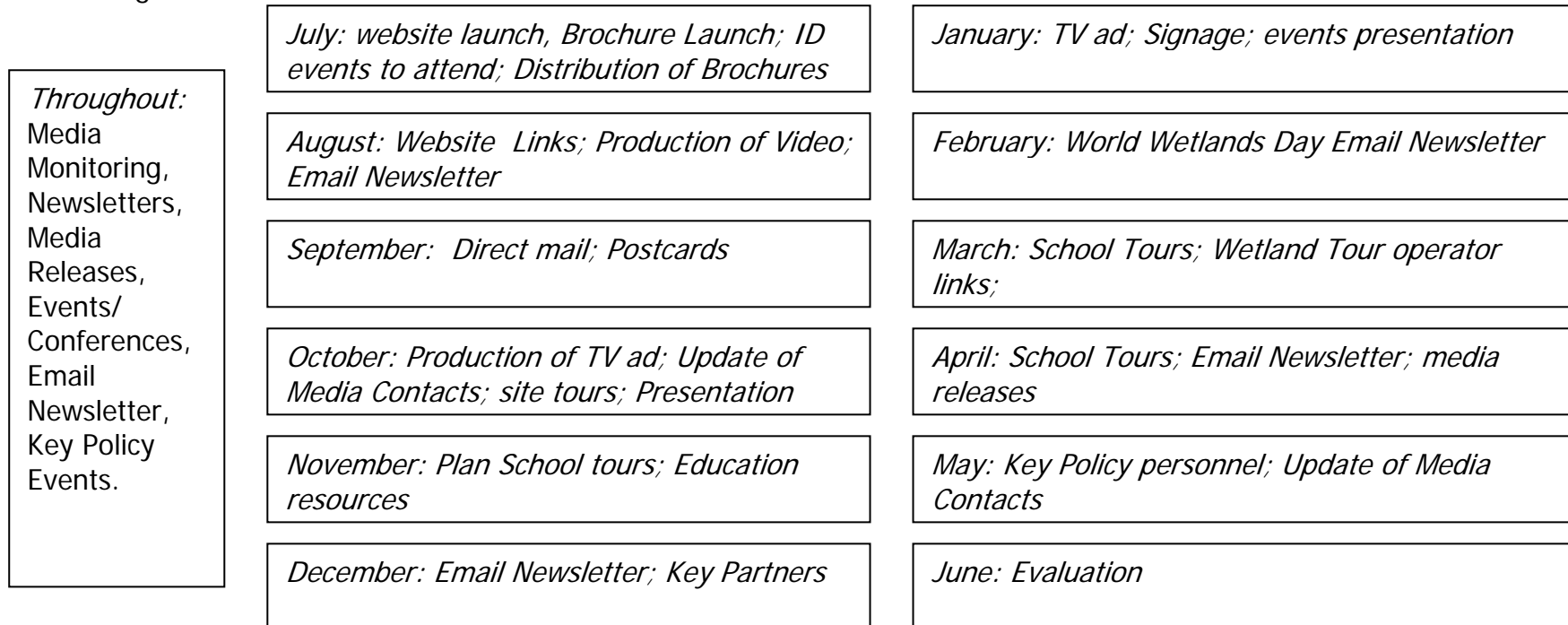


## NSW Ramsar Wetlands Communication Program Action Plan Year 2

The following action plan for Year 2 is to be included as an update to the existing NSW Ramsar Wetlands Communication Program Report.

The following **Communications Diagram** provides an overview of the timeframe (June 2005 – June 2006) and types of communication activities for the Action Plan. NB for completion dates and more information on each of the activities please refer to individual tables in the following sections.



This **Action Plan** has been developed for the Year 2 approved funds and the 12 month continuation consisting of 12 month from June to June 2006.

**Communication Tools and Activities** within this Action Plan, fall under the following key headings:

1. Advertising –print column and display material;
2. Media Relations – media releases, media contacts, media campaign, media kit and media monitoring;
3. Multi-Media – website/link, video, presentation;
4. Publications – brochure, newsletters, email newsletter; information booklets, education resources, case studies;
5. Direct Mailing – direct mail
6. Events – events/conferences, site tours, key policy events, World Wetlands Day, site talks;
7. Consultation – experts, database, Catchment Management Authorities (CMA) visits, key policy personnel, Tourism New South Wales (NSW), strategy, partnerships, strategic alliances.

**Generic communication activities** are outlined as follows. These generic activities support the overall communications program, its objectives and the identified target audiences. To specifically meet the needs of key target audiences, a range of **targeted communication activities** are outlined in the next section.

**YEAR 2****Generic Communicaiton Activities**

<i>Communication Tool</i>	<i>Activity</i>	<i>Description/</i>	<i>Timeframe/ Budget</i>	<i>Outcomes</i>
Multi-media	Website or Link	<ul style="list-style-type: none"> <li>Continue to monitor and create links</li> </ul>	Nil Augusts	2 links
	Website launch	<ul style="list-style-type: none"> <li>In conjunction with the NSW Brochure, distribute media release launching the new website</li> </ul>	August Nil	1 media response
	TV - ad	<ul style="list-style-type: none"> <li>Prepare a mass communication advertisement that includes key messages associate with RWCP and wetlands in general, aim to have it shown within the PRW area were possible</li> <li>Explore the possibility of creating partnerships with eg CVA to increase funds hence increase exposure</li> <li>Tie or lead into World Wetlands Day 2 February 2006</li> </ul>	Oct- December \$10000	TV ad to be shown within the 4 private Ramsar site area leading into World Wetlands Day Feb
	TV – general	<ul style="list-style-type: none"> <li>Target programs such as Totally Wild, Cheese TV with re the Ramsar Convention and wetland stories -</li> </ul>	July-August Nil	2 media spots
	Video	<ul style="list-style-type: none"> <li>Prepare a video relevant to target audiences, to communicate in simple language the Ramsar Convention and wetlands in general also, featuring PRW which want to participate.</li> </ul>	August September \$8000	7 – 10 minute video
	Video Screening	<ul style="list-style-type: none"> <li>The video screening in PRW Wetlands Visitor Centres, schools, Tourist Visitor Information Centres etc, during site tours (see Government Target audiences) and distributed to media to complement other communication activities.</li> </ul>	On going Nil	2 requests for screening within each PRW area
Media Relations	Media Monitoring	<ul style="list-style-type: none"> <li>Continue to monitor and collate print and any other relevant coverage</li> </ul>	On going Nil	On going
	Media Contacts	<ul style="list-style-type: none"> <li>Update Media Contact database every 6 months</li> <li>Use database to communicate RWCP activities</li> </ul>	November Nil	1 update
	Media Releases	<ul style="list-style-type: none"> <li>Prepare media releases to communicate various RWCP activities throughout the project</li> <li>Media release launching the new website and NSW brochure</li> </ul>	Throughout the project	5 releases distributed

NSW Ramsar Wetlands Communications Program (RWCP Year 2)

Events	World Wetlands Day 2006 (WWD)	<ul style="list-style-type: none"> <li>Identify possible WWD activities to be undertaken by each PRW and support these activities through media support, email networks (database) and any communication material produced at that time. Use 2005 activities as a guide. Only those PRW who wish to participate.</li> </ul>	Jan - Feb Nil ♦	2 activities
	Community events	<ul style="list-style-type: none"> <li>Identify community events to attend with display and information within each PRW wetland areas</li> </ul>	July Nil	2 events
	Events/ Conferences	<ul style="list-style-type: none"> <li>Identify and select key conferences as a platform for communicating wetlands ie: -River Symposium -Water week – Wetlands Forum -Water week – Source our one other event during water week to present</li> </ul>	June 2005 – June 2006 Nil Or travel expenses	3 events
Publications	Wetlands Email Network Newsletters	<ul style="list-style-type: none"> <li>Continue from year 1 with a bimonthly Wetlands Email Network Newsletter to provide RWCP updates to key networks</li> </ul>	June, Aug, Oct, Dec, Feb, April, June	6 newsletters distributed
	Brochure	<ul style="list-style-type: none"> <li>Distribute during site tours, presentations to PRW area, Visitor Centres and where ever possible</li> </ul>	June 2005 – June 2006 ♦	Distribute 4000
	NSW Brochure Launch	<ul style="list-style-type: none"> <li>In conjunction with new website distribute media release launching the NSW brochure and website</li> </ul>	July	1 media visits
Advertising	TV Ad	<ul style="list-style-type: none"> <li>TV advertising leading into World Wetlands Day Feb</li> </ul>	Jan – Feb	1 week of ads
	Postcards	<ul style="list-style-type: none"> <li>Produce a series of Ramsar Wetlands postcards embedded with seed</li> </ul>	September \$2500	Distribute 400

♦ Only those PRW who wish to participate

*NB: We assume that all PRW would be featured and involved in these generic communication activities, unless otherwise indicated.*

## Target Audience Communication Activities

### Government and Agency Organisations

#### *Desired Mindset Outcomes*

- Develop a greater awareness, understanding and appreciation of wetlands in the total landscape and environment and the current issues threatening wetlands in general.
- Develop a greater awareness, understanding and appreciation of the Ramsar Convention and what it has to offer wetlands and regions.
- Give a higher priority to wetlands and the Ramsar Convention in policy and resource tools, including increased recognition of wetlands and Ramsar within Catchment Action Plans and investment strategies.
- Encourage an advocating role for wetlands and the Ramsar Convention across relevant target audiences.

<i>Communication Tool</i>	<i>Activity</i>	<i>Description</i>	<i>RW /PRW</i>	<i>Timeframe &amp; Budget</i>	<i>Outcomes</i>
Events	Site Tours CMA visits	<ul style="list-style-type: none"> <li>• Organise Site tours of the PRW (except Gwydir) as per year 1. Site tours may include tours of the sites, talks by landholders, talks on the Ramsar Convention and its significance.</li> </ul>	All PRW ♦	November	3 tours for the PRW that would like to have a tour
Publications		<ul style="list-style-type: none"> <li>• Explore the possibility of CMA's to include Ramsar in their 3 year investment strategies and Catchment Action Plans</li> </ul>	NA	December	Possible inclusion

♦ Only those PRW who wish to participate

## Politicians/High Profile Bureaucrats

### *Desired Mindset Outcomes*

- Develop greater recognition for wetlands and the Ramsar Convention to be rated as a higher priority on the environmental agenda.
- Develop a greater awareness, understanding and appreciation for wetlands, the Ramsar Convention and the four PRW.

<i>Communication Tool</i>	<i>Activity</i>	<i>Description</i>	<i>RW/ PRW</i>	<i>Timeframe Budget</i>	<i>Outcome</i>
Events	Key Policy Events	<ul style="list-style-type: none"> <li>• Invite key politicians and bureaucrats to key events associated with RWCP.</li> </ul>	All PRW ♦	Nil	3 attended events
Consultation	Key Policy Personnel	<ul style="list-style-type: none"> <li>• Identify key politicians and bureaucrats who can be invited to lobby and advocate for wetlands and Ramsar within PRW areas.</li> </ul>	All PRW ♦	Mar Nil	4 identified

♦ Only those PRW who wish to participate

## Communities in Private Ramsar Wetland areas

### *Desired Mindset Outcomes*

- Develop a greater awareness, understanding and appreciation for the role wetlands play in the total landscape and environment and PRW communities.
- Develop a greater awareness, understanding and appreciation for the significance of the Ramsar Convention and the PRW in their communities.
- Encourage a sense of place and involvement or visitation, of PRW.

<i>Communication Tool</i>	<i>Activity</i>	<i>Description</i>	<i>RW/ PRW</i>	<i>Timeframe &amp; Budget</i>	<i>Outcomes</i>
Direct Mail	Direct Mail	<ul style="list-style-type: none"> <li>• Prepare direct mail to immediate neighbours at each of the PRW with an outline on their local PRW. The mail out to be a copy of the area brochure. Also any other relevant information including : address some local issues associated with the PRW from problems with feral; animals demystify confusion about Ramsar; opportunity to recruit volunteers etc. – use of brochure for each</li> </ul>	All PRW ♦	June July \$2000	2000 direct mails
Events	Community events	<ul style="list-style-type: none"> <li>• Identify relevant PRW community events to attend and present information on the Ramsar convention and wetlands in general.</li> </ul>	All PRW	On going	2 events

	Site Tours	<ul style="list-style-type: none"> <li>Invite PRW community to tour their local wetland site. Use the tour as a platform for the community to develop an understanding their local PRW site.</li> </ul>	HE & FT	July November	2 tours
Media Relations	Key Partners	<ul style="list-style-type: none"> <li>Identify key partners to display RWCP material within local community i.e. banks, visitor information centres, neighbourhood centres and schools</li> <li>Materials may include use of display boards, brochures for handout and video. Rotate amongst the four sites and look into it coinciding with any community events</li> </ul>	All PRW	December	2 partners

◆ Only those PRW who wish to participate

*Target Audience Communication Activities continued ...*

### Education Sector within Private Ramsar Wetland Areas

#### *Desired Mindset Outcomes*

- Develop a greater awareness, understanding and appreciation for the role wetlands play in the total landscape and environment within their communities.
- Develop a greater awareness, understanding and appreciation for the Ramsar Convention within the education sector in PRW areas.
- Encourage schools surrounding PRW to gain a greater appreciation and sense of place for their local PRW.

<i>Communication Tool</i>	<i>Activity</i>	<i>Description</i>	<i>RW/ PRW</i>	<i>Timeframe &amp; Budget</i>	<i>Outcome</i>
Publications	Education Resources	<ul style="list-style-type: none"> <li>Upgrade current wetlands educational material, in conjunction with relevant organisations. It would be proposed if this option were feasible to bring together relevant organisations to collaboratively update and coordinate this resource. It would also be proposed that an updated kit would be include information on the Ramsar Convention and Ramsar Wetlands throughout NSW. If this option appears not feasible, explore alternative production and coordination of educational material for wetlands and the Ramsar Convention, to be distributed to PRW education areas and possibly available via the website.</li> </ul>	All RW◆	June - October \$960	Circulate to 4 schools

Events	PRW area Schools tour	<ul style="list-style-type: none"> <li>Go on tour to PRW area schools presenting talk on the Ramsar convention and wetlands in general</li> </ul>	All RW	October plan march April May conduct	Tour 8 schools
Consultation	Education linkages	<ul style="list-style-type: none"> <li>Liases with relevant TAFES and University for the opportunity to improve courses further with updated information on wetlands and the Ramsar Convention.</li> </ul>	All PRW	September	2 contacts
Media Relations	Media Releases	<ul style="list-style-type: none"> <li>Develop and distribute media release when touring each PRW area for school tour.</li> </ul>		Nil	2 media response

◆ Only those PRW who wish to participate

## Visitor Market

### *Desired Mindset Outcomes*

- Develop a greater awareness, understanding and appreciation for wetlands and the Ramsar Convention.
- Encourage greater visitation and exposure of the 2 PRW, that offer visitor facilities

<i>Communication Tool</i>	<i>Activity</i>	<i>Description</i>	<i>RW/ PRW</i>	<i>Timeframe &amp; Budget</i>	<i>Outcome</i>
Multi - media	Signage	Identify appropriate Ramsar signage at relevant PRW to affectivity communicate and convey Ramsar messages to visitors	FT & TWC ◆	March Nil	1 appropriate signage
Events	Wetland Tours	Explore the potential to link PRW with wetlands Tours	FT & TWC ◆	March Nil	2 contacts
	Wetland Tours for special interest groups	Identify special interest groups and present the possibilities of visiting PRW	FT & TWC ◆	March Nil	2 contacts

◆ Only those PRW who wish to participate

## Evaluation

The “Who Cares About Our Wetlands? Research Report” provided baseline data so that changes in awareness, understanding and appreciation for wetlands and the Ramsar Convention by key target audiences, could be measured at the end of the Communications Program. Online surveys, visitor surveys and telephone interviews will be used to assess changes in awareness levels.

Measures to evaluate the effectiveness of individual communication activities will also be developed so that program outcomes can be assessed.

An evaluation of how RWCP has met CEPA (Communication, Education and Public Awareness National Action Plan 2001-2005) will also be made and a report distributed to the Department of Environment & Heritage (DEH) for their consideration, at the completion of this program.

## Acronyms

AWF: Australian Wetland Forum	AWA: Australian Wetlands Alliance	CEPA: Communication, Education and Public Awareness National Action Plan 2001-2005
CMA: Catchment Management Authority	DEC: Department of Environment & Conservation	DEH: Department of Environment & Heritage
DIPNR: Department of Infrastructure, Planning and Natural Resources	EPBC: Environment Protection and Biodiversity Conservation Act 1999	FT: Fivebough & Tuckerbil Wetlands
FUNN: Facilitator Update NRM Network NSW News	GW: Gwydir Wetlands	GW-C: Gwydir Wetlands, Crinolyn
GW-GL: Gwydir Wetlands, Goddards Lease	GW-OD: Gwydir Wetlands, Old Dromana	NPWS: National Parks & Wildlife Service
PRW: Private Ramsar Wetlands	RMN: Ramsar Managers Network	RW: Ramsar Wetlands
RWCP: NSW Ramsar Wetlands Communications Program	TWC: The Wetlands Centre, Australia	WWF: Worldwide Fund for Nature

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