

## MINUTES OF COMMUNITY ENGAGEMENT STEERING COMMITTEE

Meeting held on **Thursday 5th November 2020**

9 am | PHCC Shed



### Attendance

|                 |   |
|-----------------|---|
| Bob Pond        | Member  |
| Andy Gulliver   | Member  |
| Jane O'Malley   | CEO   |
| Sharon Meredith | Coordinator, Wetlands and People                      |
| Paula Pownall   | Regional Agriculture Landcare Facilitator             |
| Julie MacMile   | Coordinator, Graphics, Communications +               |
| Gene Turner     | Program Manager, Land Conservation (Guest)            |
| Charlie Jones   | Community Engagement Coordinator, Wetlands and People |

### 1 Welcome

Bob Pond nominated as Acting Chair for this meeting (in Paddi Creevey's absence) and declared the meeting open at 9.03am.

### 2 Apologies

|                 |                               |
|-----------------|-------------------------------|
| Paddi Creevey   | Chairman (Steering Committee) |
| Caroline Knight | Member                        |

### 3 Confirmation of Minutes – 14 November, 2019

Bob Pond confirmed that the minutes of the Community Engagement Steering Committee Meeting held on 14 November, 2019 are a true and correct record of the meeting.

### 4 Business Arising (from Table of Actions)

#### 4.1 Item 6.3 CE Steering Committee Meeting 14/11/19 and Item 5.6 CE Steering Committee Meeting 23/04/20 (Julie MacMile)

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

*In progress. These items will form part of new NRM Strategy*

#### 4.2 Item 5.6 CE Steering Committee Meeting 23/04/20 (Julie MacMile)

Julie to use Google Analytics to monitor website traffic and report back to next meeting

*In progress. Julie booked into Google Analytics training.*

#### **4.3 Item 6.4 CE Steering Committee Meeting 23/4/2020 (Sharon Meredith)**

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.

*Complete. Subgroup established, met three times for Wetlands Weekender 2020 to support program development and debrief post event. Sub-Group to remain in place to support future events, including sign off of final programs.*

## **5 Declarations of Interest**

Nil

## **6 Communications**

Julie provided an update on PHCC's communications:

### **6.1 Social Media**

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

#### Facebook

– 1,997 followers (up 265 since April)

Some discussion ensued around the types of posts that achieve the most engagement which are posts of a more general nature i.e. weeds, critters. PHCC will continue to schedule these types of informational posts amongst our 'project' posts.

#### Twitter

– 507 followers (up 29 since April) PHCC general Twitter account  
Individual staff members (11) also actively tweeting.

#### Instagram

– 475 followers (up 104 since April)

PHCC is not as active in this space as Instagram is not conducive to desktop application. Significant following considering little activity. Opportunity to reach many others if this becomes a focus for the Communications Team.

**Action: Investigate training for Julie MacMile and Charlie Jones in the Instagram space to determine best ways to reach our audience.**

### **6.2 E-Newsletter (Wattle & Quoll)**

We have sent out 10 editions to date with 462 subscribers which includes ~50 new subscribers from the recent Wetlands Weekender events. We currently have 48% open rate.

Action:

*Investigate ways and opportunities to advertise Wattle & Quoll on other platforms.*

### **6.3 Project Newsletters**

– Landcare Matters (Hotham-Williams) distributed monthly (48 editions sent) via local newsletter in Boddington, Williams, Wandering and Cuballing. Also sent out via an email database.

- Landcare Matters (Lake Clifton) distributed bimonthly (10 editions sent) via email to Lake Clifton contact list
- Connecting Corridors and Communities (Serpentine River) distributed biannually (5 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

#### 6.4 Media Releases & Magazine Articles

##### Traditional Media Releases x 5:

PHCC not using traditional media as much as previously as many other platforms available to access a wider audience.

##### Magazine Articles

- Bushland News Article x 1: Feral Cat Working Group
- Peel Magazine Article x 1 (out soon): PHCC and Newmont Partnership

#### 6.5 PHCC Events and Activities

PHCC events are currently listed on PHCC website and Facebook events. Attendance at events is continually increasing. Discussion ensued about other methods to use to encourage attendance. It was requested that Board Members, particularly those on relevant Steering Committees be invited to attend events.

Action:

*A reminder be sent to all staff to remind them to ensure Board Members, in particular, relevant Steering Committee Members are invited to events and activities.*

#### 6.6 NRM Strategy

Jane provided an update on PHCC's new NRM Strategy and progress to date. A lot of great work has been undertaken since our current Strategy was prepared back in 2014 and this will be used to inform the new Strategy. It has been determined that an interactive online Strategy, although a lot of work, is the best outcome for our Community. Many of the PHCC team will be involved in this process and meetings/workshops have been/will be undertaken to fill any gaps. Gaia Resources have been contracted to provide an update of the 2014 statistics for comparison and we are looking at resourcing options for the TEC and Threatened Species sections.

## 7 Wetlands and People: Community Engagement Component 2019-2020

### 7.1 Wetlands Weekender 2020

Sharon provided a summary of the Wetlands Weekender Festival held on 10th + 11th October. It was a successful festival with positive engagement and attendance across several events.

Wetlands Weekender claimable NLP services were 7 events and 54 communications materials – total services income \$48,461. The following table summarises costs in comparison to attendance of the 2019 and 2020 Wetlands Weekender Festivals.

| ITEMS            | 2019 |             | 2020 |           |
|------------------|------|-------------|------|-----------|
|                  | NOS  | \$          | NOS  | \$        |
| Events Delivered | 8    | \$13,123.72 | 7    | 17,975.18 |

|                                     |               |                     |              |                     |
|-------------------------------------|---------------|---------------------|--------------|---------------------|
| Comms materials Delivered           |               | \$8428.95           | 54           | 6552.68             |
| Attendance                          | 348           |                     | 735          |                     |
| Groups                              | 28            |                     | 32           |                     |
| Staff                               | 11 (190 days) | \$93,150            | 8 (194 days) | \$94,997.50         |
| Volunteers                          | 6 (3 days)    | \$900               | 8 (8 days)   | \$1740              |
| <b>Total Costs (excl. staffing)</b> | <b>8</b>      | <b>\$21,552.67</b>  | <b>7</b>     | <b>\$24,527.86</b>  |
| Cost per participant excl. staffing |               | \$61.93             |              | \$33.37             |
| <b>Total Cost (incl. staffing)</b>  |               | <b>\$115,602.67</b> |              | <b>\$121,265.36</b> |
| Cost per participant inc. staffing  |               | \$270.00            |              | \$131.61            |

Community Engagement subgroup met to inform festival planning and debrief to reflect on the festival. This was helpful to ensure a clear understanding on expectations of the event.

## 7.2 Progress against NLP Deliverables for FY 2020-21

Charlie provided a summary of progress towards community/ stakeholder engagement deliverables for the NLP this financial year, thanking Sharon for her work which leaves the program in a great position in terms of outcomes and outputs delivered to date.

FY2020-21 deliverables are: 28 x Training/Workshop Events; 1 x Conference/Seminar; 75 Communication materials (Team); 2 x Field Days. In Q1, 2 field days (100%) and 6 events (21%) were claimed. A further 12 events have already been delivered this quarter, including Wetlands Weekender, school excursions/ incursions, community presentations by Steve, Reel It In Clean Up and Shorebird Mentoring Workshops. These already delivered events represent a total of 18 events of the contracted 28 events for 2020-21 (64%).

Planned upcoming events include:

- Remainder of Q2: Greenfields PS excursion - 5<sup>th</sup> November; Excursion with TAFE students (new migrants English program) - 20<sup>th</sup> November; Shorebird Mentoring Program Workshop 3 - 27<sup>th</sup> November;
- Q3: Shorebird Count Training Workshop – mid January; Shorebird Count – 31<sup>st</sup> January; World Wetlands Day Conference (2<sup>nd</sup> Feb); Pre conference boat tours x2 – 1<sup>st</sup> Feb + potential additional site visits; Wetlands Festival – 31<sup>st</sup> January (events TBC).
- Q4: Dolphin Watch Training Workshop (timing TBC); Shorebird Count Celebration Event; Clean Up Peel Waterways Event (March)
- Cumulative total by end Q4: At least 29 events of the contracted 28 events for 2020-21 (100%) and one conference (100%)

Jane and Sharon noted the success of bringing the World Wetlands Day Conference to Mandurah by contributing some funding. The conference is led by Wetlands Centre Cockburn and usually

held at their Centre which is currently being renovated – several PHCC team members usually attend and it is an important event for the sector. This will bring many practitioners in the sector to our region and provide opportunities to share our work among our peers. It also provides cross-promotion opportunities for the annual Shorebird count and the festival.

All noted the concentration of major events around the last weekend in January. Charlie noted many team members will be contributing e.g. to providing presentations at the conference, site visits and talks for pre-conference tours, and assisting with events. Urgent priority will be to start planning to ensure that we can plan deliver all commitments within available capacity.

### 7.3 Outcomes and evaluation

The Wetlands and People Project is on track towards achievement of the 5 year project outcomes, which are:

- By June 2023, the skills and knowledge of our community volunteers will be improved to increase community sector stewardship for conservation and wise use of the Peel- Yalgorup wetlands through at least 2 citizen science programs, 15 events and 12 field days supporting 275 individuals to monitor Ramsar values.
- By June 2023, the local community has an increased awareness of the Ramsar and cultural values of the Peel-Yalgorup wetlands through engagement activities, including 110 events, with at least 4300 individuals, and 40 groups, including those that use or manage the site and its catchment.

Charlie presented some survey findings from Wetlands Weekender events showing that attendees were a mix of people already aware of Ramsar and the Peel-Yalgorup system, and those not yet aware. Feedback showed that the overwhelming majority of participants all learned more about the PYS and its migratory birds from the events. Jane noted that there has also been a large scale community survey measuring awareness of Ramsar and the Peel-Yalgorup system, which showed fairly low awareness. The plan is to repeat this survey as part of assessing the broader impact of our work.

Double click image below for presentation:



## 8 Regional Agricultural Landcare Facilitator

All deliverables for 2019-2020 were met and the RALF plan successfully submitted and approved.

### 8.1 Community Environment Grants 2020-21: Site visits

37 property visits, 4,397 km travelled, 28 Greening Farms Grant applications.

This year landholders in the Hotham Williams area were focused on managing *Juncas acutus* (Spiny Rush), revegetating saline areas with saltbush and mixed native plant species, as well as reducing hillslope erosion.

On the Swan Coastal Plain landholders focused on planting native species, creating wildlife linkages, and managing feral animals.

A total of 28 Greening Farms applications were submitted for potential funding of up to \$10,000 per application.

**2020-21 CEG Greening Farms 19 Agreements: \$123,800**

### 8.2 Community engagement project services under Greening Farms 2020-21 to date

| PROJECT SERVICE                                       | NUMBERS REQUIRED | NUMBERS DELIVERED | OPERATIONS BUDGET | INVOICED Q1 & 2  | ALLOCATED / REMAINING |
|---|------------------|-------------------|-------------------|------------------|-----------------------|
| Community Environment Grants: Establishing agreements | 10               | 17                | \$65,000          | \$65,000         | \$0                   |
| Community Environment Grants: On ground works         | 10               | 4                 | \$65,000          | \$26,000         | \$39,000              |
| Field Days/other events                               | 3                | 2                 | \$9,000           | \$6,000          | \$3,000               |
| Communication Materials                               | 13               | 8                 | \$12,350          | \$7,600          | \$4,750               |
| One on One technical advice                           | 9                | 9                 | \$4,050           | \$4,050          | \$0                   |
| Farm Management surveys, inc Land for Wildlife        | 4                | 1                 | \$4,800           | \$1,200          | \$3,600               |
| Negotiating with community groups                     | 1                | 0                 | \$3,500           | \$0              | \$3,500               |
| <b>Total</b>  |                  |                   | <b>\$163,700</b>  | <b>\$109,850</b> | <b>\$53,850</b>       |

Action:

***Paula to present and include the 5 year outcome and deliverable tracker for RALF plan and Greening Farms at the next meeting***

### 8.3 Field Days/ other events

#### Ecosystem Engineers: The Humble Dung Beetle 13th of August 2020

The Dung Beetle Field Day was a collaboration between the River care and Land Conservation teams to facilitate information to landholders interested in Dung Beetles on the Swan Coastal Plain.

Over the past two years PHCC has had discussions with landholders in regards to dung beetles, sourcing them, and creating an environment suitable for Dung Beetle survival

**Aim:** Increase awareness in Dung Beetles, including: Breeding, Life cycle, Threats, Species Environmental impact, Resources, Connecting stakeholders

| FIELD DAY                            | TOTAL NUMBER OF PARTICIPANTS | NUMBER OF GROUPS ENGAGED | EXPENSES |
|--------------------------------------|------------------------------|--------------------------|----------|
| Ecosystem Engineers:<br>Dung Beetles | 26                           | 7                        | \$296    |

#### Sheep Handling and Perennial Pastures: Wandering Farm Productivity Group, 1<sup>st</sup> October 2020

Background: The Wandering Farm Productivity Group (WFPG) was re-established in June 2020 with the support of PHCC, after ten years dormancy.

The WFPG is farmer driven, and they recognised the need to practically demonstrate sheep handling equipment, and to establish pasture varieties that will contribute to minimising the Autumn Winter feed gap.

**Aim:** Support farmers to become more resilient to the changing climate, and the impacts of drought and best practice.

Educate, inform, and engage attendees on the pros and cons of sheep handling equipment. Discuss the benefits of perennial pastures and crop varieties, and discuss the future of mulesing within sheep enterprises to build natural capital, through soil health, using regenerative farming practices and principles.

| FIELD DAY                                | TOTAL NUMBER OF PARTICIPANTS | NUMBER OF GROUPS ENGAGED | EXPENSES |
|--|------------------------------|--------------------------|----------|
| Sheep Handling and<br>Perennial Pastures | 41                           | 6                        | \$186    |

### 8.4 Communication materials

| COMMUNICATION MATERIAL        | TOTAL |
|-------------------------------|-------|
| Wattle and Quoll RALF updates | 4     |
| HW Landcare matters           | 2     |
| Facebook                      | 14    |
| Twitter                       | 10    |
| Total                         | 30    |

Action:

***Paula to review and finalise the 2 x Agricultural Case studies (CEG recipient and Blyth Worm Farm)***

### **8.5 Negotiating with community groups:**

- Negotiated with Wandering Farm Productivity Group to support the potential re-establishment of the farmer driven group, including attending meetings. The group has successfully re-established.
- Attended the Facey Group Spring Optimiser Workshop on getting through summer with water and livestock. I had the opportunity to engage directly with landholders and stakeholders regarding water issues.

### **8.6 Community engagement projects in progress:**

#### **Peel Hub Southern Dirt**

Peel Hub Southern Dirt- MOU: The MOU has been signed and we are in discussions regarding events and workshops over the next 12 months.

The focus is around soils, and Southern Dirt are currently discussing a soil focus group for the Peel Region.

#### **Peel Harvey Biosecurity Group**

Peel Harvey Biosecurity Group and I have been working together on clear and consistent messaging when it comes to biosecurity. We recently worked together on sourcing the crown weevil for biological control of Paterson's Curse.

#### **Serpentine Jarrahdale Landcare (SJ Landcare) and Shire of Murray MOU**

SJ Landcare have recently established an MOU with the Shire of Murray to work more often within the Shire boundary to work with landholders.

Recent discussions with SJ Landcare have led to more involvement for site visits and support.

#### **"After the Fire" Regrarians project.**

Jane O'Malley mentioned the "After the Fire" Regrarians project.

Action:

***Paula to present the outline/ update for the "After the Fire" Regrarians project at the next community engagement steering committee meeting.***

#### **PODcasts**

Discussed opportunity to develop PODcasts using Peel Bright Minds Facilities. This would involve arranging subject matter experts and guests to chat and record on a topic that we could then post to our audiences. This is a work in progress and may involve assistance from other agencies such as Landcare SJ.

### **8.7 Survey Monkey/ mail distribution**

We will be during a baseline survey within the next six weeks to ask land conservation/ agricultural landholders what they would like to get further information on. E.g. drought, funding opportunities, government assistance, innovation, science and research.



The process will ensure a targeted engagement of all of our stakeholders, clients, and partners will receive information that they will require, in a timely fashion.

Action:

*Paula to distribute draft Survey to community engagement steering committee for review and feedback before being issued.*

## 9 Other Business

### 9.1 General

- Andy Gulliver expressed his pleasure around the team’s focus in ensuring PHCC is keeping up to date with the most appropriate forms of communication and engagement for particular audiences. He thought PHCC’s ever expanding audience and online presence (website, social media, etc.) is great as it seems we are drawing people to us rather than having to go to them.
- The Steering Committee acknowledged this was Sharon Meredith’s last meeting and thanked for her hard work over the years.

The meeting closed at 11.19am

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Bob Pond (Acting Chair)

### Table of Actions

| # | ACTION   | WHO   | OUTCOME |
|---|--|-------|---------|
| 1 | <i>Item 5.6 CE Steering Committee Meeting<br/>23/04/20<br/><br/>Julie to use Google Analytics to monitor website traffic.</i>  | Julie |         |
| 2 | <i>Item 6.1 CE Steering Committee Meeting<br/>5/11/20<br/><br/>Investigate training for Julie MacMile and Charlie Jones in the Instagram space to determine best ways to reach our audience.</i> | Julie |         |
| 3 | <i>Item 6.3 CE Steering Committee Meeting<br/>5/11/20</i>  | Julie |         |

|   |  |       |  |
|---|--|-------|--|
|   | <i>Investigate ways and opportunities to advertise Wattle &amp; Quoll on other platforms.</i>  |       |  |
| 4 | <b>Item 6.5</b> <i>CE Steering Committee Meeting 5/11/20</i><br><br><i>A reminder be sent to all staff to remind them to ensure Board Members, in particular, relevant Steering Committee Members are invited to events and activities.</i>  | Julie |  |
| 5 | <b>Item 8.2</b> <i>CE Steering Committee Meeting 5/11/20</i><br><br><i>Present and include the 5 year outcome and deliverable tracker for Greening Farms at the next meeting</i>   | Paula |  |
| 6 | <b>Item 8.4</b> <i>CE Steering Committee Meeting 5/11/20</i><br><br><i>Review and finalise the 2 x Agricultural Case studies (CEG recipient and Blyth Worm Farm)</i>   | Paula |  |
| 7 | <b>Item 8.6</b> <i>CE Steering Committee Meeting 5/11/20</i><br><i>a. Present the outline/ update for the “After the Fire” Regrarians project at the next community engagement steering committee meeting; and</i><br><i>b. Ask Regrarians if the training can also be recorded in podcast format so that we can further share and expand the audience/knowledge</i> | Paula |  |
| 8 | <b>Item 8.7</b> <i>CE Steering Committee Meeting 5/11/20</i><br><br><i>Distribute draft Survey to community engagement steering committee for review and feedback</i>  | Paula |  |

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