

R-CV 1: Collective, Regional Communication / Marketing Campaign

Develop a region-wide, cross-sector, cross-partner communications program about the natural resource values and threats of the Wet Tropics - building on the strong connection between community and the landscape of the Wet Tropics.

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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>A collective, cohesive, compelling regional communications campaign results in:</p> <ul style="list-style-type: none"> ▪ Policy changes and alternative funding streams to the Wet Tropics. ▪ Government (at all levels) plans with a stronger NRM focus and incorporation of climate change. ▪ The tourism industry capitalising on natural resources and sustainable production. ▪ Wet Tropics being valued as a holiday destination and place to live. ▪ Increased level of active community involvement, including opportunities for TO participation. | | | | |
| Justification | <p>Coming together collaboratively (and combining resources where possible) to develop an integrated 'campaign' about the environmental, social, cultural and economic values and threats to the Wet Tropics landscape, as well as telling the good news stories of what is being achieved by the community and key agencies, will pack a much bigger punch than individual, piecemeal efforts. The campaign must sell compelling messages which leverage off the community's attachment to the values of the landscape.</p> | | | | |
| Key steps | <ol style="list-style-type: none"> 1) Develop a campaign plan, including who we collectively want to influence, what the key messages are, what efforts are already in place and where we are currently falling short in getting our messages heard, and the novel ways we can engage with new audiences. 2) Engage marketing experts (could be from other parts of Australia such as Margaret River, Tasmania) to advise on how to best communicate with key audiences – how do we sell the Wet Tropics as the best place to live and visit? Key to use new technology and tools to engage more people! 3) Identify mechanisms for actively harnessing people's passion and giving rise to a regional voice. 4) Develop some collective ongoing communication mechanisms (e.g. regional report cards) to bring different sectors together, rather than working independently or at cross-purposes. 5) Investigate opportunities for marketing NRM in schools through the existing curriculum, as well as strategies for continuing to engage people in the gap between school and adulthood. 6) Develop tools for novel ways people can become engaged and make a contribution... (e.g. citizen science, taking care to ensure it is fit for purpose). | | | | |

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| Feasibility considerations | <ul style="list-style-type: none"> ✓ Partnerships already exist and there are mechanisms in place for collaboration between partners. ✓ There are opportunities for collaboration with universities to assist with marketing approaches. ✓ Local media is an opportunity that we should be taking more advantage of. ✓ Wet Tropics Plan is an ideal vehicle for ongoing communication of good news stories. ✓ Local contacts on the committee for the National Geography curriculum can assist with content. ✗ There is limited expertise within the NRM sector in the area of communications / marketing. ✗ Lack of understanding of the key messages within partner organisations (e.g. local council staff) can be an issue. ✗ Positive messages from NRM in general, including the farming sector, don't currently seem to be flowing to the general public – the good news stories. ✗ Funding for communications and marketing is often not sufficient to get the message out properly. | |
| | Local Landscape Projects | Local Landscape Project |
| SC4 NRM Marketing | | Walter Hill Ranges / Southern Cassowary Coast |
| RM5 Collective Communicator | | Russell Mulgrave |