

# Community Engagement Steering Committee | 23 April 2020 Communications



*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



# Our Communication...

- **Social Media** (FB, Twitter, Instagram)
- **E-Newsletter** (Wattle & Quoll) x 6 per year
- **Website**
- **Newsletters x 3** (Landcare Matters x 2, CCC)
- **Traditional Media Releases**
- **Magazine Articles**
- **Radio/TV Interviews**



# Encouraging our Community to follow and share our journey

3 ways to Connect cards distributed at all events...



## 3 ways to **connect**

**Subscribe** to our E-newsletter  
[www.peel-harvey.org.au/wattle-quoll/](http://www.peel-harvey.org.au/wattle-quoll/)

**Follow us** on Social Media

 @PeelHarveyCatchmentCouncil

 @PeelHarveyCC

 @peelharveycc

**Browse** our Website  
[www.peel-harvey.org.au](http://www.peel-harvey.org.au)





# Social Media - Facebook



- 1,732 followers (up 181 since November)
- Pre COVID-19 averaging a post each day
- In the last month – **13,229** post reach (# times post appeared in someone's newsfeed)

**Peel-Harvey Catchment Council**  
Published by peelharveyc2@gmail.com · 3 March ·

Happy World Wildlife Day!  
For your viewing pleasure, here is a small selection of the amazing critters that inhabit our catchment...

Thanks to photographers Rob McLean, Keith Lightbody and Tony Kirkby for sharing your photos with us.



**953** People reached    **136** Engagements    Boost Unavailable

**Peel-Harvey Catchment Council**  
Published by peelharveyc2@gmail.com · 9 March ·

Rick is out and about again, collecting vital information to assist with management of our Catchment.

Here, he is monitoring the flow of groundwater to Lake Clifton's thrombolite community.

Assessing the existing sampling points is a start, with a more comprehensive program soon to follow under our National Landcare Program funded #WetlandsandPeople project. Watch this space! #Ramsar482



**340** People reached    **27** Engagements    Boost Unavailable

**Peel-Harvey Catchment Council**  
Published by peelharveyc2@gmail.com · 10 April at 09:48 ·

Update on proposed Point Grey Marina and Channel - this will make your Easter folks!

On 26 March the Shire of Murray considered a confidential report on the proposed Point Grey Marina and Channel. No longer confidential, we can now share with you that the Shire of Murray have unanimously adopted to:

1. Initiate a Scheme amendment aimed at making a marina a use that is not permitted under the Point Grey zoning....

Continue reading



**11,460** People reached    **1,387** Engagements    Boost Unavailable

↑ Top Post last month

# Social Media - Twitter



It's official! We have just launched the WA Feral Cat Working Group and Research Program! A huge thankyou to everyone in this major step forward to protect our Biodiversity. For info see [Peel-harvey.org.au/wa-feral-cat-w...](https://Peel-harvey.org.au/wa-feral-cat-w...)



 Alannah MacTiernan and 8 others

2:58 PM · Apr 6, 2020 · [Twitter Web App](#)

 View Tweet activity

12 Retweets 28 Likes

- 478 followers (up 19 since November)
- In the last month - **4,054** impressions (# times tweet was seen)

**\*\*Top Tweet last month \*\***

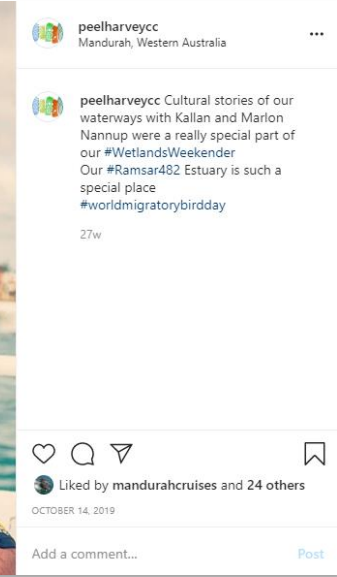


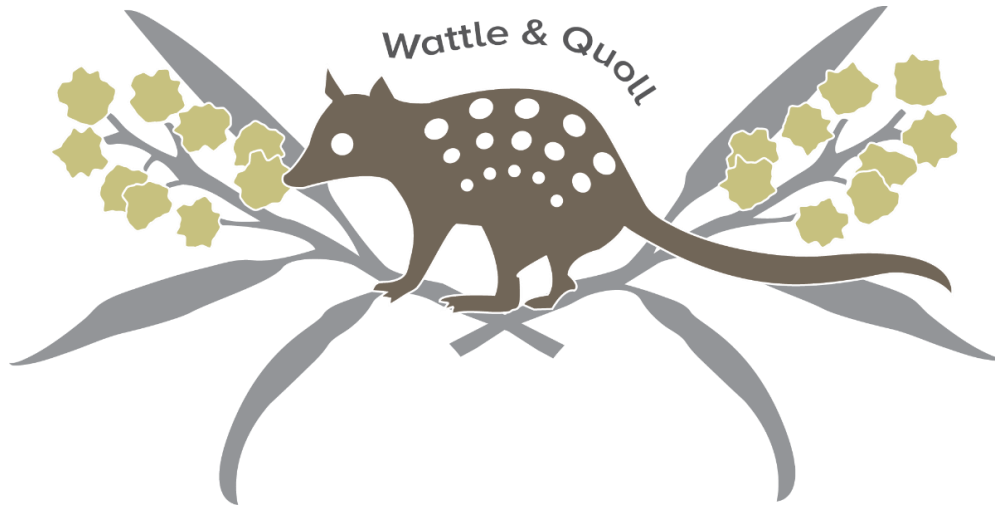


# Social Media - Instagram



- 371 followers (up 57 since November)





## Wattle & Quoll

- 1<sup>st</sup> year complete – 7 editions sent out to date
- 387 Subscribers (up from the initial 260 – first edition)
- 50-60% open rate

# Website Updates

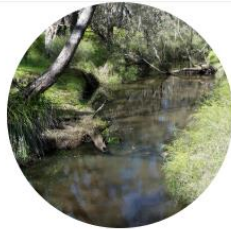
## Project Newsletters



Hotham Williams Landcare Matters



Lake Clifton Landcare Matters



Connecting Corridors & Communities

2020  
April  
March  
February

2019 ●

2018 ●

2017 ●

2016 ●

2020  
January

2019 ●

2018 ●

2020

2019 ●

2018 ●

- New (temporary) page created for Feral Cat Working Group
- Project Newsletters page has had a makeover
- PHCC Publications pages modified so most recent item appears first

## To come:

- Home River Ocean Campaign
- Member Pages to get a makeover
- Recovery Plans for PH Threatened Species & Communities
- Banksia Page



# Newsletters



- Landcare Matters **Hotham-Williams monthly** (41 editions sent) via local newsletters in Boddington, Williams, Wandering & Cuballing and local email database
- Landcare Matters **Lake Clifton bimonthly** (8 editions sent) via email to Lake Clifton contact list
- Connecting Corridors and Communities **Serpentine River biannually** (4 editions sent) via post to landholders and emailed to stakeholders/partners



# Media Releases & Magazine Articles

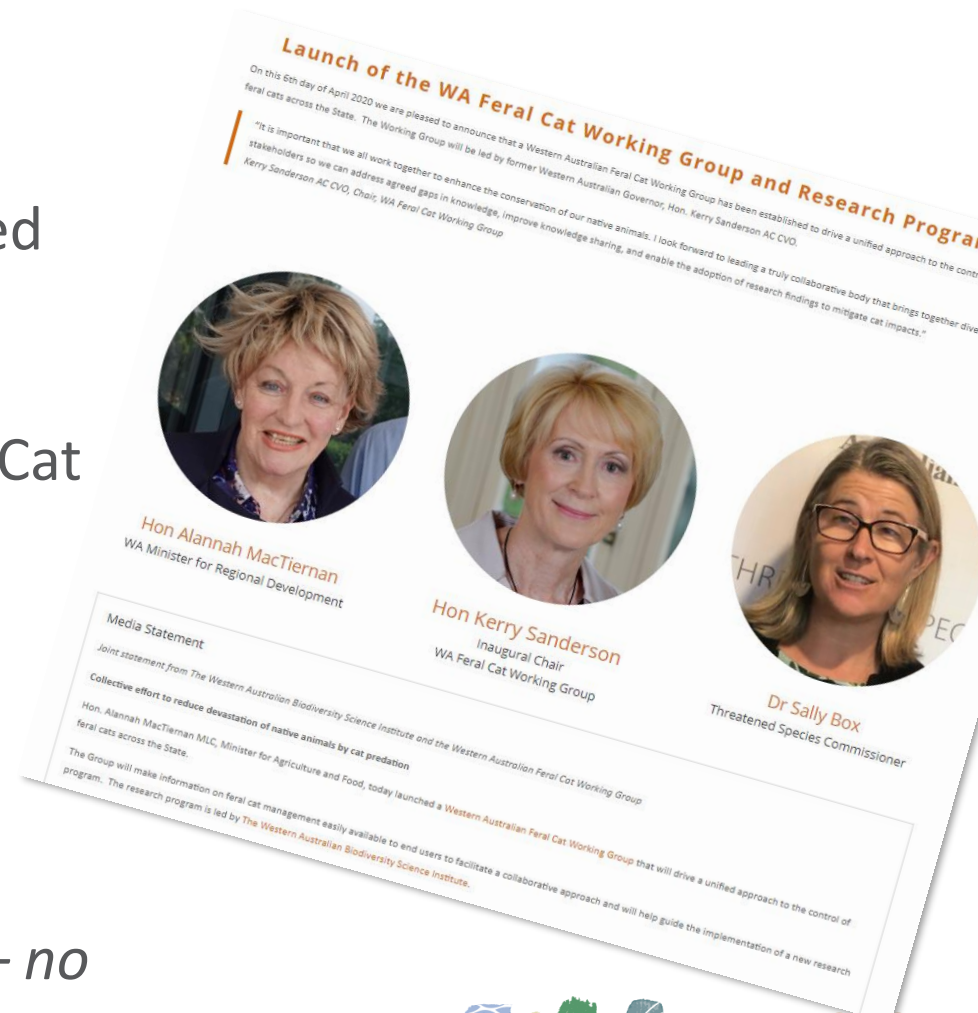
## Traditional Media Releases x 3

- Land for Wildlife goes digital
- Ramsar Report Card Launched
- REI Fertilising the Farm

## Joint Media Release: WA Feral Cat Working Group Launched

## Bushland News x 1 Land for Wildlife Program

*(Content all prepared by team – no longer outsourced)*





# Core Services Deliverables

## 2019/20

*The service provider must prepare communications products for the Department to use to communicate Project achievements, and progress towards 5-year Outcomes in the Management Unit including:*

*(A) at least three general media releases per year; and*

*(B) at least three social media notices per year;*

Item	Details	Complete
Media Release 1	Wetlands Weekender	Yes
Media Release 2	Report Card Launch	Yes
<b>Media Release 3</b>		<b>No</b>
Social Media 1	Microplastic Program with Coodanup College	Yes
Social Media 2	Monitoring Groundwater at Lake Clifton	Yes
Social Media 3	CEG Projects Underway	Yes
+ Many More	Various	Yes



# Communications Plan

Our Communications Plan was approved by the Australian Government on 30 March 2020.

*“The Plan meets the requirements set out in Schedule 2 – Statement of Work of the executed Services Agreement between the Department and PHCC and is therefore approved by the Department.”*

