R-CV 5: Education and Engagement

Develop a comprehensive community environmental education program to improve understanding and awareness of a range of NRM issues, helping facilitate change.

This strategy delivers on these Regional Themes	Biodiversity	Biosecurity	Coastal Systems	Sustainable Industries	Water
	✓	✓	✓	✓	✓
This strategy delivers on these Strategic Outcomes	Supportive, policies, plans and regulations	Collaborative, adaptive planning and action	Traditional Owner Benefits	Sustained and diverse resourcing	Community stewardship, values and action
		✓	✓		✓

Outcome	Developing and implementing a comprehensive community environmental education and awareness program will: ▪ Improve understanding of environmental values, resulting in increased support for environmental programs. ▪ Lead to a cultural shift and change in practices around natural resource management. ▪ Provide good value for money in natural resource management, with enduring outcomes beyond the life of the project. ▪ Result in a more cohesive and inclusive approach to natural resource management.
Justification	To bring about real, enduring change and reduce damaging practices, we first need to have broad support and understanding within the community. Providing a clear and consistent message will help us progress towards instilling a cultural change. A range of positive educational mechanisms can contribute to increased awareness and understanding of environmental values, which is fundamental to getting the message across, facilitating change and securing the future of the region's ecosystems. Strong community support and understanding can start to influence policy - changing attitudes will lead to on ground change!
Key steps	1) Conduct initial investigations to support development of a communications plan - identify current knowledge levels and gaps, who the target audiences will include, what the key messages will be and appropriate techniques for effectively delivering the messages. 2) Using the above information, and in collaboration with relevant stakeholder groups, develop and deliver a comprehensive, consistent education and communication program around key environmental and NRM issues for the Wet Tropics. 3) Develop an effective process to monitor and evaluate the impact of education programs, and adapt the process, where required.

Feasibility considerations	
	✓ There is a legacy of active groups and successful projects in the Wet Tropics, which has already contributed to increased community support and awareness. ✓ A range of positive education, incentives and marketing can be used to reach a broad audience. ✗ Cultural beliefs and long-term practices can be difficult to influence, even with clear, comprehensive and compelling messages. ✗ Many groups focus on on-ground outcomes, with limited time, funding or expertise available for education and awareness activities. ✗ Changes in attitude or culture are difficult to measure, making it hard to determine success.

Local Landscape Projects	Local Landscape Project	Location
	DG5 Building a Community Vision	Douglas
	DG13 Education About Impacts of Clearing	Douglas
	CN8 Communities Valuing our Area	Cairns
	CN5 Education to Increase Use of Native Plants	Cairns
	ST6 Rubbish No More!	Southern Tablelands
	ST7 Community Awareness Raising Campaign	Southern Tablelands
	HB3 Community Culture Change	Hinchinbrook
	SC8 Education About Pets and Their Impacts	Southern Cassowary Coast
	RM6 Bokashi for the Community	Gordonvale