


Community Engagement Steering Committee | 11 March 2019



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



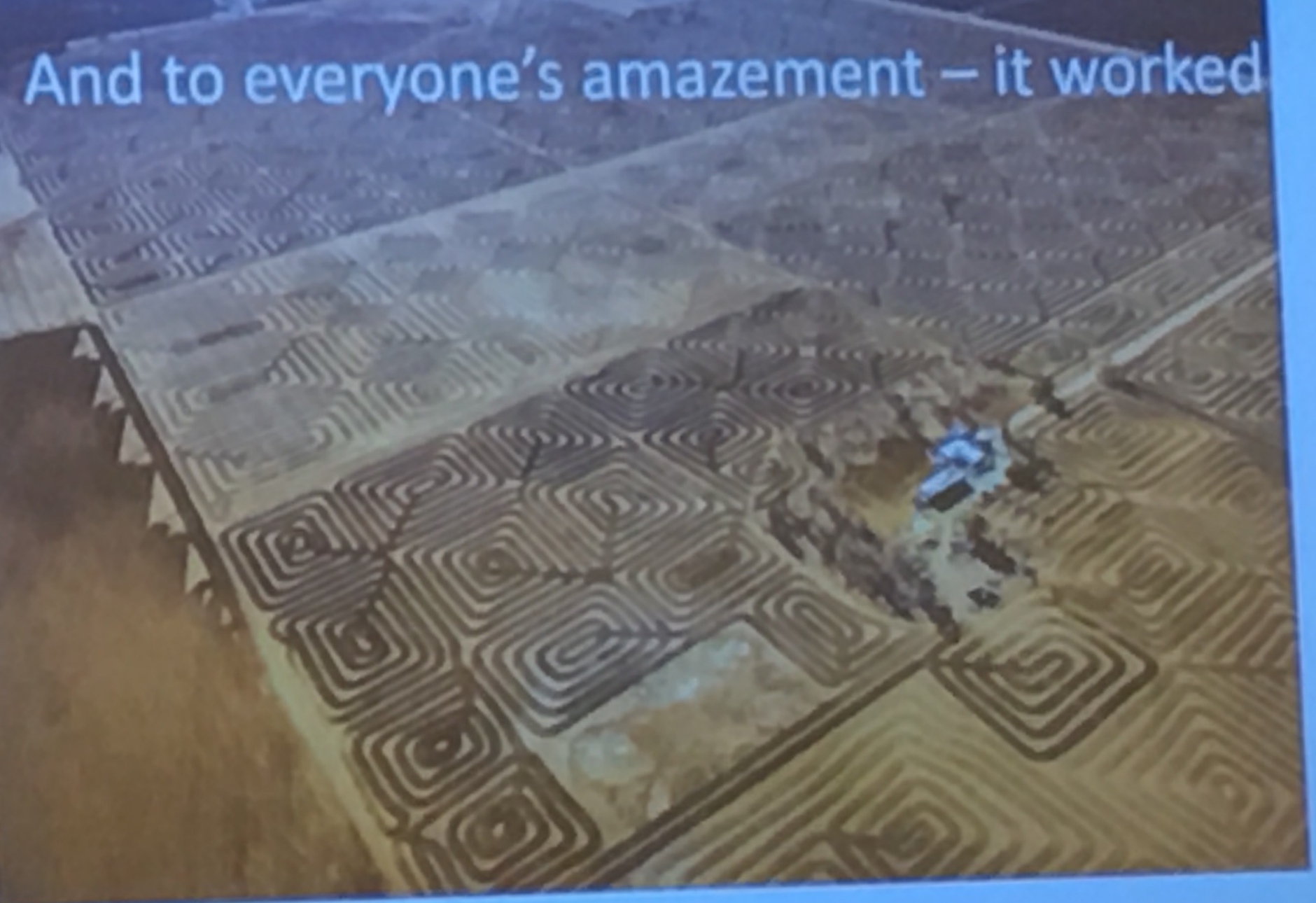
PHCC | Working Together
Peel-Harvey Catchment Council



Regional Agricultural Landcare Facilitator (RALF) Overview (NLP2 Funding)

- **Engage and inform** farming communities and agricultural industries
- **Facilitate partnerships** that best deliver agricultural outcomes
- **Assist** farming communities to develop new projects and seek new funding opportunities
- **Support** the delivery of Sustainable Ag projects
- **Nil on ground funding**

And to everyone's amazement – it worked



PHCC
Working Together



Communications Overview

What we do now

- Traditional Media Releases (Newspaper)
- Magazine Articles (PDC, Overflow, Bushland News)
- Website
- Social Media (FB, Twitter, Instagram)
- E-Newsletter (coming soon)
- Newsletters x 3 distributed throughout Catchment (Landcare Matters x 2, CCC)
- Radio Interviews
- Respond to opportunities

Communications Plan & Community Engagement Plan

Endorsed PHCC July 2016

Core Services - Reviews

(submitted 19 January 2019)



  **Community Participation Plan**
January 2019
This project is supported by PHCC through funding from the Australian Government's National Landcare Program

Community Participation Plan
Complete & In use

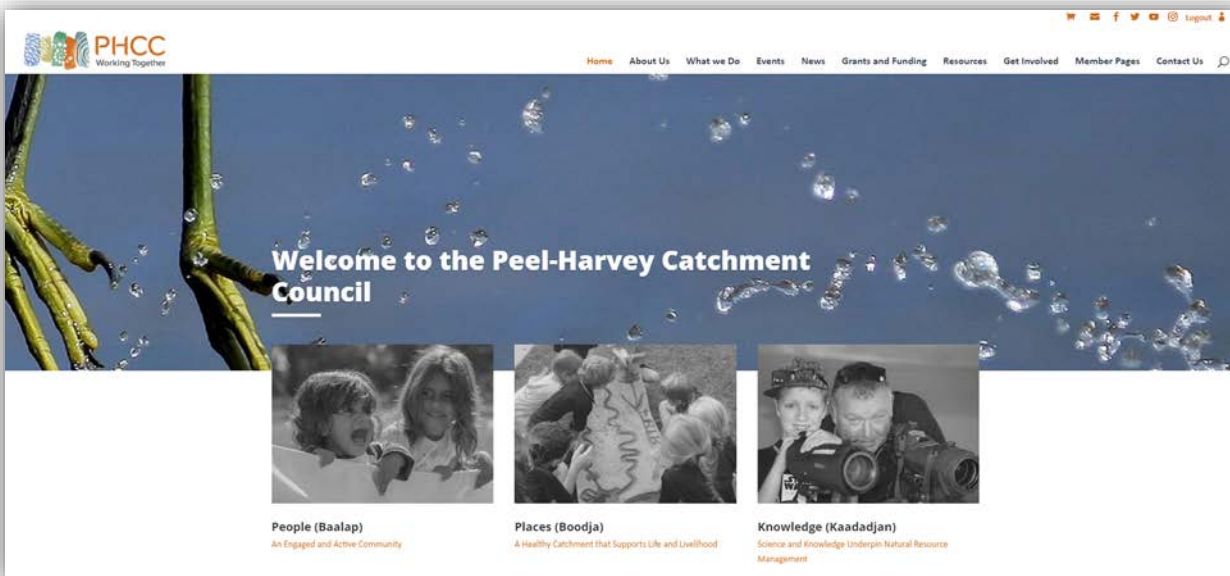


  **Communications Plan**
January 2019
This project is supported by PHCC through funding from the Australian Government's National Landcare Program

Communications Plan (Interim)
Complete & In use
Full revised Plan required (see examples NLP2)

Website

- Great feedback so far – easy to navigate
- Member pages working well
- Time allocated (weekly) to keep up to date
- Staff training required





PHCC Social Media

Sep 2018 – Feb 2019 (6 months)

Numbers increasing



1,214 followers (was 1,059 – June 2018)
43,243 post views (6 mths)

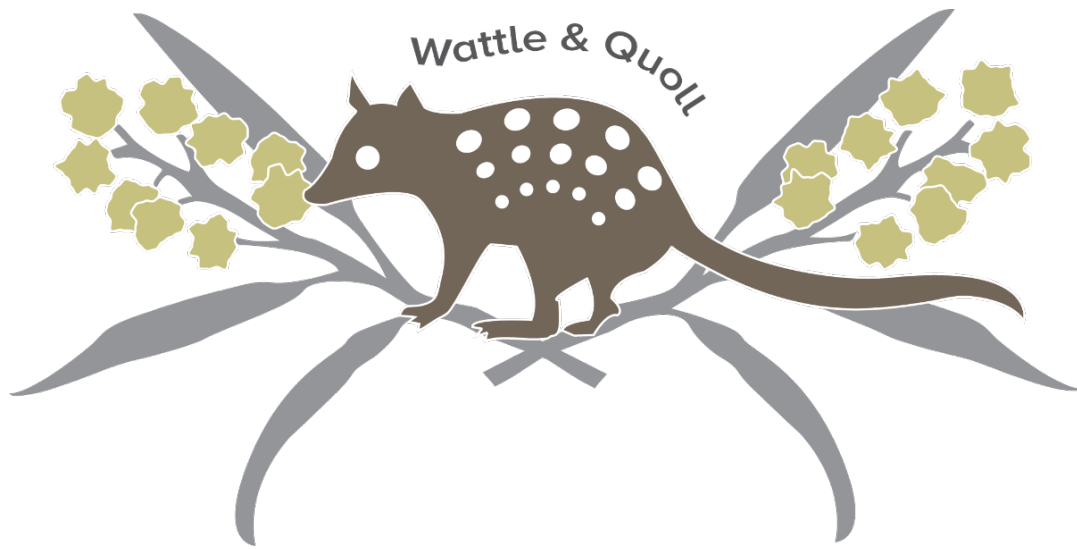


394 followers (was 308 – June 2018)
9,600 Impressions* (No. times PHCC tweet seen)



223 followers
New - just over 6 months ago

* Staff tweet using personal accounts so this number not an accurate reflection of engagement



E-Newsletter Database Review & Upgrade + Training

Wattle & Quoll

- Better engagement across the Catchment (we hope)
- More consistent way to engage
- Evaluate impact – resources vs engagement
- Winner of naming competition: Wendy Summers
- First edition out April (Djeran)
- Bi-monthly editions to follow the Noongar Seasons

Where to now ?

- **Traditional Media Releases** – time consuming, little uptake
? Effort vs reward – social media taken over?
- **Media relationships** – e.g. Gareth & Caitlyn @ Mandurah Mail (interviews and write own articles)
- **Magazine Articles** (ramp up and expand coverage)
- **Website** (resource making sure up to date)
- **Social Media** (FB, Twitter, Instagram) – keep team KPI's
- **E-Newsletter** (coming soon)
- **Newsletters x 3** – required deliverable - (Landcare Matters x 2, CCC)
- **Radio Interviews** (opportunistic)
- Respond to **opportunities**