

## Botany Groundwater Clean Up CLC

- Chris Gray
- Education/Training
- Experience
- EPA
- GEMS Pty Ltd

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- Communications Programs
- HNCMT Phosphorus Action Program
- Cooks River Councils Education Program
- Parramatta City Council CALD Environmental Education Project
- Various Stormwater Education Projects
- ICI Ambassadors Program
- Botany Sands Aquifer Education Project

## Developing a Communications Strategy

- A series of logical steps
- Needs to establish evaluation factors as a part of communications planning
- Needs a rigorous plan.

## Developing a Communications Strategy

Step 1 - What is the challenge?

Why do we even need a communications strategy?

If we do decide we need one, then what is its purpose. Should help to identify overall program messages.

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- Step 2 - Who are the stakeholders?
- Who are the people or groups who have an interest in this program?
- Stakeholders do not necessarily have to targets for communication. Just important to recognise they have a stake in the program.

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- Step 3 – Who are our Target Groups?
- Who do we really want to communicate with? Not always necessarily local.
- List them all and then establish a priority order linking back to the purpose of the communications program

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Step 4 - What are our objectives and outcomes for each of the priority Target Groups ?

Complete the following statement for each group ' This communication strategy will be a success for this group when

- short term
- medium to long term

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- Step 5 - What methods should we use?
- Draw a big box with the name of the Priority Target group in the middle of a sheet of paper. Then identify all the different ways/tools that group receives information.
- Then prioritise these tools in terms of which tools are going to give you the best results in terms of objectives.
- eg – school students

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- Step 6 - What budget do we have/need?
- Step 7 How will we put in place our strategies? (Action Plans) - samples

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- Step 8 - How will we monitor and evaluate the project?
- Where the Committee is at now.
- How effective has the communication been to date? What baseline data is available?

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- A couple of ideas
- After School Teachers Network (Primary and Secondary) – a range of opportunities for Local Area Study type activities
- Key Opinion Makers Forum
- Two excellent opportunities to gather baseline knowledge data
- Who gets invited to a Key Opinion Makers Forum?

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- Councillors
- Members of Parliament
- Local school teachers and local Streamwatch groups or other school based environment groups
- Local environment groups
- Industry and Industry Associations
- Local media
- Local Service Clubs
- Scout and Guide leaders
- Leaders of the CALD communities
- Scientific and Technical Community
- Local Aboriginal Land Council representatives

## Botany Groundwater Clean Up CLC

- Questions ?
- Where to from here?
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