

08/03/2022



**Stakeholder and
Community
Engagement
Strategy**
CHAPMAN RIVER ESTUARY
RESERVE ACTION PLAN
2022 – 2025

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1 Background

The Chapman River Estuary is a highly valued, heavily used space. It has high intrinsic environmental value, being home to a Threatened Ecological Community (Subtropical and Temperate Coastal Saltmarsh), and high social and cultural value for the community. There are a number of different views within the community on how to manage access and use in this area.

The City of Greater Geraldton has engaged NACC NRM to facilitate a values-led, community engagement process informing the development of a three-year Chapman River Estuary Reserve Action Plan. The Plan will provide a transparent way forward for management of the area and clearly define the expectations and responsibilities of the land manager and other local stakeholders.

The Chapman River Estuary area is composed of a complex set of tenures including Crown land vested with the City, City of Greater Geraldton Freehold property, Vacant Crown Land and privately owned property extending to the water's edge. A registered Aboriginal heritage site and a Threatened Ecological Community are present in this area, indicative of the concurrent cultural and ecological significance of this area. Walk trails also weave through the riparian vegetation. The community has an expectation of continued access to the area and recent closures of walk trails through the Threatened Ecological Community have highlighted how strong these expectations are. While these areas are important for recreation, this must be balanced with all values of the area.

Some of the threats to the Estuary that the City and community have already identified are limited fire management information, limited flora and fauna information, erosion of the riverbank, anti-social behaviour including littering and inappropriate access, inconsistent signage, degradation of vegetation and invasion by weeds and invasive animals such as bees.

NACC NRM is one of Australia's 54 regional natural resource management (NRM) organisations working to accomplish nation-wide management, restoration and protection of Australia's natural environment by addressing national environmental priorities at the regional level. The has strong experience in effective community engagement, including with community environmental groups and Traditional Owners, which will be required to fulfil the City's expectations.

The Chapman River Estuary Reserve Action Plan will be used to assist the City in prioritising maintenance schedules, guide the future development of the City's Capital Works, Renewals and Operational Works Programs, increase opportunities for the City to access grant funding by delineating a detailed schedule of projects and provide mechanisms to raise community awareness of the Chapman Estuary while also protecting and enhancing the site's ecological values.

2 Strategic Context

- Chapman River Foreshore Assessment 2001
- Chapman River Estuary Management Plan 2008
- Geraldton Local Biodiversity Strategy 2013
- Geraldton Community Strategic Plan 2021
- Geraldton Natural Areas Management Strategy 2021

3 Key Communication Messages

- We are engaging with community members to determine what actions can be taken that enhance the unique environment of the estuary, while supporting the cultural values and recreational uses of the area.
- The estuary is the site of a federally listed Threatened Ecological Community, home to migratory shore birds, turtles and other wildlife whose habitat needs to be maintained and protected.
- The estuary is a place of cultural significance to many Aboriginal people.
- We are inviting the community to share with us what they do when they visit the estuary, and how the area can be maintained for future generations.
- The City of Greater Geraldton has partnered with NACC to create the action plan.
- Once the plan is complete identified works can be implemented.
- This project is supported by funding from the Western Australian Government's State NRM Program.

4 Objectives of Engagement

The objective of the planned community engagement activities is to develop a Chapman River Estuary Reserve Action Plan that is representative of community, stakeholder and land management needs, interests and priorities.

Our community engagement efforts will create opportunities to:

- Raise awareness about the Chapman River Estuary Reserve Action Plan
- Inform the community about current uses of and threats to the Chapman Estuary
- Gather information about current uses of and values related to the Chapman Estuary
- Promote, and maximise participation and engagement in, the planning process
- Collect input from stakeholders and the wider community into the Chapman River Estuary Reserve Action Plan
- Keep community members and other interested parties informed of upcoming events and ongoing progress
- Create opportunities to receive feedback.

5 Success Criteria

We will determine that community engagement was successful when we can demonstrate that:

- Identified stakeholders and community members participate in the planning process, including in the two planned stakeholder and community engagement workshops; and
- Environmental and community values for the reserve are identified for inclusion in the Plan.

We will maintain a detailed engagement record of all people / parties contacted and their contact information.

6 Project Management Team

NAME	TITLE	ORGANISATION	CONTACT INFORMATION	PREFERRED COMMUNICATION
Kane Watson	Operations and Programs Manager	Northern Agricultural Catchments Council	kane.watson@nacc.com.au (08) 9938 0106 +61 (0) 437 928 136	Fortnightly in-person team meeting; MS Teams; email; phone call
Amanda Bourne	Senior Conservation Planning Officer	Northern Agricultural Catchments Council	amanda.bourne@nacc.org.au ; (08) 9938 0100 +61 (0) 474 652 595	Fortnightly in-person team meeting; MS Teams; email; phone call
Mic Payne	Coastcare Support Officer	Northern Agricultural Catchments Council	michael.payne@nacc.com.au (08) 9938 0112 +61 (0) 408 236 371	Fortnightly in-person team meeting; MS Teams; email; phone call
Alanah Campbell	Coastcare Support Officer	Northern Agricultural Catchments Council	alanah.campbell@nacc.com.au (08) 9938 0112 +61 (0) 429 967 975	Fortnightly in-person team meeting; MS Teams; email; phone call
Megan O'Grady	Environmental Planning Officer	City of Greater Geraldton	MeganO@cgg.wa.gov.au +61 (08) 9956 6913	In-person team meeting as required; email; phone call
Erin O'Connor	Coordinator Environment and Sustainability	City of Greater Geraldton	erino@cgg.wa.gov.au (08) 9956 6932	In-person team meeting as required; email; phone call
Janell Kopplhuber	Communications Officer – Engagement	City of Greater Geraldton	JanellK@cgg.wa.gov.au (08) 9956 6945 +61 (0) 429 687 037	In-person team meeting as required; email; phone call
Shannon Holler	Graduate Environment and Sustainability Officer	City of Greater Geraldton	shannonh@cgg.wa.gov.au (08) 9956 6902	Fortnightly in-person team meeting; MS Teams; email; phone call

6.1 Communication Goals

- Discuss project plans, implementation and reporting
- Make decisions on project implementation
- Keep team members informed of ongoing progress and any changes to the project plans
- Identify any challenges or setbacks and resolve them early on
- Create opportunities to give and receive feedback

7 Initial Stakeholder List

STAKEHOLDER GROUP	NAME	CONTACT INFORMATION
Birdlife Midwest-Geraldton	Alice Bishop	birdlifemidwest@gmail.com
Bluff Point School		
Champion Bay School	Hollie Roberts	Hollie.Roberts2@education.wa.edu.au
Chapman River Friends	Virginie Carbonato	Crfriends2014@gmail.com
City of Greater Geraldton	Janell Kopplhuber	JanellK@cgg.wa.gov.au (08) 9956 6945 0429 687 037
	Megan O'Grady	MeganO@cgg.wa.gov.au (08) 9956 6913
	Erin O'Connor	ErinO@cgg.wa.gov.au (08) 9956 6932
	Shannon Holler	ShannonH@cgg.wa.gov.au
Department of Biodiversity, Conservation and Attractions	Anthony Desmond	anthony.desmond@dbca.wa.gov.au
Department of Water and Environmental Regulation	Ben Trezise	ben.trezise@dwer.wa.gov.au
	Mighel Chivilo	mighel.chivilo@dwer.wa.gov.au
	Lazarus Leonhard	lazarus.leonhard@dwer.wa.gov.au
Department of Planning, Lands and Heritage	Kym Suckling	Kym.suckling@dplh.wa.gov.au
	Elise Ronan	Elise.Ronan@dplh.wa.gov.au
Geraldton Fishing FB		
Local residents (Sunset to Bluff point)		
Nazareth House		
NACC NRM	Jarna Kendle	Jarna.kendle@nacc.com.au
	Kahree Garnaut	Kahree.garnaut@nacc.com.au

RecFish West		
Rum Jungle Clean-up Crew	Heather Beswick	heffy59@westnet.com.au
St Lawrence Primary School		
Sunset Beach Coastcare Group	Heike Witt	heike@bluesurf.com
TAFE	Maryke Gray	Maryke.gray@crtafe.wa.edu.au
Yamatji Southern Regional Corporation	Jamie Strickland Megan Boddington Richard Riordan	cso@ysrc.com.au conservation@ysrc.com.au heritage@ysrc.com.au

7.1 Communication Goals

- Receive input on community and stakeholder values and uses of the area
- Collect input from the community into the Chapman River Estuary Reserve Action Plan
- Promote, and maximise participation and engagement in the development of the Reserve Action Plan
- Keep community members informed of ongoing progress
- Create opportunities to receive feedback
- Raise awareness of the ecological and cultural importance of the Chapman River Estuary

8 Engagement Risks and how they will be Managed/Mitigated

Risk (what could go wrong)	Sources (how could this happen)	Consequences (what would the damage be if the risk occurred)	Control (what are we doing to prevent it from occurring)	Likelihood (how likely is the risk to occur – high medium low)	Control effectiveness (how likely do we think our mitigation measures will be to prevent the risk from occurring – high medium low)
Low Engagement	Lack of awareness of workshops, lack of interest in topic	Identified groups do not attend workshops/engage with RAP	Multiple approaches to advertising (direct contact with identified stakeholders – email/phone,	Medium	Medium

			letter drops in local mailboxes, facebook events shared in local groups		
Conflicting views on how to use/manage the area	Variety of stakeholders with different opinions/values	Conflict, a lack of constructive input/feedback	Workshops facilitated by staff with mediation and conflict management skills	Medium	Medium
Delivery within timeframe	Disruption to organisation, inability to engage stakeholders in a timely manner	Incomplete aspects of RAP, lack of community feedback and input in RAP	Comprehensive plans for engagement, early organisation and communication with stakeholders and community members	Low	High
COVID-19 restrictions/impacts	Predictions of peak caseloads in WA for around the time of the first workshop	Lack of numbers due to cases and restrictions, possible inability to have an in-person event	Manage through COVID-19 risk management (i.e. hygiene and social distancing practices in place, keep up-to-date with evolving information and policies). Online option/backup plan where possible	High	High

9 Detailed Process and Tools of Engagement to be used

9.1 Communication and Engagement Plans

ACTIVITY	TYPE	FREQUENCY	ATTENDING	PURPOSE
PROJECT MANAGEMENT				

Program Inception Meeting	In-person	Once – completed 6 Jan 2022	Kane Watson, Michael Payne, Alanah Campbell, Megan O’Grady, Erin O’Connor, Shannon Holler	Introduce all partners, discussion program outline, governance structure and budget, identify way forward
Project Management Team Meeting	In-person	Fortnightly – started 3 Feb 2022	Kane Watson, Amanda Bourne, Michael Payne, Alanah Campbell, Megan O’Grady, Shannon Holler (Erin O’Connor and Janell Kopplhuber)	Provide updates, give and receive feedback, address setbacks, identify opportunities, discuss plans and progress
STAKEHOLDER CONSULTATION				
User Observations	In-person	Four 4-hr observation sessions at different times, weekend vs. Weekday mornings and afternoons	Alanah Campbell, Kane Watson	Gain insight into the frequency and types of uses of the estuary by the community
Community and Stakeholder Input Workshop	In-person	Once – 31 March 5:30pm	Project team, stakeholders, community members	Gain community and stakeholder insight into the value and uses of the reserve and input into the reserve action plan
Community and Stakeholder Review Workshop	In-person	Once – 12 May 5:30pm	Project team, stakeholders, community members	Review and provide feedback on the draft reserve action plan
Ad Hoc Local Engagement	In-person, email, online, phone as required	Ad hoc, as required or as opportunities arise	Amanda Bourne, Kane Watson, Michael Payne, Alanah Campbell	Seek input into the reserve action plan, seek feedback or additional expertise, provide updates on progress
COMMUNICATIONS				
Media Release	Local news	Twice	Alanah Campbell, CGG team	Project announcement; Final Chapman Estuary Plan announcement
Social Media	NACC Twitter,	Five	Alanah Campbell	Post 1: advertise community engagement workshop 1

	NACC Facebook				Post 2: community engagement workshop 1 Post 3: advertise community engagement workshop 2 Post 4: community engagement workshop 2 Post 5: announcement of final plan
Newsletter Article	NACC Notes	Three		Alanah Campbell	Article 1: announcement at start of project (Mar 2022) Article 2: results of user observations (Apr 2022) Article 3: Chapman River Estuary Reserve Action Plan – opportunity for public comment (Jun 2022)
LGA Updates	Briefing note to CGG Councillors	Twice		Alanah Campbell, Megan O’Grady	Updates on upcoming workshops (two weeks prior to workshops)
CGG Project website	Website for Chapman Estuary RAP	N/A		Alanah Campbell, Megan O’Grady, Janell Kopplhuber	Central site to direct all queries and acquire up-to-date information on the RAP
Letter Drop	Physical flyer drop for local residents	Twice		Alanah Campbell	Drop 1: Advertise community engagement workshop 1 – input Drop 2: Advertise community engagement workshop 2 – review
Targeted Engagement	Facebook groups, emails, phone, visits	Twice		Alanah Campbell	Round 1: Advertise community engagement workshop 1 – input Round 2: Advertise community engagement workshop 2 – review

REPORTING

Project Management Team Meeting Minutes	Email	Fortnightly (after each meeting)		Alanah Campbell	Summarise discussions, progress and next steps; action items
Stakeholder Engagement Status Report	Email	After each workshop		Alanah Campbell	Summarise discussions, progress and next steps;

Draft Reserve Action Plan

Email

Before second community/stakeholder workshop

Alanah Campbell, Michael Payne

shared adjusted timelines if needed
Draft of final Reserve Action Plan, including input from initial workshop, for review

10 Proposed Timeline

ACTION	DATE	NOTES
Project inception meeting	6 January 2022	
Desktop review	March 2022	
Asset Inventory	March 2022	
Observation of site and users	March 2022	
Community Engagement Strategy	March 2022	
Workshop 1	31 March 2022	When workshop dates are set give at least 2 weeks' notice to CGG and stakeholders – CGG to confirm if this needs to be endorsed/the process and how much notice needs to be given
Workshop 1 report	8 April 2022	
Workshop 2	12 May 2022	
Workshop 2 report	20 May 2022	
Reporting to Council	Fortnightly (meetings)	Also briefing note to councillors two weeks prior to workshops
Draft Reserve Action Plan	29 April 2022	
Review process	May – June 2022	
Final Reserve Action Plan	July 2022	

11 Communications Outputs

- 1 x Community and Stakeholder Engagement Strategy

- 2 x workshop invitations
- 2 x workshop minutes

12 Workshop Agenda

12.1 Workshop 1: Input into the Chapman River Estuary Reserve Action Plan

12.1.1 Workshop Goals

- To identify how stakeholders use the Estuary and what they value about the site
- To share results from initial data-gathering processes including literature review, on-site observations and asset inventory
- To invite stakeholders and community members to contribute by identifying specific actions to maintain or enhance the ecological, social or cultural values of the Estuary

12.1.2 Workshop Program

2 hr Workshop – 31 Mar 2022		
Time	Item	Facilitator
17:30	Acknowledgement of country, welcome to workshop	CGG
17:30 – 17:50	Introductions, aims of the workshop, uses of the Estuary by participants	Amanda
17:50 – 17:55	Introduction to the Chapman River Estuary Reserve Action Plan 2022	Alanah
17:55 – 18:15	Findings from asset inventory and user observations	Alanah
18:15 – 18:30	Reflection: identify positive values and possible threats to the Estuary	Amanda: facilitated discussion
18:30 – 19:15	Participatory mapping process identifying specific actions that will maintain or enhance the ecological, social or cultural values of the Estuary	Amanda: facilitated discussion
19:15 – 19:30	Feedback, next steps, thanks and close	Alanah
19:30	END	

12.2 Workshop 2: Review of draft Chapman River Estuary Reserve Action Plan

12.2.1 Workshop Goals

- To provide a progress update and share the draft Plan with stakeholders and community members
- To invite stakeholders and community members to review the draft Plan in order to incorporate their feedback into the final Plan
- To provide stakeholders and community members with information about the process for commenting on an updated version of the Plan before it is finalised

12.2.2 Workshop Program

2 hr Workshop – 12 May 2022

Time	Item	Facilitator
17:30	Acknowledgement of country, welcome to workshop	CGG
17:30 – 17:50	Introductions, aims of the workshop, participant expectations	Alanah
17:50 – 17:55	Recap of last workshop and update on progress to date	Mic / Kane
17:55 – 18:15	Overview of draft Reserve Action Plan	Alanah
18:15 – 19:00	Review draft Reserve Action Plan	Alanah: facilitated discussion
19:00 – 19:15	Feedback, next steps, thanks and close	Mic / Kane
19:15	END	

13 Branding

Branding of the project will align with the City of Greater Geraldton Brand Manual.

In addition to the agreed use of logos as outlined below, any communications materials related to the project will use the agreed project colour scheme, Acknowledgement of Country and acknowledgement of funding. Communications materials may include, but are not limited to, event flyers, posters, a PowerPoint template, newsletter articles, figures or diagrams, document cover pages and meeting minutes.

All social media posts will tag both NACC NRM (@NACC_NRM) and the City of Greater Geraldton (@CityofGG) and reference #ChapmanEstuaryActionPlan.

The following logos will appear on all content related to the Chapman River Estuary Reserve Management Plan. Logos will appear in banner format, compliant with all parties' logo use requirements.

ORGANISATION	LOGO	NOTES
City of Greater Geraldton		Minimum length in print = 3.5 cm. Full colour, black and white and white reverse logos are available. Monochrome versions may only be used in black-and-white documents. Minimum clear space around the logo is the height of one 'G' in the text 'Greater' or 'Geraldton'. When used with other logos, logos should be separated by a keyline with 0.35pt thickness.
NACC NRM		Full colour, greyscale, black and white and white reverse logos are available. White reverse logos may only be used on approved background colours (black, NACC blue). Minimum height in print = 2 cm. The NACC logo will appear on the right with the

		CGG logo to the left of it at the same height on the page and in the same scale in size.
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CGG's colour palette is blue, green, pink and yellow.

CODE	COLOUR	TYPE	HEX	RGB	NOTES
Pantone 7713C	Blue green	Primary	#007E8D	0,126,141	
Pantone 362C	Green	Primary	#419A3C	65,154,60	
Pantone 639C	Blue	Primary	#009BDF	0,155,223	
Pantone 226C	Dark pink	Primary	#DF0067	223,0,103	
Pantone 205C	Pink	Primary	#DF4883	223,72,131	
Pantone 1905C	Pale pink	Primary	#FACCE0	250,204,224	
Pantone 203C	Very pale pink	Primary	#F6BDD5	246,189,213	
Pantone 207C	Very dark pink	Primary	#B90748	185,7,72	
Pantone yellow	Yellow	Primary	#FFDD00	255,221,0	
Pantone 425C	Dark grey	Primary	#545859	84,88,89	

CGG typeface is Myriad Pro Light, with headings in Myriad Pro Bold. Arial Regular can be used when Myriad pro is not available.

NACC NRM's colour palette is blue, green and orange.

CODE	COLOUR	TYPE	HEX	RGB	NOTES
	NACC blue	Primary	#0065BD	0,101,189	
	Light green	Secondary	#78BE20	120,190,32	
	Light blue	Secondary	#008EEA	0,142,234	
	Dark green	Secondary	#008037	0,128,55	
	Yellow	Secondary	#FDC32F	253,195,47	
	Burnt orange	Secondary	#E35205	227,82,5	

NACC NRM typeface is Arial Regular 10- or 11-point font size with 1.15 line spacing. Main headings = 30-point and sub-headings = 18-point in NACC Blue.

An Acknowledgement of Country will appear on all public documents related to the Chapman River Estuary Reserve Action Plan.

Standard Acknowledgement of Country text:

We respectfully acknowledge the Southern Yamatji people, who are the Traditional Owners and original natural resource managers of the lands and waters in the City of Greater Geraldton, and pay our respect to their Elders and leaders, past, present and emerging.

An acknowledgement of funding will appear on all public documents related to the Chapman River Estuary Reserve Action Plan.

Standard acknowledgement of funding text:

This project is supported by funding from the Western Australian Government's State NRM Program.

