

R-CV 14: Showcasing Model Projects

Establish and promote demonstration sites which showcase 'model' projects, to foster good natural resource management and encourage further uptake.

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>The use of demonstration sites to showcase model projects can have far reaching effects, beyond those of the original project, including:</p> <ul style="list-style-type: none"> ▪ An acceptance within the broader community that there are alternative approaches to natural resource management within their local area that really work. ▪ Generating a cultural change regarding the environment and raising awareness of environmental issues. ▪ Increasing the awareness and uptake of successful projects, leading to further on-ground work. ▪ Generating pride and stewardship within the local community around good natural resource management.
Justification	<p>Promoting model projects across a range of areas is an excellent way to showcase success stories and encourage uptake on a larger scale. There is nothing like seeing the successes first hand to convince the broader community of the value of good natural resource management. The demonstration sites can also be a powerful tool in showing <i>how</i> projects can be done, removing the perception that good NRM is too difficult or that certain approaches won't work. Sites with a high level of community involvement and in highly visible locations provide opportunities for the message to spread even further.</p>
Key steps	<ol style="list-style-type: none"> 1) Establish a set of criteria to determine project eligibility as a 'showcase' site eg. high profile, well managed, good environmental outcomes, etc. 2) Develop a standardised process which can be used across the region to promote the model sites and their environmental outcomes, which considers things like signage and marketing or communication. 3) Identify high profile, well managed on-ground project sites which would meet the criteria to be used as a demonstration site. 4) Implement the process for promotion, developed in step 2.
Feasibility considerations	<ul style="list-style-type: none"> ✓ With a modest initial investment, there are opportunities for the project to be taken up on a broader scale. ✓ There are already many excellent projects which would be suitable to be used as demonstration sites. ✗ If community support is not high, there is a risk that the project goes no further than the initial demonstration site.

Local Landscape Projects	Local Landscape Project	Location
	HB9 Waterway Management Demonstration Site	Palm Ck, Lagoon Ck
	CN13 Showcasing Riparian Results	Lilly Ck, Moody Ck, Fearnly Drain, Cairns Swamp
	DG8 Agroforestry for the Future	Douglas Local Landscape
	SC19 Model Farm Case Studies	Southern Cassowary Coast