made up 4.5% of the population, children aged 0-14 21.7%, with people aged 65+ making up 13.2%. There were 475 families living in the Shire of Boddington and 894 private dwellings. Approximately 30.5% of the population volunteer their time to support organisations or groups.

Main employment industries are mining, construction, school education, farming and land development. The 2016 census reports that 852 residents were employed, with an unemployment rate of 5.4%.

### Cockburn

The City of Cockburn is located in Perth's outer southern suburbs about 15-20 kilometres from the Perth CBD. It is one of the fastest growing areas in the metropolitan area of Western Australia and is only between fifty and sixty per cent fully developed.

In 2016 the population was 104,473 and the median age 35. Aboriginal and Torres Strait Island people made up 1.5% of the population, children aged 0-14 20.1%, with people aged 65+ making up 11.7%. There were 28,305 families living in the City of Cockburn and 42,827 private dwellings. Approximately 15.5% of the population volunteer their time to support organisations or groups.

Main employment industries are school education, medical, hospitality, technical and retail. The 2016 census reports that 51,770 residents were employed with an unemployment rate of 7.6%.

Modern day Cockburn is renowned for its ship building industry as well as the dying breed of market gardens. Large national ship building companies, including Austal Ships, sell their products to many different countries throughout the world. These companies are all located in the Cockburn suburb of Henderson, the ship building mecca of Australia.

### Collie

The Shire of Collie is a local government area in the South West region of Western Australia, about 60 kilometres east of Bunbury and about 200 kilometres south of the state capital Perth and covers an area of 1,711km<sup>2</sup>.

In 2016 the population was 8,798 and the median age 41. Aboriginal and Torres Strait Island people made up 4% of the population, children aged 0-14 19%, with people aged 65+ making up 17.7%. There were 2,307 families living in the Shire of Collie and 4,042 private dwellings. Approximately 22.4% of the population volunteer their time to support organisations or groups.

Main employment is in the areas of technical and trade, labouring, machinery, administration and professional positions. The 2016 census reports that 3,283 residents were employed, with an unemployment rate of 11%.

## Cuballing

Cuballing is situated 192km south-east of Perth. The district covers 1,250km<sup>2</sup> in the Central Wheatbelt area embracing the townships of Cuballing, Popanyinning and Yornaning, the Cuballing district and Dryandra County (within its boundary 17 500ha of Dryandra State Forest).

In 2016 population was recorded as 863 and the median age 47. Aboriginal and Torres Strait Island people made up 1.6% of the population, children aged 0-14 18.1%, with people aged 65+ making up 22%. There were 221 families living in the Shire of Cuballing and 407 private dwellings. Approximately 29.2% of the population volunteer their time to support organisations or groups.

Main employment industries are farming, school education, local government administration, hospitals and transport. The 2016 census reports that 366 residents were employed, with an unemployment rate of 5.2%.

## Harvey

Encompassing an area of approximately 1,766 km<sup>2</sup>, the Shire of Harvey is located in the South West region of Western Australia, a leisurely one and a half hours drive from Perth.

In 2016 population was 26,553 and the median age 38. Aboriginal and Torres Strait Island people made up 2.2% of the population, children aged 0-14 22.2% with people aged 65+ making up 14.3%. Approximately 7,166 families live in the Shire of Harvey with 10,962 private dwellings. Approximately 21.9% of the population volunteer their time to support organisations or groups.

Main employment industries are school education, manufacturing, retail, hospitality and mining. The 2016 census reports that 11,681 residents were employed, with an unemployment rate of 7.7%.

## Kwinana

The City of Kwinana is a local government area of Western Australia, Australia. It covers an area of approximately 118km<sup>2</sup> km in the metropolitan Perth, and lies about 38 km south of Perth CBD.

In 2016 population was 38,918 and the median age is 32. Aboriginal and Torres Strait Island people made up 3.6% of the population, children aged 0-14 22.3%, with people aged 65+ making up 9.1%. There were 10,061 families living in the City of Kwinana and there was 15,300 private dwellings. Approximately 13.6% of the population volunteer their time to support organisations or groups.

Main employment industries are in the areas of technical and trade, administration, labouring, machinery and professional services. The 2016 census reports that 16,803 residents were employed with an unemployment rate of 10.8%.

## Mandurah

The City of Mandurah is located 72km south of Perth, and is the largest growing regional centre in Western Australia. Mandurah is currently the tenth largest council in Western Australia and offers idyllic waterfront location

The Local Government area covers 17,350ha. The landscape includes 50km of coastline, ~22km of canal waterways, ~ 50ha conservation, ~575ha foreshore, ~447ha bushland. National Parks include Yalgorup, Peel Region Park, Creery Island, Channel Island.

In 2016 the population was 80,813 with a median age of 43. Aboriginal and Torres Strait Island people made up 2.1% of the population, children aged 0-14 18%, with people aged 65+ making up 22.6%. There were 22,213 families living in Mandurah and 40,766 private dwellings. Approximately 16% of the population volunteer their time to support organisations or groups.

Over 4,000 businesses were operating in Mandurah with the two most dominant industries being the construction and retail trades. The 2016 census reports that 31,035 were employed and the unemployment rate is 10.9%.

## Murray

The Shire of Murray is located in the centre of Western Australia's Peel Region, covers an area of 1,821km<sup>2</sup> and is less than an hour south of Perth.

Murray delivers a diverse range of housing and land use options. Regional planning opportunities will continue to be identified but will focus on retaining a rural feel and lifestyle. Focus areas such as the suburbs of Pinjarra, South Yunderup and Ravenswood continue to evolve, with vibrant town centres and streetscapes.

In 2016 the population was 16,698 and the median age 44. Aboriginal and Torres Strait Island people made up 2.4% of the population, children aged 0-14 18.8%, with people aged 65+ making up 21.5%. There were approximately 4,605 families living in Murray in 2016 and 7,831 private dwellings. Approximately 19.4% of the population volunteer their time to support organisations or groups.

The main industries are construction, manufacturing, retail, education and training. In 2016 the census reports that 6,421 residents were employed and the unemployment rate was 9.6%.

### Narrogin

The Town of Narrogin is located in the Wheatbelt region of Western Australia, 192km south-east of Perth along Great Southern Highway and covers an area of 13.1 km<sup>2</sup>.

In 2016 the population was 5,162 and the median age 40. Aboriginal and Torres Strait Island people made up 6.8% of the population, children aged 0-14 20.8% with people aged 65+ making up 18.1%. There are approximately 1,251 families living in Narrogin and 2,297 private dwellings. Approximately 28.2% of the population volunteer their time to support organisations or groups.

Main employment industries are technical and trade, professional, labour, community and personal services and administration. The 2016 census reports that 2,092 residents were employed with an unemployment rate of 5.2%.

### Pingelly

Pingelly is a town and shire located in the Wheatbelt region of Western Australia, 158km from Perth via the Brookton Highway and Great Southern Highway. The town is also located on the Great Southern railway line.

In 2016 the population was 1,146 and the median age 50. Aboriginal and Torres Strait Island people made up 12.4% of the population, children aged 0-14 16.9% with people aged 65+ making up 25.8%. There were 303 families living in Narrogin and 605 private dwellings. Approximately 31.2% of the population volunteer their time to support organisations or groups.

Main employment industries are farming, local government administration, school education, agriculture and fishing and transport. In 2016 the census reports that 412 residents were employed with an unemployment rate of 8.8%.

### Rockingham

The City of Rockingham is a local government area in the far southern suburbs of the Western Australian capital city of Perth and covers 257.1 km<sup>2</sup>.

In 2016 the population was 125,114 and the median age 34. Aboriginal and Torres Strait Island people made up 2% of the population, children aged 0-14 22.3% with people aged 65+ making up 12.3%. There are approximately 33,350 families living in Rockingham and 50,891 private dwellings. Approximately 14.4% of the population volunteer their time to support organisations or groups.

Main employment industries are school education, hospitality, defence, retail and mining. The 2016 census reports that 54,838 residents were employed with an unemployment rate of 9.8%.

### Serpentine Jarrahdale

Located approximately 45km from the Perth CBD, Serpentine Jarrahdale is set against the picturesque backdrop of the Darling Scarp.

Forested hills and wetlands are complemented by areas of pristine wilderness, an abundance of wildflowers and wildlife. This unique landscape delivers an enviable rural setting in close proximity to a major metropolitan area.

In 2016 the population was 26,833 and the median age 32. Aboriginal and Torres Strait Island people made up 2% of the population, children aged 0-14 23.9% with people aged 65+ making up 9.1%. There were 7,352 families living in Serpentine Jarrahdale and 9,616 private dwellings. Approximately 16.9% of the population volunteer their time to support organisations or groups.

Main employment industries are school education, transport, hospitality, mining and building. The 2016 census reports that 12,874 residents were employed with an unemployment rate of 7.1%.

### Wandering

Wandering is a town located in the Wheatbelt region of Western Australia, approximately 120km from the state capital Perth, just off the Albany Highway. It is the main town in the Shire of Wandering.

In 2016 the population was 444 and the median age 47. Aboriginal and Torres Strait Island people make up 0.7% of the population; children aged 0-14 21% with people aged 65+ making up 19.3%. There were 132 families living in Wandering and 221 private dwellings. Approximately 36.9% of the population volunteer their time to support organisations or groups.

Main employment were in the areas of farming, mining, local government administration, school education and in hospitals. The 2016 census reports that 203 residents were employed with an unemployment rate of 5.1%.

## Waroona

The Shire of Waroona is located off the South Western Highway, about 108km from Perth. It stretches from 'sea to scarp' (the Indian Ocean to the Darling Range), and incorporates the localities of Waroona, Hamel, Preston Beach and Lake Clifton. It embraces beaches, unspoilt lakes of the coastal plains, fertile farmlands and peaceful jarrah forests.

In 2016 the population was 4,148 and the median age 45. Aboriginal and Torres Strait Island people made up 2.4% of the population, children aged 0-14 18.7%, with people aged 65+ making up 20.1%. There were 1,089 families living in Waroona and 2,056 private dwellings. Approximately 24.1% of the population volunteer their time to support organisations or groups.

Main employment industries are manufacturing, land development, mining, residential care and school education. The 2016 census reports that 1,630 residents were employed with an unemployment rate of 8.7%.

## Wickepin

Wickepin is located 210km south-east of Perth and 38km east of Narrogin. The Shire includes five distinct areas – Wickepin, Yealering, Harrismith, Tincurrin and Toolibin.

The area has unique wildflowers, big skies and lakes. The Swan River springs from Wickepin, beginning as the Avon River - so does the Blackwood River. The landscape is home to sheep and the endangered freckled duck and spider orchid.

In 2016 the population was 718 and the median age 46. Aboriginal and Torres Strait Island people made up 3.5% of the population, children aged 0-14 19.8%, with people aged 65+ making up 19.5%. There were 190 families living Wickepin and 392 private dwellings. Approximately 42.1% of the population volunteer their time to support organisations or groups.

Main employment areas are farming, school education, local government administration, hospitals and agricultural support services. In 2016 the census reports that 354 residents were employed with an unemployment rate of 4.3%.

## Williams

Williams, one of the oldest settled areas in Western Australia and situated about 160kms south of Perth, on the Albany Highway. In addition to being a wool, livestock and grain producing area, recent years have seen the town expand in residential building, tourism related development and the establishment of an industrial area.

In 2016 the population was 981 and the median age 43. Aboriginal and Torres Strait Island people made up 1.4% of the population, children aged 0-14 20.2%. with people aged 65+ making up 16.9%. There were 263 families living in Williams and 455 private dwellings. Approximately 39.6% of the population volunteer their time to support organisations or groups.

Main employment areas are farming, school education, mining, local government administration and agricultural support services. In 2016 the census reports that 522 residents were employed with an unemployment rate of 2.2%.

# 6

## Consider the frequency of communication

*The objectives and context of the project/program will assist in determining the frequency of the communication streams. It may be a one-off standalone strategy or, for long-term projects and programs, there may need to be a series of strategies implemented.*

OPPORTUNITIES	FREQUENCY
<p><i>Stand Alone Project and Staged Project may include (but are not limited) to some of the following opportunities</i></p>	<p><i>Frequency – this will be dependent on the target audience/s and how they best receive messages. E.g a Minister may only want to be informed of significant project milestones, the general community may enjoy a series of progress reports through social media outlets</i></p>
<p>Successful grant application announcement</p>	<p>Once off</p>
<p>Promote the funding and partners involved in the project/program</p>	<p>At each stage of the program/project – this can include leveraging good picture opportunities to engage through social media on a regular basis</p>
<p>Commencement of a project/program – or stage</p> <p>Identifying media and publicity opportunities within the project scope (e.g events, on ground works, workshops, field days, information sessions etc)</p>	<p>Dependent on media and publicity/promotion outlets opportunities may arise: Daily, Weekly, Fortnightly, Monthly, Quarterly, Bi Monthly and Annually</p>
<p>Reporting on project/program milestones</p>	
<p>Celebrating project outcomes</p>	

# 7

## Communications budget

*Some of the methods and activities for consideration will have costs attached to them. It is important when developing your communications strategy that you also plan your budget.*

There are many media, publicity and promotional options that do not have budget implications and can be done through in-house resourcing and utilising established networks.

However there are also a range of opportunities to strengthen communication and messaging at varying costs. Examples include:

### USING IN-HOUSE RESOURCES AND PARTNERSHIP PROGRAMS

- Email
- E newsletters /Community newsletter/ bulletins
- Facebook
- Letters
- Instagram
- Twitter
- Notice boards
- SMS messages
- Websites
- School notices
- Phone calls
- Journals
- Articles and information booklets– specific publications
- Newspapers (media coverage)
- Radio (community announcements)
- Presentations
- Meetings
- Information Sessions
- Report Cards
- Project Summaries
- Annual Report
- Workshops, Info Sessions and Seminars
- Link with Games/Sporting activities
- Displays (e.g public spaces)
- Links to complementary clubs and groups Memberships
- Libraries
- Visitor Centres

### POSSIBLE BUDGET EXPENDITURE

- YouTube (production costs)
- Videos
- Audio Pod Casts
- Functions, Events Festivals, Fairs, Expos
- S.H.A.R.E Series
- Fliers
- Signage
- Posters
- Advertising
- Television (paid commercials)
- Radio (paid commercials)
- Information Sessions (external)
- Apps
- Private Television Stations (e.g. over 55 lifestyle villages)
- Displays (e.g private spaces)
- Cinema advertising



## 8

### Events and Activities that could provide a media opportunity

*In addition to sharing stories about projects/programs, events present the potential to attract and extend media coverage.*

Examples of activities that could provide a media opportunity include:

- Events that involve announcements of a project milestone or outcome
- Workshops and information sessions
- Conferences and forums
- Community events, field days, volunteer days
- Small grant rounds (call for applications/announcing successful applicants/completed projects/site visits)
- Landowner participation and engagement in a project/program

## 9

### Political and/or Ministerial linkages to projects/programs

*Consider in your communications planning, the possibility of linking the project/program with a political or Ministerial interest to strengthen support, publicity, promotion and relationships.*

As many projects/programs are Government funded, it is important to keep Ministers and high level public officers linked to portfolios associated with projects/programs in the communication network.

Events and activities provide opportunities to involve Ministers and their departments and assist in maximising media coverage – either through their participation at an event or activity, or through leveraging off their own communication networks.

It is desirable that the event provides media opportunities that will showcase the delivery of key project milestones, innovative projects, landscape scale projects that incorporate multiple projects; and highlight the work of individual land managers, regional NRM organisations and service providers in the successful delivery of these projects.

Considerations when seeking to involve Ministers or local members:

- Provide as much lead time as possible to ensure consideration by the department.
- Following departmental engagement protocols, contact the relevant Minister/members office and highlight:
  - The proposed event/announcement
  - Date/time/venue and location
  - A description of the event and how the Minister or member can be involved
  - The number of people that are expected to attend
  - The target audience
  - Anticipated media coverage
  - The phase of the project
  - Revisiting a successful project site after a period of time to see how the project has delivered environmental, social and economic benefits (this type of example can help demonstrate the importance of NRM investment over the longer-term).

# 10

## Targets and Measures

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

Community valued projects are funded

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

Community are aware of training and participation opportunities

Community are aware of projects being proposed and implemented across the catchment

Community are aware of opportunities to be involved in project design, implementation and evaluation

Community have confidence in project implementation

Knowledge is strong and informs good decision making

Community are aware of outcomes being delivered

Community know where to find relevant information relating to project delivery

Community are aware of issues relevant to catchment management, and/or know where to find relevant information

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

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

Volunteer numbers have increased

Partnerships are built, maintained and strengthened

PHCC is approached as a credible commentator and advisor

Knowledge is shared across Community and industry

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

## How will you evaluate the success of your communication?

*Evaluation will assist with accountability, reporting, improving how we communicate 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
<p>Project reporting to funding bodies</p> <p>Measure level of engagement in communication methods (e.g. No. of people subscribed to e-newsletter/engaging in social media)</p> <p>Measure trajectory of participation in events/ workshops/field days/project delivery</p> <p>Measure level of community capacity via PHCC supported but not driven events/activities</p> <p>Measure level of community involvement in on-ground activities independent but supported by the PHCC</p> <p>Determine effectiveness of communication systems and procedures for adaptive management</p> <p>Confirm and seek other areas of interest from participants</p> <p>Determine trajectory of involvement in citizen science activities</p> <p>Determine the trajectory of area of catchment being actively managed</p> <p>Determine the effectiveness of communication methods, (e.g. analysis of social media data)</p> <p>Identify improvements in communication methods</p> <p>Identify issues, concerns, new projects, funding streams etc.</p>	<p>PEOPLE</p> <ul style="list-style-type: none"> <li>Who did we reach? Did we miss any members of our community during the process?</li> <li>How did we engage with new participants, increase our database and find out more about our community?</li> <li>How did we engage Noongar people and/or raise cultural awareness through this project?</li> <li>How do we know if we have met the expectations of our community?</li> <li>How did we confirm and seek other areas of interest from participants?</li> </ul> <p>ACTIVITIES</p> <ul style="list-style-type: none"> <li>How did our activities achieve the desired outcomes?</li> <li>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?</li> <li>Have we built capacity through the teaching of new skills and/or increase NRM knowledge?</li> </ul> <p>BEHAVIOURS</p> <ul style="list-style-type: none"> <li>How have we changed thoughts and behaviours?</li> <li>What do we think the community got out of being involved? How will we build on positive experiences and encourage participation in future activities?</li> <li>How did we ensure the approach to communications was strategic, purposeful and valuable?</li> </ul>	<p>Electronic Survey (e.g. Survey Monkey)</p> <p>Hard copy evaluation survey forms at events</p> <p>Face to face discussions/feedback</p> <p>Phone call</p> <p>Email</p> <p>Letter/form/postage paid envelope</p> <p>Surveys (at the start and finish of the project to measure changes in behaviour, attitude, knowledge etc.)</p> <p>Data collection</p> <p>Focus groups / Steering Committee</p>

# 12

## Reporting

Funded projects will require media reporting in both project planning and acquittal processes. It will be important to plan how you will document, capture and share communication strategies, (including distribution and outcomes) as part of this process.

In addition to project reporting, internal and external stakeholders will also need to be considered in reporting processes.

REPORTING – WHO NEEDS TO RECEIVE THE INFORMATION?	COMMUNICATION METHODS	CELEBRATION AND ACKNOWLEDGEMENT
PHCC Board and Staff	Report cards/fact sheets/project summaries	Public recognition
Project Partners	Media releases	E notifications/cards
Federal Government	Presentations	Thank you letters / postcards
State Government	Displays (private and public spaces)	Hand written notes
Local Government	Signage	Morning teas/afternoon teas/lunches/suppers
Sub-Regional Groups	Social Media - Facebook / Twitter / Youtube / Instagram	Gifts of movie tickets / petrol voucher / stationery and 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 & E-Newsletters	Project Partner events
Landowners	Advertisements	Story telling
Community groups	Community Centres	
Individuals	Schools	
Aboriginal Groups	Briefings	
Research and Development Groups	Face to face	
Educational Institutions	Phone calls	
Industry Groups	Letter drops/direct mail	
Media	Email	
Participants/Volunteers	Journals/articles/bulletins	
	Through the arts	