

R-CV 6: NRM Champions

Develop a program to identify and acknowledge a network of NRM champions to showcase NRM successes, develop community pride and increase awareness of good NRM practices.

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| 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 | <p>Identifying and acknowledging NRM champions in a range of geographical locations and industries will result in:</p> <ul style="list-style-type: none"> ▪ Increased community and social pride through acknowledgement and marketing of NRM successes. ▪ Strong community stewardship and ownership of projects. ▪ A more cohesive and supportive environment, which encourages involvement from a broad range of people. ▪ Potential for Traditional Owner involvement and benefits. | | | | |
| Justification | <p>Identifying NRM Champions provides a way of celebrating success, recognising achievement and acknowledging the recipient's positive actions. In addition, marketing the stories really well can attract more interest from the community, helping raise general awareness. The ultimate aim is that there will be an increase in community involvement, ownership and pride in good NRM, resulting in on-ground results and community maintenance and monitoring of projects.</p> | | | | |
| Key steps | <ol style="list-style-type: none"> 1) Develop a process to identify potential 'NRM Champions' (eg. through an application / nomination process). 2) Investigate appropriate incentives to encourage participation, including positive marketing and communication of recipients' actions or 'prizes' relevant to their area of interest (eg. Study or training opportunities, signage for on-ground work, relevant tools, equipment or resources). 3) Develop a robust, transparent process to assess nominees. 4) Deliver a comprehensive marketing campaign to promote the NRM Champions and their actions / projects, to make sure the good news stories are reaching the broader community. | | | | |
| Feasibility considerations | <ul style="list-style-type: none"> ✓ There is an incredible number of people already practising good NRM in the Wet Tropics, across a broad range of areas, providing good depth of potential recipients. ✓ There are opportunities for sponsorship for such a program, reducing the resources required. ✗ Changes to on ground actions and increased community involvement are difficult outcomes to measure and gauge the success of the program. ✗ The actions of recipients may not be viewed positively by those with differing values, making it difficult to market successfully or achieve the desired outcome of practice change in the broader community. | | | | |

| Local Landscape Projects | Local Landscape Project | Location |
|-----------------------------|-------------------------|--------------------------|
| | SC2 NRM Champions | Southern Cassowary Coast |