

MINUTES OF COMMUNITY ENGAGEMENT STEERING COMMITTEE

Meeting held on Thursday 23rd April 2020

9 am | via Zoom



Attendance

Paddi Creevey	Chairman (Steering Committee)
Caroline Knight	Member
Bob Pond	Member
Jane O'Malley	CEO
Sharon Meredith	Coordinator, Wetlands and People
Paula Pownall	Regional Agriculture Landcare Facilitator
Julie MacMile	Coordinator, Graphics, Communications +

1 Welcome

Paddi Creevey declared the meeting open at 9.03am.

2 Apologies

Nil

3 Declarations of Interest

Nil

4 Confirmation of Minutes – 14 November, 2019

Moved: Bob Pond Caroline Knight

That the minutes of the Community Engagement Steering Committee Meeting held on 14 November, 2019 be confirmed as a true and correct record of the meeting.

CARRIED

5 Business Arising (from Table of Actions)

5.1 Item 4.6 CE Steering Committee Meeting 14/11/19 (Sharon Meredith)

Meet with Steve Fisher, the Program Manager to look at project management, staggering of events and alternate delivery methods for events (supporting, co-delivery) to avoid burnout.

Complete – met with Steve Fisher, Ramsar Program Manager 23/01/2020 + 9/04/2020+ 16/4/2020

The outcome of the meetings resulted in a review of the deliverables required for 20-21, taking into account the impact of COVID19 and the need to produce content for on-line content as a substitute for traditional face to face events. Sharon created a new work plan, and will explore new potential partnerships and opportunities for example with peel Bright Minds, for co-delivery

for future events. The work plan will continue to be adapted as necessary, consulting the Program Manager on any changes. Please see 7.5 for more details.

5.2 Item 4.7 CE Steering Committee Meeting 14/11/19 (Sharon Meredith)

Coordinate a meeting with a small group in January to assist with evaluating the Wetlands Weekender festival.

Complete - Conducted a review of the Wetlands Weekender on 10/02/2020. Present were Jane O'Malley, Steve Fisher, Jessie Fenelon, Sarah Way (Ways to Nature) and Jennie Beeson (PHCC Volunteer). Presented a cost analysis on the festival, and discussed different modes for delivery for this year. Explored the highlights and challenges of the festival and captured suggestions to improve the festival. Next steps will be to organise a small working group to review the specific events and make recommendations about what should be included in the program for 2020.

5.3 Item 5.5a CE Steering Committee Meeting 14/11/19 (Paula Pownall)

Investigate Megan Ryan's plant research into legume and perennial pastures

Complete - Investigated. Made reference notes.

5.4 Item 5.5b CE Steering Committee Meeting 14/11/19 (Paula Pownall)

Talk to Land Conservation manager on PHCC approach to the Transform Peel project

Complete

5.5 Item 6.2 CE Steering Committee Meeting 14/11/19 (Julie MacMile)

A small postcard be designed containing Wattle & Quoll subscription link, PHCC social media handles and website link.

Complete. Cards printed and being distributed at events. Committee very happy with this outcome

5.6 Item 6.3 CE Steering Committee Meeting 14/11/19

New pages to be created on website that contain information on the Flora (TECs) and Critters of the Peel-Harvey

Update: Ongoing - research has commenced. Note: Critters of the Peel-Harvey are being featured in each edition of Wattle & Quoll.

Committee recommended that links to recovery plans are also included and that the Land Conservation Team provide support to source this information.

Caroline queried whether traffic to PHCC website is monitored. Julie advised not currently, but will be looked at in the future and she will report back to next Steering Committee Meeting

Actions:

- 1. Links to recovery plans to be included in the new Peel -Harvey Threatened Species and Communities webpages. The Land Conservation Team to provide support to source this information.**
- 2. Julie to use Google Analytics to monitor website traffic and report back to next meeting**

6 Wetlands and People: Community Engagement Component 2019-2020

Sharon provided the following update:

6.1 Project Updates - Staff

- Community Engagement, Support Officer Jessie Fenelon resigned in February 2020.
- Wetlands and People Coordinator, Sharon Meredith moved from 5 days per week to 4 days per week.

6.2 Delivered

- All reporting event deliverables for the Community Engagement component have now been met. 30 x events were delivered with support from the Science and Waterways team and reported as of last quarter. (March 2020).
- 70 x Communications materials have been delivered, with 5 remaining for the financial year. Materials included but were not limited to; videos, magazines articles, newspaper adverts, social media posts, media releases, radio promotion and booklets.
- A total of 10,643 people attended the events in 19-20. The Overwintering exhibition which ran over a month at MANPAC as part of the Wetlands Weekender and was attended by 9175 people.
- 54 Unique groups were involved with the events over the course of 19-20.

6.3 2019-20 Budget/Deliverable Overview

Project Service	Reporting Nos Required	Number delivered	Operations Budget 2019-2020	Budget Expenditure 2019-2020
Community/ Stakeholder Engagement Events	30	30	\$59,200.00	31, 511.00
Communication Materials	75	70	\$12,400	6028.53
Total			\$76,950.00	\$37, 539.53

6.4 Breakdown of Events Delivered 2019 - 20

Period	19-20 Deliverables	Attendees	Groups
Quarter 1	Wetland Walk and Talk	42	7
	SHARE - River Rescue	58	8
	National Tree Day	650	7
	Alcoa Tree Planting	23	3
	Educational Cruise	55	2
	Waterwise Education	43	3
	Overwintering Mini Exhibition	32	4
Quarter 2	Clean Waterways Campaign – Focus Group	11	9
	The Overwintering and Flyway Exhibition	9175	8

	WW1 - The Flock	42	7
	WW2- The Overwintering Launch	225	8
	WW3 - Wonders of the Wetland	28	9
	WW4 - Movie Night	42	4
	WW5 - Pave the Way	54	10
	WW6 - Wetland Boat Tour	45	6
	WW7 - Race for the Red Necked Stint	5	3
	WW8 - Cultural Event, Guided Tour of the PMS	31	2
	Shorebird Identification Workshop	21	6
	Shorebird2020 Count Peel Yalgorup System	61	12
Quarter 3	World Wetlands Day Festival	102	23
	Shorebird Celebration	25	9
	Wetland Tour - Thomas Dambo and FORM for the Troll Project	15	6
	Coodanup Foreshore Workshop	10	5
	Micro Plastic Excursion	12	2
	Clean Waterways Campaign – Focus Group	9	9
	Clean Up Peel Waterways 2020	172	7
	TOTAL	10,643	54 (Unique Groups)

6.5 In Progress: Re-visioning the Community Engagement Component for the Ramsar Project

In the financial year 2020-21, the following are to be delivered for Community Engagement Component:

- 28 x Training/Workshop Events
- 1 x Conference/Seminar
- 75 Communication materials (Team)
- 2 x Field Days

Due to restrictions with gatherings and face to face interaction with Covid19, we are anticipating delivering a portion of these events online through online training videos and webinars. The aim is to stagger the workload and deliver 6 training/workshop events in the first reporting quarter for the next financial year.

Bringing the deliverables into an online environment is a challenge but possible. It requires adapting the content for online viewers and using online delivery modes. This will require time to learn how to use new platforms, software, and skills. There will be new people, organisations we need to partner with to assist in the delivery.

Plans are currently being drafted to develop content and deliver events for the first quarter of 20-21, this includes creating an Online Education Hub and hosting webinars.

6.6 Project Deliverables April – June 2020

Easter Holiday Drawing Competition

- Easter drawing competition currently open, close April 30th.

Online Educational Hub

- Design and develop video content Design and develop accompanying worksheets and online resources. Draft plans for an Online Educational Hub.

Wetlands Weekender Festival

- Initiate the internal working group and create the first festival program draft. Research activities, design the program. Secure partnerships. Initiate Wetlands from Above production (dependent of funding from COM).

Online Training Events

- Learn and test technology and platforms. Consult stakeholders. Secure partnerships. Develop webinars

Focus Group

- Attend focus group with COM – Clean Waterways Campaign

Evaluations

- Research how to conduct effective evaluations in an online space.

AVI Tourism Business Case

- Assist in the preparation of documentation required for the Business Case. Commenced May 6th. Deadline June 12th

Signage Concept Plan for the Ramsar Site

- Undertake a concept plan that outlines key strategies for implementing an interpretative signage project for the Ramsar Site. Commenced April.

6.7 Feedback received from the Steering Committee

The Steering Committee requested an update on project management, staggering of events, and alternate delivery methods for events to avoid burnout.

Action: Sharon discussed the re-visioning the Community Engagement Component for the Ramsar Project, see 6.3

The Steering Committee requested the working group for Wetlands Weekender should be an internal working group with members from the steering committee present along with the Program Manager, Steve Fisher.

Action:

Sharon to initiate a small internal working group to review the Wetlands Weekender Festival and make recommendations about what should be included in this year's program. The group is to include Jane, Julie, Bob and Steve.

7 Regional Agricultural Landcare Facilitator

7.1 Budget

Paula Pownall provided the following update.

Project Service	Numbers Required	Numbers delivered	Operations Budget	Spent	Allocated
Community Environment Grants: Establishing agreements	10	19	\$65,000	\$56,984.09	\$8,015.91
Community Environment Grants: On ground works	10	4	65,000	\$12,690	\$52,310
Field Days/other events	3	3	\$6,000	\$3,409.77	\$2,545.00
Communication Materials	12	19	\$2,400	0	\$2,400
One on One technical advice	10	10	\$3,000	\$455.00	\$2,545.00
Farm Management surveys, inc Land for Wildlife	4	2	0	0	0
Negotiating with community groups	3	1	\$1,000	0	\$1,000
Total			\$142,400	\$73,538.86	\$68,861.11

7.2 Community Environmental Grants (CEG): Greening Farms Agreements with Farmers

- 19 agreements with farmers (3 on Swan Coastal Plain, 16 in Hotham Williams (HW) catchment)
- One-on-one site visits to each property during the Greening Farms Community Environment Grant project development phase, and where required, assisting landholders with their applications.
- Four (4) Landholders within the HW area had more than one application per farm. For example they had up to 3 projects they wanted funding to support.

On-farm on-ground works

- In 2019-20, four on-farm works have already been completed. The outcome is 10 to be completed by June 2020.

7.3 Field Days/ events

a) Pigs, Pests and Biosecurity Workshop Thursday 5th March 2020, Cuballing Recreation Centre

Six groups were engaged:

- WA Pork producers association
- Department of Primary Industries and Regional Development
- Private landholders
- Local government
- Community Groups x 2

Field Day	Total number of participants	Number of groups engaged	Expenses
Pigs, Pests, and Biosecurity	24	6	\$577.50

b) Talkin Soil Health Conference Wednesday 12th March 202, York Town Hall

Field Day	Total number of participants	Number of groups engaged	Expenses
Talkin Soil Health Conference	140 6(Peel Region)	7	\$2,000

Greening Farms was able to sponsor our Soil Health Champion to attend the Talkin' Soil Health conference, including accommodation, travel and attendance at the Cocktail Function where he was awarded with a trophy.

7.4 Communication materials

Communication material	Total	Purpose
Wattle and Quoll	3	Advertising future events, engage with new information/ insights e.g. new apps or websites
HW Landcare matters	2	Share new information, share past event statistics and insights, gain interest in future events
Facebook	9	Share our success, create interest in agriculture, advertise events, share information from other sources relevant to our catchment
Twitter	5	Share and engage in real time

7.5 One on One technical

- 11 delivered in the July 2019 – April 2020 period

7.6 Farm management surveys

- Two surveys delivered in the July 2019 – April 2020 period

7.7 Negotiating with community groups:

- Negotiated with one group in the July 2019 – April period, with the support of the H-W team

7.8 RALF Covid-19 impacts to date:

- Cancellation of SJFFA Food and Farm Fest
- Property planning workshop postponed
- UWA ARC linkage project on hold
- Changes to CEG acquittal, and expression of interest process
- Cancellation of RALF conference- Canberra

8 Communications

Julie provided an update on PHCC's communications:

8.1 3 Ways to Connect Cards (Item 4.5 from Business Arising)

An action from the last meeting was to design a small card to be distributed at events. The card contains a list of ways for our community to keep up to date with happenings at PHCC. Card has been designed, printed and is distributed at events.

8.2 Social Media

Our social media followers and engagement rate are still on the increase. A short summary is contained below:

Facebook

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

Twitter

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

Instagram

- 371 followers (up 57 since March)

8.3 E-Newsletter (Wattle & Quoll)

1st year is complete. We have sent out 7 editions to date. We have 387 subscribers which is a good increase from the initial 260 who received the first edition. We have a 50-60% open rate.

8.4 PHCC Website

- A new (temporary) page has been created for the WA Feral Cat Working Group as a repository for information until such time as the Working Group have their own website.
- The PHCC Publications page has been modified so the most recent publication appears first.
- The Project Newsletters and Wattle & Quoll Pages have had a makeover for easier navigating between current and past issues.

To come:

- PHCC has taken possession of the Home River Ocean Campaign materials from SWCC and will include this content on our website for future use.
- Member pages will be getting a makeover to enable easier navigation particularly for meeting papers (past and present)
- Recovery plans will be linked to the new PH Threatened Species and Communities pages

8.5 Project Newsletters

- Landcare Matters (Hotham-Williams) distributed monthly (41 editions sent) via local newsletter in Boddington, Williams, Wandering and Cuballing. Also sent out via an email database.
- Landcare Matters (Lake Clifton) distributed bimonthly (8 editions sent) via email to Lake Clifton contact list
- Connecting Corridors and Communities (Serpentine River) distributed biannually (4 editions sent) by post to landholders and via email to stakeholders and partners.

Project Newsletters are also available on PHCC website and through Wattle & Quoll

8.6 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 (with WABSI):

- WA Feral Cat Working Group and Research Program Launched

Magazine Articles

- Bushland News Article x 1: Land for Wildlife Program

8.7 Core Services Deliverables 2019/20 (Communications)

As part of our contractual obligations for Core Services under National Landcare Program funding, we must prepare at least three general media releases per year; and at least three social media notices per year. Our deliverables complete for Year 2 are:

- Media Release 1 Wetlands Weekender
- Media Release 2 Report Card Launch
- Social Media 1 Microplastic Program with Coodanup College
- Social Media 2 Monitoring Groundwater at Lake Clifton
- Social Media 3 CEG Projects Underway
- Social Media + many more

The only outstanding item is a Media Release and this will be complete by June 30.

8.8 PHCC Communications Plan (NLP Core Services Deliverable)

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

9 Other Business

9.1 General

- Paddi advised that PDC have an e-news bulletine and this could also be a good way to get our messages out.
- Paddi suggested that the order of the meeting be changed in future so that the Communications update is provided first.
- The Committee agreed that there is an impressive amount of work being undertaken and the commitment of the Team is to be commended.

The meeting closed at 11.20pm

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Paddi Creevey (Chair)

Table of Actions

#	Action	Who	Outcome
1	Item 6.3 CE Steering Committee Meeting 14/11/19 and Item 5.6 CE Steering Committee Meeting 23/04/20 <i>1. New pages to be created on website that contain information on the Flora (TECs) and Critters of the Peel-Harvey.</i> <i>2. Links to recovery plans to be included in the new PH Threatened Species and Communities webpages. The Land Conservation Team to provide support to source this information.</i>	Julie	
2	Item 5.6 CE Steering Committee Meeting 23/04/20 <i>Julie to use Google Analytics to monitor website traffic and report back to next meeting</i>	Julie	
3	Item 6.4 CE Steering Committee Meeting 23/4/2020 <i>Sharon to initiate a small internal working group to review the Wetlands Weekender Festival and make recommendations about what should be included in this year's program. The group is to include Jane, Julie, Bob and Steve.</i>	Sharon	

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

