



**Northern
United
Forestry
Group**

Kamarooka Project Communication Action Plan

April 2006 – March 2007

Prepared for Northern United Forestry Group

By Scarlet Consulting Australasia

Version March 2007

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1 NUGF Kamarooka Project - Short-term Communication Priorities: April 2006 – March 2007

Action	Complete
<ul style="list-style-type: none"> • NUGF to host annual field day at Kamarooka 9.00 a.m. – 3.00 p.m. Friday 7 April 2006. 	Yes
<ul style="list-style-type: none"> • Write, design and place field day advertisements in regional and local print media in the lead up to the 7 April Field Day. 	Yes
<ul style="list-style-type: none"> • Arrange ABC radio interview with Ian Rankin to promote 7 April Field Day. Identify key messages to communicate during interview. 	Yes
<ul style="list-style-type: none"> • Write a press release to promote the 7 April Field Day and distribute to regional media outlets. 	Yes
<ul style="list-style-type: none"> • Develop NUGF website and Kamarooka sub-pages. Regularly update website information on soil/water/vegetation interactions; vegetation monitoring; grazing trial and other information. 	Yes
<ul style="list-style-type: none"> • Assist Ian Linley State Industry Landcare Coordinator, with a feature article on Kamarooka for June 2006 edition of Australian Landcare Magazine. Provide editorial support and high quality images to production staff at ALM. (by end April 2006). 	Yes
<ul style="list-style-type: none"> • Submit an abstract to the International Landcare Conference, Melbourne, October 2006, offering to present a paper on the Kamarooka Project. • Submit a follow-up 250-word summary by 26 May. Register for conference by 7 July 2006. • Write and submit a full 1500-word conference paper on the Kamarooka Project for the International Landcare Conference, Melbourne, by 13 July 2006. • Present paper at conference and publish conference paper on NUGF website. 	Yes
<ul style="list-style-type: none"> • Develop Power Point presentation for Ian Rankin to present at the International Landcare Conference, Melbourne, October 2006 	Yes
<ul style="list-style-type: none"> • Prepare one camera-ready article for print media covering farm forestry, grazing and biodiversity for Agroforestry News by end December 2006. 	Yes

<ul style="list-style-type: none"> • Phillip Ashton (Imagelink) to film project May 2006, November 2006, December 2006 and February 2007. • Write script for project DVD. • Record voice-over. • Produce a DVD of the Kamarooka project by end March 2007. 	<p>Yes Yes Yes On track for launch Apr '07</p>
<ul style="list-style-type: none"> • Distribute copies of DVD of the Kamarooka project to stakeholders and media by end April 2007. 	
<ul style="list-style-type: none"> • Write press release to accompany release of project DVD by end April 2007. 	
<ul style="list-style-type: none"> • Submit first and second quarter project progress report to funding body by 30 June 2006. 	Yes
<ul style="list-style-type: none"> • Submit application for on-going project funding in 2006/07 by 15 September 2006. 	Yes
<ul style="list-style-type: none"> • Submit third quarter project progress report to funding body by 20 October 2006. 	Yes
<ul style="list-style-type: none"> • Submit fourth quarter project progress report to funding body by end March 2007. 	Yes
<ul style="list-style-type: none"> • Produce high quality final report of Year 1 of the Kamarooka project by end March 2007. Publish report on NUFG website. 	Yes

2 Broad Communication Strategies

Public Awareness Campaign

Build understanding of the Kamarooka Project by mounting a major public awareness campaign in the region.

Localise Efforts

Use local events and local people to implement the communications strategy and leverage local opportunities.

Tell Stories

Use the personal story of the Hays (and other farmers) to communicate the productivity benefits of revegetating saline land.

Provide Training

Engage NUFG members in training on media relations to increase comfort with implementing the Communication Action Plan.

Pro-active Media Relations

Make more effective use of the media to get the Kamarooka Project story told to the public through a pro-active media strategy that can be implemented at both the regional and local levels.

Government Relations

Continue to work with government at both the staff and organisational levels to build understanding of the Kamarooka Project.

Benchmark

Keep excellent written and photographic record of the Kamarooka Project as it develops so that the project can be measured against a benchmark in three years time.

Communicate Within

Develop and implement effective strategies to communicate within NUFG and other local NRM groups to keep the broad Communication Action Plan on track.

3 Communication Tactics

Laying the Groundwork

One of the keys to improving public understanding of NRM issues is effective use of the media. Many of the strategies that follow, not only in the area of Media Relations, but also with respect to Public Awareness and Government Relations, involve using the media for dissemination of key messages and targets, broadcasting of positive news stories.

To effectively make use of the many opportunities that are available for media coverage and assistance, it is important to develop positive relationships with members of the media and to enlist their understanding and assistance in reaching the goals of the Kamarooka Project.

Recommendation

That NUFG form a Kamarooka Project Reference Group that continues to drive the Communication Action Plan so as to

raise the level of regional understanding of the Project. The Reference Group will:

- *Offer advice on how to better publicise the findings of the Project.*
- *Help to access media space/time at their own local media outlet and others in the community.*
- *Identify opportunities for potential news coverage.*

The Reference Group will, primarily, provide ideas and assistance in making initial contacts with local media, and will be a key component of all areas targeted for increased awareness of the Kamarooka Project - media, education, business, government and the public.

4 Media Relations

Media training

Many individuals - even those who have dealt with the media on a number of occasions, continue to feel uncomfortable or nervous with the prospect of being interviewed and even turn down interview opportunities, for fear of saying the wrong thing or being confronted with a question they cannot answer.

A half or full day media training group workshop can empower NUGF spokespersons and show them how to use a media opportunity to convey their message in a powerful and confident manner. Those attending media training workshops will learn:

- the right approach for radio versus television interviews
- the art of the sound bite
- the golden rules of media relations, such as, "If you don't know - say so."
- how to turn negative questions into positive answers

- how to prepare for a media interview, even if you only have two minutes

Those receiving media training will be given useful material and tools for dealing with the media.

Recommendation

That NUGF's Kamarooka Project Reference Group members participate in a half-day media-training seminar.

5 A pro-active regional media plan

Voices of the Kamarooka Project

Whether they are members of the media, members of the public, or elected government officials, people are enlightened by statistics, but are more often moved to action by stories about real individuals' lives. When a message contains a powerful "people story", combined with statistics, it often has higher impact.

To take it one step further, hearing about someone who faces difficult challenges is not nearly as compelling as hearing from them. People with inspiring stories to tell and their families need to be 'front and centre' in all aspects of this campaign to capture the hearts and minds of the regional community.

Recommendation

That the Kamarooka Project Reference Group identify a number of individuals and their families, who would be willing to act as a "voice" for the Project.

They would be asked to take part in activities such as farm visits, media tours and news media interviews.

These individuals and their families, will become an integral part of the Communication Action Plan.

Identifying a common theme:

The Reference Group needs to identify a theme to accompany the project title. This theme will need to have prominence in all communication. An example of a possible theme is "Kamarooka - community action reclaiming productivity on saline land."

Radio community service announcements

Radio is one of the most accessible and powerful of public platforms - it is immediate, many stations have a sizeable audience base, and the medium allows for personal expression in a way that is not as easy to achieve in print.

Radio is the most used medium in Australia - and people are spending even longer listening to it. An ACNielsen survey (2001) showed that time spent listening to commercial radio increased by 21 minutes per week over Survey One, to 19 hours and 50 minutes. This is one hour and three minutes more per week than people spent listening in the same period last year.

Radio demands none of the listener's time, allowing them to get on with their busy lives and still be informed and entertained - it really is the media choice of the time poor generation.

Commercial radio's share of all radio listening also rose, to 70% of all listening, compared to 21% to the ABC and 9% to other AM/FM.

Because community service announcements are aired without charge, there is no guarantee of when they might

run, but if they are well produced and compelling, rather than purely informative, they can receive considerable airplay.

Recommendation

That NUGF approves the production of a Community Service Announcement (CSA) for the Kamarooka Project.

Regional Patron and Spokesperson

Effective communication strategies often make use of a dignitary or celebrity to gain media attention in getting their message across.

Recommendation

That the Project Reference Group identify and invite an appropriate person to become patron of the Kamarooka Project.

Articles for newspapers

Providing small camera-ready, articles that carry an interesting message can often give an organisation low-cost exposure.

Recommendation

That a camera-ready feature article be prepared for print media and made available to local newspapers. The Reference Group would have final say on the content and layout of the feature.

Interviews with morning radio hosts

Almost every radio station has its highest audience ratings between 6 and 9 a.m. Morning radio hosts conduct interviews

with local 'news makers' and organisation representatives, and many are happy to promote fund-raising activities by conducting short interviews. Organisations that know this can tap into some valuable avenues for raising awareness.

In addition to morning radio show opportunities, talk shows that take place later in the day and television interview programs may also find interviews/stories relating to the Kamarooka Project of value to their listeners/views.

Recommendation

That the NUFG Kamarooka Project Reference Group identify and create a list of media outlets and individuals in the media who may be interested in conducting interviews or producing stories at a future date.

That the list should also contain the type of program, and the most appropriate type of story for the show's format, for example, talk show, music show with occasional light interviews, news show etc.

That the list should identify the most appropriate person to contact in the event of significant news story relating to the Kamarooka Project.

TV Coverage

Well-produced television news stories can reach a large regional viewing audience.

Recommendation

That the NUFG Kamarooka Project Reference Group develops a range of Kamarooka Project news angles for local television stations.

Letterhead, business card and Logo

Letterheads, business cards and logos offer an eye-catching method of promoting awareness.

Recommendation

That the NUFG Kamarooka Project Reference Group approves the contracting of a graphic designer to develop a logo to brand the Kamarooka Project.

That the NUFG Kamarooka Project Reference Group approves the printing of letterhead that incorporates the NUFG logo, sponsor logos and a new logo that brands the Kamarooka Project.

Ongoing Awareness

Quarterly Template for "Community Action":

Lack of a consistent theme and strategy can be the downfall of campaigns to raise public awareness. If our goal is to significantly increase the awareness of the Kamarooka Project in the coming three years, then a consistent and progressive path of initiatives - some small and some large, must be followed.

Recommendation

That every three months a new bulletin be issued to NUFG members, outlining an idea for a new and "do-able" awareness-raising initiative. The bulletin will be a template for community action - a step by step plan for an event or activity that ties into the Kamarooka Project.

Pursue Public Speaking Opportunities

In every community there are many organisations and clubs which meet regularly and are continually in need of public speakers for their meetings. Each one of these groups, whether it is a service club, church organisation or business association, offers an opportunity for a story to be told. Again, this time is best used by telling personal stories of challenge and triumph and to put a face on the Kamarooka Project, rather than to talk about organisational structure and research methodology.

Recommendation

That each member identifies his her willingness to be part of a Kamarooka Project speakers' bureau. The NUFG Kamarooka Project Reference Group would assist members of the speaker's bureau in telling their story by offering visual

aids and by actively seeking out opportunities for speaking engagements.

Government Relations

In the same way that it is to NUG's advantage to develop a personal and ongoing relationship with the media, so too it is important to develop a relationship with politicians and senior government officers to foster understanding and encourage their support for the Kamarooka Project.

Recommendation

That a series of draft Kamarooka Project fact sheets be finalised to provide NUG members with useful background materials for use when briefing local MPs, or senior agency staff, or potential sponsors.

The NUG Kamarooka Project Reference Group suggests a pro-active strategy of identifying and meeting with MPs with an interest in the Kamarooka Project and to bring those individuals on side as advocates.

Internal Communications

The Kamarooka Project news must achieve excellence in internal communication. News from the Reference Group needs to reach all NUG members, stakeholders and project participants, along with government and NRM agency staff as part of a coordinated approach to communications.

Recommendation

That the NUG Kamarooka Project Reference Group commits to a process of regular and effective internal communication. Regular emails, minutes of meetings and a project newsletter should be integral to the commitment.

Web Technology

The communication opportunities presented by the World Wide Web and new computer technologies are limitless. The NUG Kamarooka Project website allows public access to newsletters, reports and other larger documents.

Our website also opens up opportunities for dialogue between NUG members and other partner organisations.

Recommendation

That NUG actively uses its website to promote the Kamarooka Project.

Monitoring and evaluation.

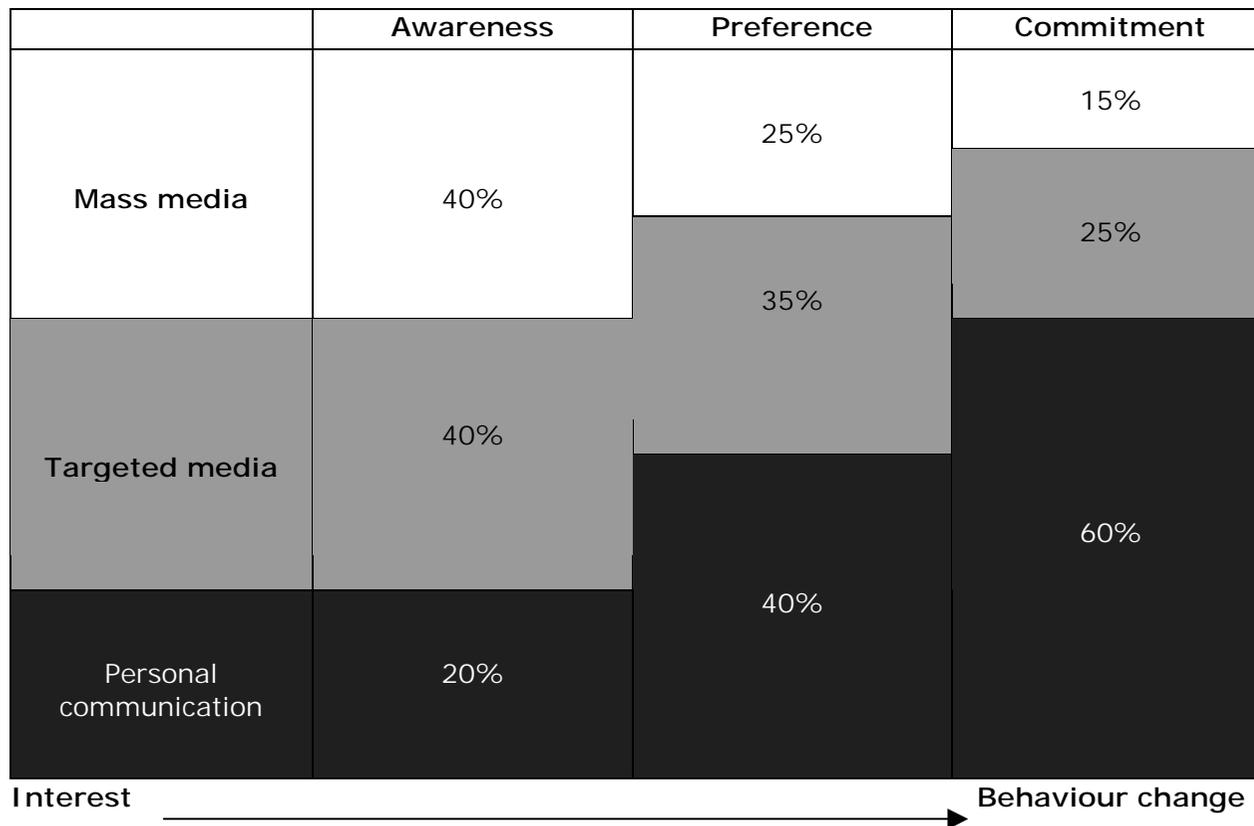
Build on existing data and establish targets and report 'creatively' to the community against those targets.

- Civic barometers
- Newspaper barometer
- Events to celebrate milestones.

6 Method Mix for Optimum Regional Reach

Communication must involve a range of targeted approaches. To bring about both increased awareness of, and commitment to the Kamarooka Project, a communication campaign should involve an appropriate mix of mass media, targeted media and personal communication. Figure 1 illustrates the mix of approaches required to move people from an interest in the Kamarooka Project to a commitment to the change advocated by the communication action plan.

- Mass media - television, radio, magazines and newspapers
- Targeted media - direct mail, newsletters, advertising, website
- Personal communication - field days, farm walks, discussion groups, conferences, personal contact.



6.1 Mass media

- Communicate the message: 'Kamarooka - reclaiming saline land for productivity.'
- Develop and implement a marketing campaign to promote the Kamarooka Project. This should include an Information package specifically targeting interested persons or groups.
- Implement a campaign that has a promotional and educational focus.
 - Productivity benefits of revegetating saline land.
 - Results of grazing trial (eg blood analysis).
 - Environmental benefits (Lowering the watertable, providing habitat for native wildlife).
 - Farm forestry species performance.
 - Community benefits.
 - Indigenous issues (scar trees, proximity to Tang Tang).
- Target regional media to build a profile for the Kamarooka Project.
- Run media tour to the project site and meet with NUFG members.
- Target ABC radio
 - Arrange interview with Helen Richardson (Breakfast - Jo Printz, producer) or Dave Lennon (Morning - Terri-Anne Kingsley producer).
 - Arrange interview with Libby Price during the Country Hour.
- Arrange feature editorial in:
 - Weekly Times

- Stock and Land
- Victorian Landcare Magazine
- Australian Landcare Magazine
- The Age
- The Herald Sun
- Financial Review

6.2 Regional Media

- Arrange feature editorial in:
 - Bendigo Advertiser
 - Bendigo Weekly
 - Campaspe News
 - Cohuna Farmers Weekly
 - Loddon Times
 - McIvor Times
 - Northern Times
 - Riverine Herald
- Arrange WIN TV interview and feature story.
- Regional agency extension staff could also identify and promote the Kamarooka story with local media.

6.3 Targeted Media

Develop and place stories into regional communication vehicles such as North Central News

Contact: John Quinlan, DPI Bendigo

Email: john.quinlan@dpi.vic.gov.au

6.4 Personal communication

Internal communication:

Effective internal communication will benefit from recognising that the Kamarooka Project Reference Group and other NUFG members form a 'broad-based organisation.'

Eisenberg (1996) proposed nine steps in the transformation to quality for any organisation. These steps apply well to the Project. They are:

1. Fundamentally communicative
2. Focus on outcomes
3. Never delegate vision
4. Don't have to pick between evolutionary and revolutionary change
5. Clear roles are most important
6. Interaction
7. Team skills must be learned
8. Dialogue in metrics is more important than status
9. Be positive

6.5 Engaging the community depends on:

- Articulating the purpose and operation of the Project
- Articulating who can be involved.
- Articulating how people can be involved.
- Identifying what group support is available.
- Making available visiting speakers who will engage the community in discussion about the Project (possibly Nico Marcar, Richard George, Anna Ridley, Ben Boxshall etc).

6.6 Two way feedback mechanisms:

The NUFG Kamarooka Project can actively engage key stakeholders and play a lead role in fostering local community development so that the Project reaches its full potential.

It is important that the Kamarooka Project is recognised for its innovation and commitment to community development and community monitoring. However, such commitment requires skilled resources.

This can be achieved by:

- Connecting people to the Project
- Including people in the Project
 - neighbouring farmers
- Collaborating and working with stakeholders to implement the Project
 - eg. North Central CMA, DPI
- Encouraging and facilitating the development and maintenance of partnerships
 - NCCMA (Arron Gay, Geoff, Park, Allison Long)
 - DPI (Shaun Quayle, Paul Turnbull, Prue Borschmann)
 - Kamarooka Landcare Group, North Central Landcare Group, Bendigo Creek Floodplain Group (Penny Wall)
 - Loddon Shire Council Landcare (Trevor Barker)
 - City of Greater Bendigo (Ben Kroker)
 - Campaspe Shire Council Landcare (Rhonda Day)
 - Central Victorian Greenhouse Alliance (Terry White)
 - Gannawarra Shire Council Landcare (Jane Sommersby)

Developing and skilling community leaders as spokespersons

- Developing self reliance among project participants
- Developing and skilling participants as spokespersons.

Purchase local materials and employ NUG members or local contract labour from within the community where possible.

- herbicide contractors
- rabbit control
- planting
- pruning
- fencing

6.6 Principles of Community engagement

Community engagement develops local community-based decision making and social responsibility.

Community engagement is concerned with the empowerment of the local community by facilitating direct input into decisions that affect their lives.

- Transparency – The Project's processes and decisions will be open to public scrutiny.
- Sustainability – The Project's actions to meet present needs will have a positive impact on the capacity of the community to meet future needs.
- Engagement – The Project will give the regional community good information and provide ways for the community to tell NUG what it thinks on issues that affect the Project.
- Accountability – The Project will give the community the information it needs to assess the project's performance and to determine how easily the project knowledge can be transferred.
- Leadership – The Project will lead discussion and debate, and will make its decisions in the best interests of NUG.
- Accessibility – The Project's resources will be available to the NUG members on an equitable basis.
- Integration – The Project activities will be planned, developed and implemented with a minimum of bureaucracy and maximum co-ordination.
- Partnering – The Project will provide opportunities for other community groups or organisations to participate in the Project.

7 Priority sub-projects that will drive communications

The success of the Kamarooka Project is dependent on the collection of information that can be communicated to farmers and NRM practitioners. A range of sub-projects forms the basis of knowledge collection on the project site.

Sub-project 1 Farm forestry plantation

This sub-project will monitor the performance of the farm forestry trees on the project site (establishment, form, growth rate, carbon sequestration, susceptibility to frost, salt tolerance etc).

Sub-project 2 Saltbush

This sub-project will monitor the performance of the saltbush on the project site (establishment, growth rate, impact of grazing management, ability to recover from grazing, seed production, self-seeding capacity, fodder value etc).

Sub-project 3 Native grasses

This sub-project will monitor the performance of the native grasses on the project site (establishment, growth rate, impact of grazing management, ability to recover from grazing, fodder value etc).

Sub-project 4 Biodiversity

This sub-project will monitor the changes in biodiversity on the project site (species diversity, species abundance, impact of grazing management etc). This sub-project includes the bird surveys and monitoring the activity of ants, reptiles and mammals.

Sub-project 5 Soil/Water/Vegetation Monitoring

This sub-project is based on the information collected from groundwater monitoring in the bore network across the project site and the bi-monthly vegetation monitoring.

Sub-project 6 Grazing trial

This sub-project is based on the capacity of the revegetated project site to offer a productivity benefit. Information will be gleaned from changes in lamb weights, and the analysis of blood samples taken before and after the lambs access the project site. It also includes information gained by sampling the blood of sheep grazing annual pasture and lucerne elsewhere on the farm.

2A + 3M = a targeted approach to communication

Scarlet Consulting Australasia uses an approach called 2A + 3M to develop communication strategies.

The benefit of this approach is that it:

- segments the market into target audiences
- forces the communication consultant and the Project team to think about how to reach individual target groups, and
- allows the development of appropriate strategies that also provide a solid base for evaluation.

2A + 3M is short for

Aim

Audience

Motivational Factor

Message

Method

A critical 'follow-on' factor is 'who is going to do the work?' and 'by when'? The Project Reference Group members will determine this.

The **Aim** is the overall objective for the Project and is modified slightly for each audience.

The **Audience** is a target group that can be reached with specific communication approaches, and is recognised as having quite specific motivational factors.

The **Motivation Factor** is usually unique to a particular target group and is that factor (or range of factors) which will move the target group towards your aim.

The **Messages** must be achievable, but are usually those that the target audience wants to hear.

The **Methods** are those communication vehicles or approaches used to reach the target audience.

Target Group: FARMERS

Aim:

- To communicate to farmers that the Kamarooka Project demonstrates the benefits of revegetating saline land.

Audience:

- Primary producers, particularly graziers on the Northern Plains

Motivational factor

- Farmers have an interest in the future landscape of the region, along with initiatives that have social, environmental and economic benefits for the region.
- Farmers can be more profitable and sustainable if they incorporate revegetated saline land into their farming enterprise.

Messages

- The Project showcases how to successfully revegetate saline land.
- The Project is good for the environment. Revegetation can help lower the watertable and provide habitat for native species.
- Farmers can be more profitable and sustainable if they incorporate revegetated saline land into farming enterprises.

Methods:

- Personal and targeted communication with Landcare groups and networks
- Personal and targeted communication with Industry based networks (Bestwool 2010, Flockcare, Lamb marksman)
- Agriculture and Landcare notes
- Print media, particularly local and regional newspapers Weekly Times, Stock and Land
- News and Views (contact John Quinlan).
- Project Website
- Television and Radio (ABC Breakfast and Country Hour)
- Field Days
- Farm walks

Target Group: BROADER COMMUNITY/MEDIA

Aim:

- To communicate to the broader community that
 - The Kamarooka Project is maximising the social, environmental and economic benefits of revegetating saline land.
 - The Kamarooka Project is a leader in community monitoring.
 - The Northern United Forestry Group is driving the Kamarooka Project.
 - The Kamarooka Project is achieving socially acceptable landscape change.

Audience:

- The media and all other groups and individuals not specifically identified in this Action Plan.

Motivational factor

- The broader community has an interest in the future landscape of the region, along with initiatives that have social, environmental and economic benefits for the region.
- The general public has a positive predisposition towards revegetated land and an appreciation of trees' contribution to the environment.

Messages:

- Community input to Project is valued & encouraged.
- The Project is good for the social cohesiveness and wellbeing of the farming family who own the property, NUFG members and the regional community.
- The Project is good for the environment. Trees offer multiple benefits in environmental services.
- The Project is good for the regional economy. The Project is bringing in money that is being spent in the region.
- This pilot Project has the potential to become a leading global 'sustainable development' model.

Methods:

- Herald Sun
- The Weekly Times
- Landline
- ABC Country Hour.

Regional Print vehicles:

- Bendigo Advertiser
- Cohuna Farmers Weekly
- Mclvor Times
- Northern Times and Loddon Times
- Riverine Herald

Regional radio and television:

- 3BO, Star FM, ABC Goldfields radio
- Community radio stations
- Prime Television
- Ten Victoria
- WIN TV

Personal communication

- Project Reference Group to provide regional media opportunities – determine messages ahead of meeting (milestone report, sub-project findings etc)
- Workshops and Forums with communities on the Northern Plains

- Presentations to Service Club meetings (Rotary, Apex, Lions)
- Implement feedback mechanisms at all forums
- Produce innovative communication materials to accompany presentations
- Build in evaluation and feedback to all publications and presentations
- Celebrate the achievements of the Project with a special anniversary event
- Publicise and run 'Farm visits and Open days'
- Engage communities through school visits and speakers program.

Target Group: NORTH CENTRAL CATCHMENT MANAGEMENT AUTHORITY

Aim:

- The Project aims to involve the North Central Catchment Management Authority as a partner in the Project.
- The Project site is a leading example of what can be achieved by way of revegetating saline land so as to maximise the social, environmental and economic benefits.

Audience:

- North Central CMA

Motivational factor

- The Project will contribute to an increase in environmental services that will help achieve the goals of the revised Regional Catchment Strategy.
- The Project provides for the commercialisation of Landcare by identifying opportunities for sustainable and profitable development of land resources.

Messages

- The Project will contribute to an increase in environmental services that will help achieve the goals of the revised Regional Catchment Strategy.
- The Project will help protect and enhance biodiversity in the regions.

- The Project identifies opportunities for sustainable and profitable development of land resources.
- The Project contributes to appropriate long-term land use, having regard for its capability, suitability and other potential.
- The Project contributes to maintaining sustainable population levels and distribution through the region.

Methods:

- Regular face to face contact with NCCMA staff
- Presentation to NCCMA Board and Implementation Committees
- Networking – telling the same story.
- Newsletters.
- Regional print and electronic media.

Target Group: GOVERNMENT MINISTERS, STATE & COMMONWEALTH AGENCIES

Aim:

- The Project aims to communicate to State and Federal Ministers and appropriate government agencies that is a leading example of what can be achieved by way of revegetating saline land so as to maximise the social, environmental and economic benefits.

Audience:

- Victorian Minister for Water and Environment
- Victorian Minister for Agriculture
- Victorian Minister for State & Regional Development
- Department of Primary Industries
- Department of Sustainability and Environment
- Department of State and Regional Development
- Parks Victoria
- Private Forestry Council
- Federal Minister for Agriculture
- Federal Minister for Forestry
- Federal Environment Minister
- Federal Minister for Transport and Regional Services
- Federal Minister for Workforce Participation
- Parliamentary Secretary to the Federal Minister for the Environment
- Department of Agriculture Fisheries and Forestry
- Department of Transport and Regional Services
- Department of Environment and Heritage

Motivational factor

- The Project will implement Government international, national, state and regional policy
- Votes

Messages

- The Project will contribute to the implementation of
 - National Action Plan
 - MDBC Salinity Strategy
 - MDBC Integrated Catchment Management Strategy
 - Regional Catchment Strategies.
- The Project will implement the objectives of the State and National Biodiversity strategies.
- The Project will sink carbon and reduce atmospheric carbon dioxide.
- The Project contributes to regional development with social, environmental and economic benefits.

Methods:

- Ministerial briefings
- Invite Ministers to help celebrate project milestones
- Provide Ministers with regional print and electronic media opportunities.

Target Group: ENVIRONMENT GROUPS

Aim:

- The Project aims to engage in dialogue with Environment Groups, and concerned individuals, about the progress it is making in maximising the social, environmental and economic benefits of revegetating saline land.

Audience:

- Friends of the Earth (Victoria)
- Environment Victoria
- Wilderness Society
- Australian Conservation Foundation
- Greening Australia Victoria
- Bendigo District Environment Council

Motivational factor

- Farm forestry plantations, even on marginal land, reduce the pressure on State forests.
- Environmental groups and individuals are concerned about salinity and loss of biodiversity.
- Socially acceptable landscape change is most desirable.
- Environment groups are contributing to better management of existing forests and new plantations.

Messages:

- The Project is good for the environment, offering multiple benefits in environmental services.
- Plantations have a future on marginal land and don't take land from existing native forest.
- This Project could become a world model in NRM and community monitoring.
- The Project will foster cooperation amongst all stakeholders to achieve the desired NRM outcomes.

Methods:

- Personal communication
- Environment networks, newsletters and websites

Target Group: LOCAL GOVERNMENT

Aim:

- The Project aims to communicate with local government about the opportunities to maximise the social, environmental and economic benefits of revegetating saline land.

Audience:

- City of Greater Bendigo Council
- Gannawarra Shire Council
- Campaspe Shire Council
- Loddon Shire Council

Motivational factor

- Local government is a beneficiary of the improved management of saline land and a profitable farming community.
- Local government's constituents are supportive of socially acceptable landscape change.
- Local government may secure additional resources to develop a Rural Strategy for the Shire that makes best use of land for long-term planning purposes.

Messages

- Regional economic development is good for Shire viability.

- Projects such as this will help encourage people to stay in the landscape.
- The Project contributes to the rejuvenation of rural communities and farm diversification.
- The flow on environmental benefits could save millions of dollars in land restoration projects in the future.

Methods:

- Recognise local government as an integral partner in the Project.
- Involve local government in the Project. Provide briefing to all appropriate Local Government Landcare Coordinators.
- Provide personal briefings to Local Government Rural Development Committees or Farm Advisory Committees.
- Keep local government informed by face to face consultation.
- Presentation to North Central Mayor and CEOs meeting.
- Update the Project by newsletter (including MAV newsletter, Environs newsletter), email and personal briefings.
- Invite local government representatives to Field Days, Farm walks, bus tours.

Target Group: LANDCARE GROUPS

Aim:

- The Project aims to involve Landcare groups in the findings of the Project, particularly in terms of maximising the social, environmental and economic benefits.

Audience:

- Landcare groups in North Central CMA region

Motivational factors:

- Landcare group members have an interest in the future landscape of the region, along with initiatives that have social, environmental and economic benefits for the region.
- The project has a lead role in commercialising Landcare.
- Landcare group members can be more profitable and sustainable if they incorporate revegetated saline land into their farming enterprises.

Messages

- Revegetating saline land is profitable.
- The Project is good for the social cohesiveness and well-being of the regional community.
- The Project is good for the environment. Trees offer multiple benefits in environmental services.
- Farmers can be more profitable and sustainable if they incorporate revegetated saline land into their farming enterprises.

Methods:

- Landcare groups and network communication
- Victorian Farmer Federation network information
- Agriculture and Landcare notes
- Print media, particularly local and regional newspaper editorial and advertorial
- Weekly Times, Stock and Land
- News and Views (contact John Quinlan).
- Project Website
- Television and Radio (ABC Country Hour)
- Field Days, Farm walks

Target Group: FARM FORESTRY NETWORKS

Aim:

- The Project aims to communicate about the project to existing, and future members, of farm forestry networks about maximising the social, environmental and economic benefits of revegetating saline land.

Audience:

- Central Victorian Farm Plantation Committee
- Box Ironbark Farm Forestry Network
- Otway Agroforestry Network
- Master Tree Growers Course and Network
- SMARTtimbers
- Northern United Forestry Group
- Victorian Farmers Federation

Motivational factor:

- Profitability
- Sustainability
- Opportunity to showcase network and achievements
- Network strength and better access to technical support
- Access to research funding
- Opportunity to 'commercialise Landcare'

Messages:

- The Project values your local expertise and invites you to participate in or comment on the initiative.
- The Project may help lead to greater acceptance of private forestry and improved returns for your current plantings
- The Project may help your network achieve its objective of 'commercialising Landcare.'

Methods:

- Personal communication
- Networking
- Newsletters (Agroforestry News)
- Email
- Website
- Industry magazines