

## MINUTES OF COMMUNITY ENGAGEMENT STEERING COMMITTEE

Meeting held on **Wednesday 9th June 2021**  
2 pm in the PHCC Shed



### Attendance

Caroline Knight	Acting Chair
Paddi Creevey	Chair
Bob Pond	Member
Andy Gulliver	Member
Jane O'Malley	CEO
Charlie Jones	Community Engagement Coordinator, Wetlands and People
Julie MacMile	Coordinator, Graphics, Communications
Kim Wilson	Program Manager, RALF) (via teleconference)
Steve Fisher	Ops Manager, Science and Waterways (Guest – arrived at 2.47pm)

### 1 Welcome

Caroline Knight nominated as Acting Chair for this meeting (at Paddi Creevey's request) and declared the meeting open at 2pm.

### 2 Apologies

Mick Davis, RALF

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

Bob Pond confirmed that the minutes of the Community Engagement Steering Committee Meeting held on 5 November, 2020 are a true and correct record of the meeting.

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

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

Use of Google Analytics to monitor website traffic. Our web developers (PWS) provide this service as part of our maintenance agreement.

*Complete.*

#### 4.2 Item 6.1 CE Steering Committee Meeting 5/11/20 (Julie MacMile & Charlie Jones)

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

*Not complete.*

#### 4.3 Item 6.3 CE Steering Committee Meeting 5/11/20 (Julie MacMile)

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

Attendees at events invited to sign up and also advertised on Project Newsletters (Landcare Matters)

*Complete.*

#### **4.4 Item 6.5 CE Steering Committee Meeting 5/11/20**

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

#### **4.5 Item 8.2 CE Steering Committee Meeting 5/11/20 (Paula Pownall)**

Present and include the 5 year outcome and deliverable tracker for Greening Farms at the next meeting

#### **4.6 Item 8.4 CE Steering Committee Meeting 5/11/20 (Paula Pownall)**

Review and finalise the 2 x Agricultural Case studies (CEG recipient and Blyth Worm Farm)

#### **4.7 Item 8.6 CE Steering Committee Meeting 5/11/20 (Paula Pownall)**

- a. Present the outline/ update for the “After the Fire” Regrarians project at the next community engagement steering committee meeting; and
- b. Ask Regrarians if the training can also be recorded in podcast format so that we can further share and expand the audience/knowledge

#### **4.8 Item 8.7 CE Steering Committee Meeting 5/11/20 (Paula Pownall)**

Distribute draft Survey to community engagement steering committee for review and feedback

### **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

- 2,321 followers (up 324 since November)

##### Twitter

- 514 followers (up 7 since November) PHCC general Twitter account  
Individual staff members (11) also actively tweeting.

##### Instagram

- 544 followers (up 69 since November)

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

We have sent out 14 editions to date with 544 subscribers (up 82). We currently have 49% open rate. Sophisticated analytics provides a great opportunity to monitor interest in articles.

***Action: Contact Peel Development Commission (Kylie) to seek assistance to increase distribution of Wattle & Quoll.***

**Action: Contact schools in the catchment to invite them to opt in to subscribe to Wattle & Quoll.**

Julie MacMile advised that a new set of our *3 Ways to Connect* Cards is currently being printed. Caroline Knight requested that a selection are given to Board Members for their distribution.

**Action: All Board Members to be given 'Connect' Cards to distribute while they are out and about.**

### **6.3 Project Newsletters**

- a. Landcare Matters (Hotham-Williams) distributed monthly (54 editions sent) via local newsletter in Boddington, Williams, Wandering and Cuballing. Also sent out via an email database (308 recipients).
- b. Landcare Matters (Lake Clifton) distributed bimonthly (12 editions sent) via email to Lake Clifton contact list
- c. Connecting Corridors and Communities (Serpentine River) no longer being produced as project has closed.

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

### **6.4 Media Releases & Magazine Articles**

- a. Traditional Media Releases x 2:  
PHCC not using traditional media as much as previously as many other platforms available to access a wider audience.
- b. Magazine Articles
  - Peel Magazine x 1: Green Jobs
  - WA Wetlands Centre: All things Ramsar

### **6.5 PHCC Events and Activities**

PHCC events are currently listed on PHCC website and Facebook events.

### **6.6 NRM Strategy Review**

Jane provided an update on PHCC's new NRM Strategy and progress to date. The new NRM Strategy will build on the inaugural Binjareb Boodja Landscapes and incorporate the 5 Outcomes in relation to our contract with the Australian Government. It will be an interactive web-based publication that can be kept relevant and up to date.

## **7 Regional Agricultural Landcare Facilitator**

Kim Wilson advised that Mick Davis has commenced today with PHCC. Mick is at an event in the Wheatbelt and therefore is unfortunately not available for today's meeting.

Kim advised that PHCC is currently transitioning to Mick from Paula in the RALF role, after a small gap. Kim's role entails leading when necessary, supporting where necessary. RALF communication is tailored to the identified needs of our community. Kim will ensure that Mick is briefed on obligations around media, communications etc.

There was some discussion around the RALF having a separate Facebook account similar to some of the other Regions. A twitter account will be created and used by Mick in the future - RALF\_PHCC Twitter account.

## 8 Wetlands and People: Community Engagement

Charlie Jones provided an update on progress and deliverables since the last Steering Committee meeting, outlining that all deliverables as part of the Community Engagement Component of the Wetlands and People Project have been met, and that we are on track to meet or exceed all outcome statements at the end of year 3 of the 5 year project.

Double click on this image to access a copy of the presentation:



A brief summary of participation in the 2021 edition of the National Shorebird Monitoring Program annual count for the Peel-Yalgorup System was provided, including the annual training course delivered. Bob Pond enquired about whether there is scope to hold additional workshops given the strong level of interest, and about whether attendees are already keen birders or completely new to birding. Charlie indicated that participants are a mixture of people completely new to birding and people of various ages already into birdwatching who are broadening their identification skills to include shorebirds. Charlie outlined that other shorebird identification opportunities are pursued throughout the year working with BirdLife WA such as recent introductory waterbirds identification events and a shorebird mentoring program, aiming to balance delivering both introductory opportunities and opportunities for existing volunteers to deepen their skills. The main capacity gap for the shorebird count is people with higher skill levels comfortable to be team leaders, and there is room for a small number of new volunteers each year though important to balance having a good mixture of experienced and beginner birders to enable balanced teams.

Andy Gulliver asked whether data collection and monitoring through citizen science happens with the local dolphin population. Steve Fisher outlined that the Dolphin Watch initiative is active in this space, led by DBCA and supported by local partners including Estuary Guardians, PHCC and Mandurah Cruises. Steve presents each year at Dolphin Watch training sessions which are typically attended by approximately 100 new volunteers. A local Fin Guide is produced that enables identification of individual dolphins. Data collected by community volunteers goes to DBCA via the Dolphin Watch app and online platform. Shorebirds and dolphins both contribute to the meeting of the Ramsar criteria by the Peel-Yalgorup System.

Bob Pond asked about whether the shorebird count findings and infographic have been shared on PHCC social media. Charlie and Julie responded that a Facebook post had been prepared at the request of the National Landcare Program team which was intended to be posted on their page in May 2021 for National Volunteer Week, and we had planned to then share the post, however it had not yet been published by the NLP page. Bob suggested to publish on our page and all agreed (update since meeting, post has been [published](#)).

Jane O'Malley asked whether we keep track of how many shorebird counts people have participated in and suggested that it would be good to recognise their longevity. Charlie responded that for some years records were good while for other years there are gaps. Records have been kept per year and not compiled so Charlie has compiled them into a master database of volunteers which gives some idea of longevity, however there is some uncertainty as to accuracy of older records (estimate only 70% confident of accuracy of records). Charlie suggested that one area of improvement for future

years' shorebird celebration events would be to ask for stories from people to share at the event in addition to sharing the data. Bob Pond suggested a form of recognition of certain numbers of years of participation e.g. 5 years and 10 years. All agreed this was worth pursuing and to go with our best estimate of length of participation to recognise at next year's shorebird count celebration.

**Action: Arrange recognition of service for shorebird count volunteers who have completed 5 years and 10 years of participation, and tidy record keeping to enable continuation of recognition.**

Committee members acknowledged the success of the Wetlands Conference and Dandjoo Gabi Wonga Sundowner events in March, especially the Soapbox speech sessions at the sundowner and presentations given by PHCC team at the conference.

Andy Gulliver enquired as to how we measure whether our community engagement actions as part of the project are achieving behaviour change. Charlie acknowledged that this is challenging to do, especially when looking at multiple and complex behaviours. Behaviours that are simple and observable are easier to measure than behaviours that are more complex and harder to observe. Through the project wherever possible we have completed post-event evaluation surveys which ask people questions about their awareness of the Peel-Yalgorup System before and after the event, and whether they would like to get involved in caring for the wetlands after the event. Jane O'Malley responded that we will endeavour to measure attitude and behaviour change in a repeat of the 5 year survey that was conducted as a baseline at the start of the project.

## 9 Other Business

### 9.1 General

- a. Andy Gulliver advised that there is a Doug McKenzie Mohr online course available (update post meeting: Steve Fisher has arranged for Charlie Jones to complete this online course in October 2021).
- b. Jane O'Malley advised that 4 of the 7 NRMs have joined together to provide training through State NRM Funding
- c. Bob Pond suggested volunteers for the National Shorebird Count should receive 5 & 10 year recognition

The meeting closed at 3.35pm

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Caroline Knight (Acting Chair)



## Table of Actions

#	ACTION	WHO	OUTCOME
1	<b>Item 6.1</b> CE Steering Committee Meeting 5/11/20 Investigate training for Julie MacMile and Charlie Jones in the Instagram space to determine best ways to reach our audience.	Julie	
2	<b>Item 8.2</b> CE Steering Committee Meeting 5/11/20 Present and include the 5 year outcome and deliverable tracker for Greening Farms at the next meeting	Paula	
3	<b>Item 8.4</b> CE Steering Committee Meeting 5/11/20 Review and finalise the 2 x Agricultural Case studies (CEG recipient and Blyth Worm Farm)	Paula	
4	<b>Item 8.6</b> CE Steering Committee Meeting 5/11/20 a. Present the outline/ update for the “After the Fire” Reagrarians project at the next community engagement steering committee meeting; and b. Ask Reagrarians if the training can also be recorded in podcast format so that we can further share and expand the audience/knowledge	Paula	
5	<b>Item 8.7</b> CE Steering Committee Meeting 5/11/20 Distribute draft Survey to community engagement steering committee for review and feedback	Paula	
6	<b>Item 6.2</b> CE Steering Committee Meeting 9/6/21 a. Contact Peel Development Commission (Kylie) to seek assistance to increase distribution of Wattle & Quoll. b. All Board Members to be give ‘Connect’ Cards to distribute while they are out and about.	Julie	
7	<b>Item 8</b> CE Steering Committee Meeting 9/6/21 Arrange recognition of service for shorebird count volunteers who have completed 5 years and 10 years of participation, and tidy record keeping to enable continuation of recognition.	Charlie	

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