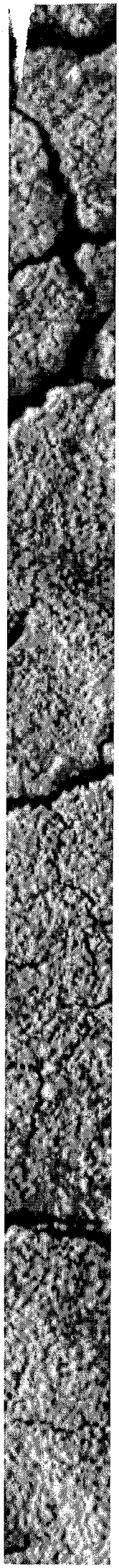


Investigating New Approaches
National Market-Based Instruments Pilots Program
Detailed proposal

October 2002

Auction for Landscape Recovery (Southwest Australia)

Submitted by

WWF Australia

through our partnership with the Avon Catchment Council, together with

University of Western Australia
CSIRO Sustainable Ecosystems
Murdoch University
Department of Conservation and Land Management
North East Wheatbelt Regional Association of Councils
Wheatbelt Development Commission
WA Farmers Federation
Greening Australia WA

Investigating New Approaches
National Market-Based Instruments Pilots Program
Initial proposal

Project Manager Details:

Name:	Jane Madgwick
Title/Office:	Regional Manager (Western Region)
Organisation:	WWF Australia
ABN:	57 001 594 074
ACN/Legal Name:	World Wide Fund for Nature - Australia
Proposed Pilot Title:	Auction for landscape recovery (Southwest Australia)
Contact information:	Jane Madgwick PO Box 4010 Wembley WA 6312 Phone: (08) 9387 6444 Fax: (08) 9387 6180 Mobile: 0438 938 764 Email: jmadgwick@wwf.org.au

Pilot Summary:

The pilot will evaluate conservation auctions as a landscape recovery mechanism through a cross-sectoral government-community partnership, coordinated through the Avon Catchment Council.

Auctions are a promising option for facilitating management interventions that are consistent with the economic capabilities of the farm enterprise, to provide landscape-scale environmental outcomes. The potential gains over fixed-price or negotiated contracts will be assessed through a large field-based trial over 2 years in the Avon Basin (Western Australia) and comparative analysis of previous and on-going trials in NSW and Victoria.

The pilot will build on and complement the development and trial of a Salinity Investment Framework and Framework for Biodiversity Target Setting in the Avon Basin and identify auction design requirements relevant to the whole Basin and other fragmented, salinising landscapes of high biodiversity value. Through the engagement of national and regional expertise in the policy and practice of auctions, we will address critical shortfalls and difficulties of previous approaches to auction trials and compare two alternative selection methodologies within the auction approach, an Environmental Benefits Index and the Systematic Conservation Planning approach incorporating which includes a selection algorithm that considers the complementary biodiversity contribution of each additional bid in achieving the conservation targets in relationship to all other bids.

We will draw conclusions on the cost-effectiveness, "key success factors" and "key impediments" of the auction approach with regard to achieving environmental outcomes linked to the NAPSWQ and regional plan targets. Comparisons will also be drawn between the auction approach and the impact and effectiveness of current environmental incentive schemes in Southwest Australia. We will describe the processes and methodologies involved in developing and managing an effective conservation auction approach. The results will be communicated through technical and non-technical media to national, state and regional Natural Resource Management bodies, industry groups, government agencies, local authorities and researchers. This will inform the choice of

mechanisms to engage private landholders in the delivery of environmental improvements through NAP and NHT and other funding sources.

Questions to be considered:

1. Which Natural Resource Management **issue(s)** does your proposed pilot address (i.e. salinity, water quality, and/or biodiversity)?

The pilot addresses the degradation of globally significant biodiversity and dryland salinity caused by fragmentation and other impacts linked to rural production, such as grazing and invasive species. Our capacity to respond to these threats is limited by the absence of appropriate incentive mechanisms that can be readily taken up by private landholders and applied at the landscape level. This will be essential for maintaining population viability of declining taxa, the continued functioning of ecosystem services and for combating rising saline water tables.

2. The explicit aim of this program is to help governments across Australia discover more about the ways in which MBIs can successfully be applied. What **national knowledge gaps** does your proposed pilot address? How does your proposed pilot compare with traditional approaches to the particular issue to be addressed? What is the strategic value of this knowledge to Australia's capacity to undertake MBIs?

This description should include information that identifies the type of market-based instrument to be investigated (e.g. cap and trade; auction; modifying markets) and information about the mechanisms currently being employed.

This pilot will **address the following national knowledge gaps:**

- the key success factors and impediments to the conservation auction approach in different Australian environments; the market boundaries of this approach
- how to design auction approaches and weighting of bids so as to best link actions at the property level with environmental outcomes at the landscape scale, addressing multiple benefits flowing from a single management activity
- how to effectively engage the private sector to encourage those most committed and likely to succeed and to stimulate collaborative actions

Traditional approaches have involved incentive schemes aimed at conserving species, ecological communities or individual sites e.g. through community grants, information networks and fencing assistance. They require a fixed level of in-kind contribution, which is often inconsistent with the economic capabilities of the farm enterprise. The limited room for negotiation on timelines restricts landholder's ability to fulfil the requirements of the grant. Limited ecological awareness and poor access to technical advice at a farm scale, have been found to be further obstacles to landholders proceeding with relevant environmental measures.

The conservation auction approach differs because it:

- allows landholders to put forward the true cost of management interventions and encourages proposals to achieve multiple benefit outcomes

- ensures a means of identifying and building on existing knowledge, interest and commitment held by private landholders

- moves some emphasis, responsibility and opportunity for innovation away from the regulatory body to the private landholder and promotes collaborative relationships

The strategic value of this knowledge to Australia's capacity to undertake MBI's is:

- it will enable market values to be placed on management efforts linked to multiple environmental outcomes, leading to realistic cost-benefit estimates

- it will provide a test on the resources required to administer the tendering and implementation process effectively by Regional Catchment Councils

Is your proposed pilot **new** or does it extend **earlier work** which is already completed?

This approach will build on the conservation auction model and experience developed by WWF Australia, the Liverpool Land Management Committee and the Victorian Department of Natural Resources and Environment. The pilot will address some of the uncertainties raised by previous auction experiences and assess and test options for auction design and bid-selection methodologies. It will identify the most appropriate auction approach to address biodiversity conservation priorities in highly fragmented, salinising landscapes.

This pilot will use a strongly collaborative approach to delivery of regional catchment targets, in anticipation of the regional delivery of NAP and NHT. This will involve cross-sectoral partnerships under the Avon Catchment Council, including agricultural industry groups, local authorities, conservation NGOs, the Wheatbelt Development Commission and government agencies. Elsewhere, the auction process has been delivered through government agencies.

3. Pilots are expected to be conceptually robust. Applicants are required to provide a concise discussion of the economic principles that underpin the proposed pilots. Applicants are also required to identify the biophysical information needed to run the pilot and how this information will be sourced.

The conservation auction process ensures that appropriate actions are taken in the most appropriate locations to produce the highest environmental benefit and the largest reduction in environmental degradation.

Underlying **economic principles** include:

- A competitive method of delivering scarce goods or resources where the price is determined by a bidder using the rules determined by the seller.

- Encouragement of individuals and governments to reveal the information needed to make improved resource use decisions.

- Sensitivity to the non-standard value problem whereby the individual bidder is bidding on the basis of an individual contract, which will require specific actions in specific locations for a specified period of time to deliver multiple environmental benefits

- Creation of a supply curve for environmental goods and services

The **biophysical information** needed to establish surrogate measures of biodiversity value and quantitative conservation targets will be provided by the relevant state agencies through the Avon Catchment Council. This includes vegetation, landform and salinity hazard mapping (Department of Agriculture), location of declared rare flora and fauna, threatened ecological communities, and target landscapes (CALM), water quality (Water and Rivers Commission) and vegetation thresholds for meta population viability of selected threatened

bird species (CSIRO). An Environmental Benefits Index will be developed to assess all areas offered through expressions of interest on site, based of condition, value with respect to targets and the potential benefits of management interventions. The Environmental Benefits Index and quantitative conservation targets for the auction will be developed by the steering committee with reference to interim targets established by the Avon Catchment Council.

4. Is your proposed pilot **field-based** or an **experimental** model?

This pilot study involves a field-based policy trial, with the following components:

- Engage the Avon Catchment Council, agencies, local authorities, production industry groups, conservation groups and private landholders in a collaborative trial with shared benefits within the Yilgarn sub-catchment of the Avon Basin (approx. 2.2 million ha)
- Collate information on vegetation, landforms, salinity hazard, water quality, location of declared rare flora and fauna, threatened ecological communities and target landscapes to develop conservation targets for the trial area
- Design the auction approach, including an assessment of landholder preference to different forms of auction (sealed-price, ascending price and fixed-price), through a farm survey and workshops
- Call for expressions of interest
- Provide information and advice on environmental values and management measures to all landholders who have expressed interest through Community Support Officers
- Analyse which types of landholders are willing to participate, through the auction trial
- Compare the Environmental Benefits Index and Systematic Conservation Planning approaches to the selection of bids that provide greatest regional environmental benefit per unit cost.
- Hold the auction (two acutions in successive years)
- Analyse the counterfactual of a fixed-price approach by determining the fixed-price level required to achieve the same recruitment.
- Evaluate the administrative efficiency of the auction approach relative to a fixed-price scheme.
- Evaluate the effectiveness of communication strategies used by assessing the awareness of different methods of communication
- Communicate the process and methodologies for developing and operating a conservation auction and an assessment of the gains likely to be made from auctions compared to fixed-price or negotiated contracts

5. Which relevant **agents** are likely to be engaged by your proposed pilot? Private sector? Institutions? Landholders? Government? Other? Applicants will need to demonstrate how these agents will be engaged in the pilot.

Project Steering Group: Avon Catchment Council (Chair), WWF Australia (Executive), CSIRO, University of Western Australia (School of Agricultural and Resource Economics), Murdoch University (School of Environmental Science), Department of Conservation and Land Management (CALM), WA Farmers Federation (WAFF), North East Wheatbelt Regional Association of Councils (NEWROC), Wheatbelt Development Commission (WDC) and Greening Australia (GAWA).

The project partners will operate in 3 Teams, linked via the Project Manager (WWF) and the Steering Group:

1. **<u>Project Management and Field based Operations</u> (Leader is WWF)**
   - **World Wide Fund for Nature** will
     - carry out overall project and contract management and reporting
     - coordinate and supervise the Community Support Officer team

  - ensure linkage to other conservation incentives schemes through its presence and partnerships in the region
  - coordinate regional and national communications
- **Avon Catchment Council** will
  - chair the Steering Group and link to state and regional policy framework, regional agency teams and stakeholder groups via the NRM sub-committee and state NRM council
  - carry out tender and landholder contract administration
  - contribute to regional communications
- **Landholders** will
  - developing management prescriptions, submit bids, undertake on-ground works
- **WA Farmers Federation and Local Authorities** will
  - facilitate access to landholders
  - assist in regional communications

2. <u>Auction Design and Evaluation</u> (Leader is UWA)

- **University of Western Australia** will
  - carry out the field and policy research on auction design and evaluation
  - coordinate the inputs from project partners and leading scientists in WA and nationally
  - prepare technical and non-technical reports
- **Murdoch University** will
  - provide technical input on landholders information needs for environmental conservation in the wheatbelt, from previous surveys
  - provide technical input on the best ways of translating the auction approach into current and future policies for natural resource management
- **WWF Australia** will
  - provide technical input on evaluating the auction approaches in NSW and Victoria via ecologist and resource economist staff and colleagues who have had direct involvement

3. <u>Development and Testing of Methodologies for Tender Evaluation</u> (Leader is CSIRO)

- **CSIRO – Sustainable Ecosystems** will
  - coordinate technical input from partners and leading scientists
  - develop biodiversity surrogates and conservation targets from analysis of relevant biophysical data in consultation with the steering committee and with reference to .
  - develop two alternative systems for bid selection, the Environmental Benefits Index and the Systematic Conservation Planning approach which includes a selection algorithm that considers the complementary biodiversity value of each additional bid in achieving the conservation targets in relationship to all other bids.
- **CALM** will
  - provide relevant biophysical data and analyses for the Trial area in an appropriate format
- **Murdoch University** will
  - provide technical input to the design of appropriate site assessment methodologies
- **Department of Agriculture** will
  - provide relevant soil, landform and salinity risk data for the Trial area in an appropriate format
- **Water and Rivers Commission** will
  - provide relevant water quality and wetlands data in an appropriate format

6. Pilots are expected to follow a sound **implementation strategy** that identifies and manages risks, including consideration of adverse or perverse effects. What such risks have you identified, how likely are they, what is their severity, and what strategies do you propose to put in place to manage these possibilities/eventualities?

Risk	**Likelihood of risk**	**Severity of risk**	**Strategy to manage risk**
Lack of data and targets on which to base the auction design and tender selection criteria	Low	Medium	Regional NRM Councils will develop interim targets by mid- 2003; the Salinity Investment Framework trial in the Avon will report on priority assets across the reigon in February 2003; relevant agencies with data are on the Avon Catchment Council NRM sub-committee and make all relevant data available; additional data will be made available by CSIRO and partner organisations of WWF such as Greening Australia and Birds Australia
Willingness of landholders to participate in tender process	Medium	High	▪ Pre-bid information communicated face-to-face by 4 Community Support Officers ▪ Expressions of interest will be sought from landholders ▪ The trial area covers a range of landforms, climatic conditions, catchment size, landowner population density and includes some areas where there is known to be a high interest in landcare activities ▪ Extension officers, Local Authorities, the Avon Catchment Council, government agency staff, WAFF and the Wheatbelt Development Commission will promote the pilot in the region through their communication networks
Quality of management interventions carried out by landowners is variable	Medium	Medium	▪ Self-assessment reports will be required annually from landholders ▪ Community Support Officers will visit a significant sample of the landholders to follow up ▪ We will aim to engage most landholders in existing landcare networks e.g. Land for Wildlife, Woodland Watch, which will ensure continued contact, assessment and advice

Lack of acceptance by landholders of the rigour and equity of the tender selection process	Low	Medium	▪ The Steering Group and scientific agents will ensure balance of scientific rigour and applicability to landholder enterprise ▪ Information on the objectives and basis for targets will be made freely available ▪ The selection criteria will be communicated in clear and transparent way ▪ Two systems of tender selection will be tested and the most effective will be implemented ▪ All landholders that submit expressions of interest will receive advice and support
Inability of landholders to fulfil tenders	Low	High	▪ Management interventions will be developed by landholders in collaboration with Community Support Officers, to ensure actions are achievable and contribute to regional environmental targets

Give proposed **starting and ending dates** and some detail of significant **milestones**. Such milestones should relate to specific parts of the pilot that need to be completed in order to progress the project. Funding may be linked to completion of project milestones.

Project start: April, 2003

Projected conclusion date: June, 2005

Significant milestones:

Please see attached Timeplan and Significant Milestones Table

Detail a proposed budget and funding sources for the pilot in a table.

Please see attached Budget and Funding Sources Table

Which National Action Plan region or regions will your proposed pilot apply to or take place in?

The pilot will take place in the Yilgarn sub-catchment of the Avon Basin, situated in the wheatbelt of Southwest Australia (see Map 1). This area covers most of the Yilgarn sub-catchment (approx. 2.2 million ha). It is representative of the whole Avon Basin in terms of landforms. It includes a diversity of landscapes and farm types associated with an east-west gradient in climatic conditions and catchment size. This gradient is reflected in anthropogenic factors such as the degree of vegetation fragmentation, variation in landholder population density, farm size and degree of current involvement in landcare activities. The trial area contains a particularly high proportion of Target Landscapes identified at the State scale, that have been identified as a high priority area for public investment to combat salinity and protect biodiversity, according to the Salinity Investment Framework, currently being trialed in the Avon. The trial area includes ~400 landowners, with an average farm size of 5,000ha. The area includes 11 shires, 7 of which belong to the North East Wheatbelt Regional Organisation of Councils. The use of Shire (local authority) units will enable more effective administration and communication and provide opportunities to foster close collaboration across Shire boundaries.

The findings of the pilot will be directly applicable to the Avon Basin and all 4 priority NRM regions in Southwest Australia. The recommendations will apply to all other fragmented, salinising agricultural landscapes in Australia. The comparative analysis of Australian auctions will be relevant at the regional, state and national levels.

7. Evaluation of pilots is a critical element of the *National Market-Based Instruments Pilots Program*. The Ministerial Council will use the information and knowledge gained from the pilots to consider the potential role MBIs could play in natural resources and environmental management in the future.

Evaluation Plan

Please see attached Evaluation Plan, setting out objectives, evaluation criteria, methods and data requirements

8. The **transfer of knowledge** is also seen as an essential part of this Program. What groups would stand to gain most from the knowledge gained through your pilot? What would you see as the most appropriate strategies for transferring knowledge to these stakeholders (both during and at the conclusion of the pilot)? What would be your involvement in those strategies?

The reports and information from the pilot will be transferred using a variety of media, including hard copies and PDF and CD versions of technical and non-technical reports, regularly updated website summaries, newsletters, workshops and conference presentations.

Group	Strategy for transferring knowledge	Nature of involvement in strategy
Landholders and managers; conservation and farming industry groups	▪ Involvement of landholders and shire councils in developing management interventions to meet biodiversity outcomes ▪ Regional and statewide communications will primarily be by face to face contact, websites and newsletters in the Southwest Australia priority regions, during the period of the pilot and following the analysis of results ▪ Workshops will be used in the early and late stages of the pilot to transfer ideas, knowledge and information between the project team, landholders and managers	▪ WWF and other Community Support Officers under the ACC will assist landholders to develop bids and measure impact of management interventions ▪ Regional websites and newsletters of 6 catchment councils, CALM, the state NRM Council, local authorities (11 including NEWROC), WAFF and the Wheatbelt Development Commission ▪ National websites and newsletters of WWF, Greening Australia and CSIRO ▪ Presentations to farming industry group meetings and State Landcare conference
Regional and state NRM Councils; government agencies	▪ Communication will be in the form of technical reports on the auction design and tender evaluation process. Non-technical reports will be used to present the assessment of gains from auctions compared to fixed-price or negotiated contracts. ▪ Articles will be submitted to regional, statewide and national NRM and conservation journals. ▪ The Avon Catchment Council and 5 other Regional NRM Councils will evaluate the results and applicability of the auction results. Initially, a presentation will be made to Avon Catchment Council, the Regional Chairs group and then to other interested Catchment Councils and their relevant committees. ▪ The results will be considered by the state NRM Council, who oversee the	▪ CALM is represented by the Wheatbelt Regional Manager on the Avon Catchment Council ▪ WWF and GAWA have active partnership agreements with the regional NRM Councils and are members of the NRM sub-committee, as are all the state agencies and the Wheatbelt Development Commission. ▪ Senior personnel involved in the pilot from ACC, WAFF, WWF and Murdoch University are community representatives on the state NRM Council

	statewide priorities for investment in native vegetation protection and salinity management. ▪ CALM will distribute and discuss the results within the agency. The agencies are all represented on the regional NRM councils and the state NRMC. The reports will also be provided to the Senior Officers Group	
National and State Government policy makers; researchers	The results will be applicable to all fragmented, salinising agricultural landscapes in Australia. A translation of the ecological theory will be made for policy makers, setting out the process and design principles of an auction approach and highlighting the critical success factors and key impediments, compared with other MBIs that are aimed at biodiversity conservation. A link will be made to the ARC project ""Designing and evaluating biodiversity conservation policies for the future" (2003-2004), led by Dr Sue Moore at Murdoch University. By using the evaluation framework that this project develops, we will ensure that the best ways for translating the auction approach into current and future policies for NRM are identified and communicated. The design and testing of the auction approach will form the basis for a PhD at UWA. Results will also be disseminated through the Salinity CRC network of researchers and via CSIRO's website and information networks.	▪ As above, the project team are well connected to the state NRM policy making committees and councils and will use these links to disseminate and discuss findings ▪ WWF and GAWA will work with state colleagues to transfer information nationally to policy makers ▪ CSIRO will use its national communication networks ▪ UWA and Murdoch Universities will disseminate the pilot results via their scientific networks

9. What are the key **skills** and **knowledge** needed to undertake the pilot? Provide information to demonstrate that your project team holds these skills and knowledge.

The successful design, operation and evaluation of the pilot will require a combination of scientific and practical skills, knowledge and experience. It also requires strong local acceptance and support. Our project team combines these attributes. It brings together people with exceptionally strong scientific skills and experience in resource economics and landscape ecology with the leading government and community-based organisations on natural resource management in Southwest Australia. Through WWFs existing partnerships, we are able to ensure that the project team be supported by the regional NRM council (ACC), 11 shires, production groups and landowner networks in the north-east wheatbelt. These partnerships, our combined communication capabilities and the strong linkage of the project team with policy-making bodies, will also ensure that the project results are communicated and used extensively in Australia.

The **Steering Committee** draws on internationally recognised scientific expertise in landscape and restoration ecology, resource economics and social science; state agency expertise in bioregional planning for biodiversity and incentive schemes; the international, national and local experience of major environmental NGOs; agricultural industry groups and local authorities. It is chaired by the Avon Catchment Council, which is responsible for developing and implementing the regional NRM plan.

The **Avon Catchment Council** is the regional catchment council with the most capacity in Southwest Australia. It represents 76 stakeholder groups and has access to scientific, administrative and legal expertise. The ACC has an effective regional communications system and GIS mapping and analysis capability (via the Avon Catchment Network). It has a draft regional NRM plan and experience of developing a Salinity Investment Framework trial and a framework for setting biodiversity targets in the region. The ACC has an office together with the Department of Agriculture, WWF and GAWA extension staff.

WWF is the largest international conservation organisation. WWF Australia have a regional office, based in Perth and offices in Northam and Bencubbin in the Avon wheatbelt. WWF have been responsible in part for developing a number of market-based conservation initiatives in Western Australia, including Bush Brokers and Bush Bank. The Woodland Watch project of WWF operates in the central and north-east wheatbelt and has successfully engaged around 150 landholders in woodland conservation over the last 2 years. This project has involved partnerships with 13 shires as well as the ACC, NEWROC, the National Trust and CALM. We have also over a decade of experience in facilitating community action for the conservation of threatened species and ecological communities in the wheatbelt, working with over 50 community groups.

WWF have direct experience of the NSW and Victoria conservation auction trials and have resource economics personnel who have been engaged in developing and evaluating the effectiveness of these trials (Philippa Walsh and Warwick Moss). WWF have excellent working relationships with the other personnel involved in these trials and access to all relevant information.

WWF are members of the ACC NRM sub-committee and have partnership agreements with the ACC. We provide technical input in the form of survey information, policy advice and contribute to work on biodiversity target-setting and implementation mechanisms. We provide effective extension services on biodiversity conservation to private landholders in the Avon wheatbelt.

The WWF Project Manager has the following skills and knowledge:

1. Proven participatory planning, project management, contract management, negotiation and organisational skills
2. 15 years experience of working on the policy and practice of nature conservation in agricultural landscapes; working experience of a number of MBIs in the UK and elsewhere in Europe
3. Understanding of current legislation and policy pertaining to biodiversity conservation and Natural Resource Management in Western Australia
4. Knowledge and understanding of ecological restoration theory and conservation management practice, relevant to the wheatbelt
5. Excellent interpersonal communication skills

The WWF Field Officers and Community Support Officers have the following skills and knowledge:

1. Knowledge of the principles of bushland management and agricultural practices
2. Good understanding and working knowledge of the conservation, production, social and community issues in the north-east wheatbelt
3. Existing landholder networks
4. Strong organisational skills and initiative
5. Ability to work both independently with minimal supervision

CSIRO Sustainable Ecosystems staff involved in this project have national and international experience in the practical application of biodiversity conservation planning. The team will be lead by Dr Andrew Huggett (CSIRO Perth) who has extensive experience in landscape ecology and project management. Expertise in the development of biodiversity surrogates, conservation targets and the design and application of the selection algorithm will be provided by Dr Chris Margules (CSIRO Qld) and Dr Dan Faith (Australian Museum, Sydney). The latter two scientists will provide on-site expertise several times each year. They both have extensive experience in the development and application of biodiversity conservation planning in Australia, Papua New Guinea and Namibia (Margules and Pressey 2000; Faith and Walker, 1996).

School of Agricultural and Resource Economics, University of Western Australia
The team of senior academics, Michael Burton, Atakalty Hailu, Steven Schilizzi and Ben White, have extensive experience in the economics of designing and evaluating environmental policies. Their areas of expertise include:
Professor Michael Burton has a track record of work on environmental valuation and policy analysis with a recent involvement in the WA Salinity Investment Framework.
Atakalty Hailu and Steven Schilizzi are environmental economists who have a project under the CRC for Plant-based Management of Salinity looking at the design of auctions for environmental benefits.
Ben White has published on the principles of contract design for European agri-environmental policy.

School of Environmental Science, Murdoch University
Professor Richard Hobbs is an ecologist, with experience in Australia, United Kingdom, Europe and United States, and is currently Head of School in Environmental Science at Murdoch University, where he teaches Environmental Restoration.

Dr Sue Moore is a senior lecturer in environmental policy with over 60 publications in environmental policy and analysis, with an emphasis on the social and policy aspects of biodiversity conservation.

The Department of Conservation and Land Management have extensive experience in the policy and practice of biodiversity conservation in the wheatbelt. Wheatbelt regional ecologist Brett Beecham has experience in the collection and analysis of data for the derivation of regional biodiversity surrogates and will represent The Department of Conservation and Land Management on the Steering Committee.

Greening Australia (WA) is a major environmental NGO with significant experience in facilitating the restructuring of wheatbelt agricultural landscapes to benefit nature conservation. GAWA bring expertise in bioregional planning (through the skills and experience of Dr Robert Lambeck), revegetation and farm forestry. They will contribute significant knowledge on the ecological and economic aspects of revegetation from their Living Landscapes project trials in the wheatbelt, including in the pilot area.

The WA Farmers Federation, the Wheatbelt Development Commission and the North-East Wheatbelt Regional Association of Councils have first-hand knowledge of the critical socio-economic issues in the wheatbelt and experience of managing collaborative projects in this remote, rural landscape.

10. To what extent would the proposed pilot examine ways to overcome **impediments** to the practical application of MBIs 'on the ground'? What measures have you put in place to do this?

Impediments	**Measures to overcome impediments**
Landholders reticence to submit tenders or enter into management contracts and covenants	▪ Community Support Officers, with existing credibility in the pilot area will be the the main communicators with landholders. They will operate as a team, ensuring consistency in coverage across the area. They will be fully versed in the objectives and operation of the auction. They will actively seek interest in the trial but respect the voluntary nature of the pilot and work with landholders interests and degree of experience and knowledge. ▪ Catchment groups, WA Farmers Federation and shire councils will also encourage landholders to enter expressions of interest and tenders. ▪ Information on the pilot will be readily available to landholders throughout the north-east wheatbelt, via a variety of media. ▪ A standard level of pre-trial information and advice will be provided to landholders who submit expressions of interest, through face-to-face contact and the use of maps. ▪ The administrative burden on the landholders will be kept to a minimum. ▪ The pilot will avoid placing any burden on landholders over critical periods such as seeding and harvest. ▪ Funding will be linked to management contracts. ▪ Follow-up support available from the Community Support Officers and other extension staff ▪ Community Support Officers will be able to advise landholders of alternative support and assistance measures for protecting and enhancing remnant vegetation e.g. Land for Wildlife, Woodland Watch, or of mechanisms and contacts for selling their bush for conservation purposes e.g. Bush Brokers, Bush Bank, Australian Bush Heritage Fund
Lack of capacity regarding development of appropriate management interventions	▪ Community Support Officers will carry out site assessments, develop management prescriptions and assist landholders in developing tenders.
Equity issues are raised as a result of the competitive tender process	▪ The Steering Group will ensure that all processes in the pilot are transparent and equitable. ▪ Standard, publically available information relating to the Avon regional strategy, target landscapes and other information relating to criteria for establishing priorities for biodiversity conservation will be available to all landholders in the pilot area.
Requirement for ongoing funds to finance long-term management prescriptions with landholders	The pilot is focusing on an area which includes a high proportion of priority landscapes where landholders will be able to bid for ongoing funding as part of NHT II and the NAPSWQ.

11. Pilots may test and develop cost-effective solutions to national resource management problems compared to traditional approaches to the particular issue. To what extent does your proposed pilot seek to explore the issue of **cost-effectiveness**?

The administrative costs of the pilot auction will be compared relative to a fixed-price scheme (see Evaluation Framework).

The experience with traditional incentives approaches in WA will be taken into account, such as:

- The (previous) Remnant Vegetation Protection Scheme
- Department of Conservation's Land for Wildlife program
- The ACC and WWF Woodland Watch fencing grants
- WWF and Threatened Species Network Community Grants programs
- Greening Australia - WA's Living Landscapes program
- WA Lotteries Commission Gordon Reid Foundation for Conservation Grants
- Bushcare Support and other NHT funded community networks

Cost-effectiveness comparisons will be made between the results of the pilot in different landscape zones within the trial area, that show large variation in habitat fragmentation, landholder farm size and production capability.

Cost effectiveness will also be measured in the comparison of the two selection processes (the Environmental Benefits Index and the Systematic Conservation Planning approach involving a selection algorithm that considers the biodiversity value of each additional bid in relationship to other bids).

At a national level the pilot will be compared with the current Victorian and NSW conservation auction trials, which have notable differences in approach.

12. In what way does your proposed pilot provide for **joint collaboration** across jurisdictions? What are the anticipated gains from such collaboration?

This pilot will strengthen working relationships between a number of local government authorities, researchers, state government agencies and community groups and serve as a model for cross-sectoral collaboration for regional delivery of NRM within the State and nationally.

The pilot involves the Yilgarn sub-catchment of the Avon Basin. The Avon Catchment Council (ACC) will help facilitate the involvement of all relevant stakeholder groups within the Avon Basin and inter-agency plus government-NGO collaboration via the NRM sub-committee.

It is a current, high priority objective of the ACC to encourage further participation of local authorities in regional NRM plan implementation. The pilot area follows shire council (local authority) boundaries, including the 7 shires that make up the North-East Wheatbelt Regional Association of Councils (NEWROC) plus 4 others (Tammin, Kelleberin, Merredin and Yilgarn). NEWROC has a partnership agreement with WWF concerning joint action to secure biodiversity conservation in the north-east wheatbelt. Projects led by WWF in partnership with NEWROC such as Woodland Watch and "Bioblitz" have proved very popular with landholders. Hence, the pilot offers good opportunities to build on and extend this collaboration and provide a large scale demonstration of local authority participation in facilitating NRM.

Intellectual Property:

Does the proposed pilot involve **third-party-owned technology**? Will it involve development of **new intellectual property**?

Intellectual Property Management Plan:

We confirm that:

1. NAP funding and WWF Australia's contributions will be acknowledged on all publications and promotional material relating to the pilot
2. All publications will be made available in formats which can be downloaded from the NAP web site and partner web sites
3. Knowledge transfer to State, Territory and Commonwealth Governments and the public domain will not be impeded by any commercialisation activities undertaken
4. Ownership of copyright on publications and data arising from the pilot concerning auction design and operation will rest with the University of Western Australia, with publication conditional on the agreement of WWF Australia who will ensure acknowledgement of partners in accordance to the relative contributions
5. Ownership of copyright on publications and data arising from the pilot concerning methodologies for biodiversity conservation planning will rest with CSIRO, with publication conditional on the agreement of WWF Australia and the Department of Conservation and Land Management (Western Australia) and acknowledgement of partners in accordance to the relative contributions
6. Ownership of copyright on publications concerning the overall pilot concept and results and all other aspects not covered by 4. And 6. above, will rest with WWF Australia, who will ensure acknowledgement of partners in accordance to the relative contributions
7. Any IP generated by public sector partners will be treated in accord with agency policies and the relevant Bilateral Agreement between the Commonwealth and States or Territory
8. The Project Team do not anticipate any new IP leading to trademarks or licensing arrangements
9. Landholder-specific information concerning costs per hectare will remain confidential

It is anticipated that the following types of IP will be used and fully acknowledged by the pilot:

- Generic auction processes and contracts and associated economic and legal theory
- Generic biodiversity assessment approaches e.g. use of indices and ranking methodologies
- Publications, working documents and information associated with the conservation auction trials in the Liverpool Plains and Victoria
- The Salinity Investment Framework data and analysis, linked to a Geographical Information System (ArcView) held by Western Australian government agencies
- Other data sets (on salinity risk, soil types etc) held by the Department of Agriculture and on water quality, riparian systems held by the Water and Rivers Commission
- GIS software "Streets Ahead" held by the Avon Catchment Network
- Published landholder survey information generated by Murdoch University
- Community survey information obtained by URS Sustainable Development for the Avon Catchment Council
- The pilot will use a number of existing websites for communications purposes e.g. belonging to WWF, ACC, CSIRO, Greening Australia (WA), Department of Conservation and Land Management

It is anticipated that the following types of IP will be generated by the pilot:

- A Systematic Conservation Planning approach to ranking areas and tenders for biodiversity conservation benefit, based on an approach developed by CSIRO
- Enhanced databases of biodiversity, salinity and other environmental factors for the north-east wheatbelt, owned by CSIRO and the department of Conservation and Land Management
- Copyright publications from the pilot (reports, CDRom etc)
- Policy tools and principles for conservation management, for public use

This project builds on existing intellectual property as held by:

Department of Natural Resources and Environment (2002) Victoria – Bush tender trial 2001/02. Internal Document.

Faith D P and Walker P A (1996) Integrating conservation and development: effective trade-offs between biodiversity and cost in the selection of protected areas. *Biodiversity Conservation* **5**: 417-429.

Keighery, G Halse, S. McKenzie, N. Gibson, N Burbidge A and Gomboso, J. (2000) Salinity: Driving the catastrophic collapse of our ecosystems. Department of Conservation and Land Management. Community Biodiversity Network –Life Lines

Margules C R and Pressey R L (2000) Systematic Conservation Planning. *Nature* **405**: 243-252.

Moore, S. A. and Renton, S. (submitted) Remnant vegetation, landholders'values and information needs: An exploratory study in the West Australian wheatbelt. *Ecological Management and Restoration*, Volume 3, No 3.

Moss, W. (2002) Environmental Services up for Auction. Landscape scale change as a basis for regional economic growth. Murray Darling Basin Program. World Wide Fund for Nature Australia.

Saunders, D.A., Hobbs, R.J. and Margules, C.R. (1991) Biological consequences of ecosystem fragmentation; a review . *Conservation Biology* **5**, 18

Short, R. and McConnell, C. (2001) Extent and Impacts of Dryland Salinity. West Australian component of Theme 2 prepared for the National Land and Water Resources Audit. Resource Management Technical Report 202, Agriculture Western Australia.

Stoneham, G (1999) The Application of Auctions as a Natural Resource Policy Tool. Department of Natural Resources and Environment Victoria. 20th October 1999. Internal document.

Stoneham, G. and Chaudri, V (2002) *Auctions for conservation contracts: an empirical examination of Victoria's BushTender Trial.* Internal document of Department of Natural Resources and Environment.

Wallace, K., Nicholson, C. and Carr, B. (2002) Priority Setting for Biodiversity Conservation: Process for the Southwest Agricultural Region and Avon Catchment. For Avon Catchment Council. Internal Document.

Wallace, K., Lambeck, R, Taylor,C., Blyth, J.,Madgwick, F.J, Carr, B. (2002); *Natural Biodiversity in the Avon Basin: Setting Goals and Targets.* Report of Working Group of the Natural Resource Management Sub-committee of the Avon Catchment Council; Unpublished.

Certification:

The Project Manager and the Research Organisation certify that all information contained in, and forming part of, this proposal is complete, accurate and provided in good faith as of the date given and that any subsequent changes to the information given will be notified promptly. The Project Manager and Research Organisation warrant that the proposal complies with all the relevant guidelines affecting the conduct of research – for example in relation to ethics, bio-safety, environmental legislation or National Health and Medical Research Council Codes.

Signed:_____ Project Manager:_____

Date:_____

Auction for landscape recovery (Southwest Australia)

Answers to specific questions from the Panel:

1. How will the weighting be developed, particularly in relation to regional targets?
The proposal involves comparing two weighting methods as part of the tender selection process, one based on an aggregated Environmental Benefits Index derived for each expression of interest, and the other using a selection algorithm that examines the complementary value of each successive tender based on its full complement of assessed values in dis-aggregated form. These dis-aggregated values will be based on remotely assessed and on-site assessment of the extent to which a tender contributes to achieving the regional conservation goals adopted by the Steering Committee (see appendix 1). Remote assessment will include spatial relationship to vegetation communities poorly represented in existing conservation areas, declared threatened species, threatened ecological communities, target landscapes (using the proportion of remnant vegetation occurring within with a 10,000 ha window, see attached map), existing reserves and salinity hazard based on Land Monitor mapping for south western Australia. On-site assessment will include vegetation communities represented, condition, size, and the extent and potential impact of proposed intervention.

2. How transferable will this be to areas where there is less biophysical information?
In addition to the data described above, the selection process will also be run using only vegetation and landform heterogeneity as biodiversity surrogates. The extent to which this process achieves regional conservation targets will then be assessed to provide a measure of the effectiveness and efficiency of data-poor as opposed to a data-rich approaches. This information will be valuable in providing some confidence intervals for the application of selection processes in cases where less biophysical information exists.

3. Expertise for auction design and site inspections

Auction Design
The project partners are aware of a number of issues raised on auction design through trials in NSW and Victoria. We have engaged the expertise of the Department of Agricultural Resource Economics, University of Western Australia (UWA) to oversee the auction design and evaluation for the pilot. Please refer to the main application document and the Evaluation Plan for further details of methods and the skills and experience of the team. The UWA team will draw on the national experiences and the current Salinity Investment Framework project in the Avon Basin. Key inputs to the auction design will come from:

- Access to reviews and knowledge of trials in Liverpool Plains (NSW) and Victoria Bush Tender via contact and information exchange with key WWF staff and the respective Project Managers and researchers.
- A workshop (hosted by WWF, Greening Australia WA, Avon Catchment Council and UWA) is planned, (separate to this application) in February to develop the discussion of the operation and outcomes of existing conservation auction trials in Australia. This will provide an opportunity to engage local stakeholders and obtain their feedback key design issues relevant to use of this type of mechanism.
- The auction design will also be informed by the outcomes of:
  - a pre-trial landholder survey and small-scale local workshops, planned within the pilot
  - recent landholder surveys carried out in the wheatbelt region by Murdoch University (Moore and Renton, 2002)
  - the community assets and threats survey currently being carried out through regional workshops in the Avon as part of the Salinity Investment Framework pilot by URS Australia (Sustainable Development Group), which will present its final report in December, 2002
  - socio-economic analyses of the Avon region planned as part of the work towards accreditation during 2003 (part of the ACC Foundation Funds bid)

Key issues already identified regarding the auction design include:

- The history of Landcare in the pilot area; landowner participation and attitudes
- The choice of tender process (linked to provision of information)
- Ensuring fair competition and avoiding collusion
- The potential to encourage collaboration/ joint actions where this has environmental benefits
- Targets for the scale of interventions and number of contracts funded (linked to Trial objectives)
- Use of one-off or repeat payments
- Use of communication tools, in addition to community support officers, such as a website to generate community interest

Site Inspections
The pilot will engage Community Support Officers who are based in the Trial area and have expertise and acceptance there (a team drawn from Community Landcare Coordinators, WWF Woodland Watch staff and other local extension officers). The Project Manager will guide and manage the team and ensure a consistent standard in their work across the pilot area. Use of this team will help ensure a high degree of acceptance from landholders and build on considerable knowledge and skills of extension staff in the reigon, concerning biodiversity conservation, salinity management and production issues. It will ensure that there is effective pre-trial and post-trial communications and advice plus linkage with the existing landcare schemes and initiatives. The experience of the pilot will provide relevant information to the Avon Catchment Council, who are currently evaluating the skills needed by Community Support Officers for delivery of their regional NRM plan.

4. Information available to bidders
As for the NSW and Victoria trials, the Community Support Officers will visit all landholders that put in an expression of interest. These landowners will be provided with plans for their landholding based on the "Streets Ahead" GIS maps held by the Avon Catchment Network and used by extension staff across the region. The plans will identify areas and types of biodiversity value, salinity and waterlogging risk. As for the Liverpool Plains and Victorian trials, information on the value of features/ remnants will not be provided, to avoid landholders over inflating tender prices. Landowner advice will be based on the key principles of management actions for biodiversity conservation and salinity, tailored to take account of particular farm situations and conditions. Landholders who are successful in their tenders will receive follow-up specific technical information linked to their management agreements. All landowners will be provided with information on other available Landcare programs that may be appropriate for them.

5. Benchmarking and minimum performance levels
Standard site assessments will be carried out by the Community Support Officers, using a scoring system against criteria for each site identified within the landholding. This will provide information on the biodiversity and management condition of remnant vegetation and information relevant to salinity risk and other ecological processes. Professor Richard Hobbs from Murdoch University will work with the Project Team to develop the site assessment content and format. This will ensure that the information will be sufficient to inform the tender evaluation process. Sites will be benchmarked according to their current ecological condition and ecological potential as opposed to membership of Landcare schemes or historical management activities. This will help to prioritise areas for conservation management which have the most to contribute to the landscape health. This system will reward those who are investing in improving the ecological condition of their property, while not excluding newcomers to Landcare, whom we wish to engage.

6. Securing gains from the auction
The most likely management actions to be encouraged by the auction are measures to protect and enhance the conservation value of existing blocks of remnant vegetation and revegetation to link remnants or to tackle rising water tables or salinity. The experience from existing schemes such as Land for Wildlife (CALM), Woodland Watch (WWF) and Living Landscapes (Greening Australia WA), is that a high proportion (50-75%) of landholders are

willing to enter covenants for fencing and management of existing remnants. However, since there are many misconceptions concerning the nature of restrictions linked to covenants, this step may only be taken following a number of years or visits by a trusted advisor. There is a much lower possibility of covenants being taken up linked to revegetation management or other works on productive land that are more experimental in nature and involve farm restructuring and loss of productive land. This reluctance will change in future if tax and other disincentives for retaining and expanding bush on farmland are removed and further positive incentives are provided. For these reasons, the project team propose not to make covenants a condition for successful tenders as this would greatly reduce the response to the auction process. We feel that greater flexibility is required at this stage and so propose to use covenants as as option linked to long term management contracts. However, we propose to make an agreement to enter a covenant for the site a booster criteria that we use in evaluating the tenders. This information will be indicated in the tender advice and landholders will be required to address this issue in their application.

Covenanting services are currently provided by the National Trust, the Department of Conservation and Land Management and the Department of Agriculture in Western Australia. The Community Support Officers are familiar with the procedures and issues concerning covenants and can therefore advise landholders of the issues and benefits. These Officers will also assess the effectiveness of implementation of the management measures, following the contract award and continue to provide landholders with advice following the end of the pilot period. The outcomes of the pilot will provide further insights into the willingness of landholders to enter covenant agreements.

7. How can the knowledge gained be used later in a practical sense by regional bodies?

The following practical information will be valuable to other regional NRM groups considering the use of conservation auctions:

- The process and set of methodologies required for establishing a conservation auction approach across fragmented agricultural landscapes
- The relative benefits of using a discriminative price auction versus fixed-price contracts to stimulate management measures for biodiversity conservation and salinity management, including considerations of administration, communications, cost and environmental outcomes
- The relative benefits of landholder communication strategies
- The minimum information requirements for ensuring that a conservation auction approach enables the selection of management actions that will maximise environmental benefit in the landscape, for a given investment
- The additional benefits associated with the availability and use of more detailed biophysical information

This information will be made available in non-technical reports and a case study format to regional NRM groups and other target audiences. Further technical reports and publications will be developed concerning auction design and the use of tender selection methodologies to ensure landscape scale environmental benefits. Use of this material in verbal and written form will ensure learning at the regional, state and national levels. The full range of communication strategies, target audiences and proposed media are further detailed in our application.

APPENDIX 1
Target setting for Biodiversity Conservation in the Avon Basin

Avon Regional Plan and Strategy

A framework and process for setting regional targets for biodiversity in the Avon Basin has been developed through the Avon Catchment Council (ACC) Natural Resource Management Sub-Committee (Wallace *et al,* 2002). This provides details of the characteristics that describe biodiversity assets and establishes goals and the basis of target setting for:

- Populations and Species
- Natural Ecological Communities
- Natural Remnant Habitats
- Landscapes

This framework refers to and links with the "Matters for Targets" established by the Commonwealth. The Interim Targets for biodiversity and salinity across the Avon region will be available early in 2003.

State Salinity Investment Framework

Within the State Salinity Strategy, it is recognised that as well as actions to protect outstanding public assets and investment in developing new technologies and industries for private land, there is a need to "support and provide incentives for planning coordination and implementation of smaller on-ground works on private land". The conservation auction trial will evaluate this mechanism of stimulating action on private land to provide the best environmental benefit for the funds allocated.

Eight principles have been established by the State Salinity Council, in order to better direct NRM funds to priorities. Currently, these principles are being worked into a more detailed operational process for setting priorities for natural biodiversity, land, water and rural infrastructure to form a Salinity Investment Framework (Wallace, Nicholson & Carr, 2002). The development and application of this SIF is currently being piloted in the Avon region. It is also being developed at the scale of the southwest agricultural region. The use of the SIF in setting priorities is likely to be built into the Bilateral Agreement between the State and Commonwealth governments. The SIF project team is chaired by the Avon Catchment Council and involves the state agencies and community representatives. The project has commissioned two research teams working on biophysical data analysis to analyse threats and assets, and a separate assessment of community values and threats. The SIF project results will be fully available by February, 2003.

Key inputs to the SIF process are already available for the Avon, including "target landscapes" for biodiversity conservation in the Avon Basin. These are selected on the basis of % vegetation cover per 10,000ha. Within these landscapes, prioritisation for biodiversity conservation has been based on:

- declared rare flora/ha,
- declared target fauna/ha,
- no of TECs, area of TECs,
- actual % of vegetation
- no of vegetation types

In addition, SIF will take into account salinity risk in determining priority assets. This is based on the National Land and Water Audit (AgWA, 2001) "Extent and Impacts of Dryland Salinity" which allocates a risk rating to soil-landscape systems across Southwest Australia in 2020 and 2050. This data is supplemented by more detailed information available from the Rapid Catchment Appraisal project being undertaken by AgWA on salinity and waterlogging risk at the sub-catchment level. This data will be available for the entire Trial area by April 2003.

Evaluation Plan

Objective Type	Specific Pilot Objectives	Evaluation Criteria	Methods	Data requirements
Overcoming knowledge gaps: How best to evaluate landholder tenders to achieve the highest cumulative environmental benefit at the landscape scale, for a given budget	1. To test two alternative selection methodologies for assessing the relative benefits of individual actions by private landholders against quantitative biodiversity targets	▪ The relative biodiversity conservation benefit that stem from the tender selections resulting from the two distinct methodologies ▪ The extent to which the two methodologies select actions that provide multiple environmental benefits	1. Selection using an Environmental Benefits Index comprised of on-site evaluation and relationship of site to regional conservation targets. 2. Selection using an algorithm that iteratively calculates the complementarity of each successive site to the selected areas in order to achieve regional conservation targets	Both approaches will use combinations of the following datasets: 1. Biodiversity surrogates based on landform and vegetation heterogeneity. 2. Locations of targeted species, communities and landscapes. 3. On-site evaluation of vegetation type, condition, landscape position and proximity to areas of high conservation value.
	2. To evaluate the minimum information needs for applying an auction approach to delivery of NRM at a regional scale	▪ The marginal value of datasets in determining environmental outcomes from the tender selection process	Comparison of conservation benefits from selection processes based on: 1. A minimum dataset (biodiversity surrogates based on landform and vegetation heterogeneity) 2. The minimum dataset plus location of threatened species, communities and target landscapes and 3. 2 above plus on-site assessment.	As above

Objective Type	Specific Pilot Objectives	Evaluation Criteria	Methods	Data requirements
More efficient NRM To evaluate the benefits of using a discriminative price auction approach	3. To evaluate the relative benefits of a discriminative price auction versus a fixed price scheme and existing Landcare schemes	▪ The difference in recruitment of landholder tenders ▪ The number and % of tendering landholders that are new to Landcare activities for biodiversity conservation ▪ The change in overall quality and quantity of environmental outcomes supplied	Use of farm survey and small workshops to assess extent of current activities to conserve biodiversity and if different forms of auction (sealed-price, ascending price and fixed-price) are acceptable to landholders. Through the auction trials, assess willingness to participate. Analyse the counterfactual of a fixed-price auction by analysing from the bids what fixed-price level would achieve the same environmental outcome in terms of recruitment , management activity and security for natural assets.	Previous landholder survey data for the Wheatbelt Survey and workshop results on landowner preferences and participation in current landcare activities (e.g. fencing, feral animal control, fire management) Auction uptake results and implementation of on-ground works Uptake of covenants and other types of management agreements.
	4. To analyse administrative efficiency of a discriminative price auction versus fixed-price schemes	▪ The difference in the proportion of administrative costs required to implement the auction versus a fixed-price scheme	Assess the administrative costs associated with the auction trials and compare these with an assessment of costs for a fixed-price scheme to achieve equivalent management interventions, in part drawing on historical data and experience	Administrative costs for the auction trials Data from existing and historical fixed-price schemes in the trial area e.g. Remnant Vegetation Protection Scheme; Living Landscapes project; Bushcare

Objective Type	Specific Pilot Objectives	Evaluation Criteria	Methods	Data requirements
Overcoming particular impediments to the further development of MBIs	5. To analyse communication strategies with landholders	▪ The relative awareness of landholders on ecological threats	The follow-up survey will evaluate the effectiveness of communication and knowledge transfer by assessing different methods of communication (media, website, Community Support Officers)	Data from two previous wheatbelt surveys on landholder information needs Data from pre-trial and post-trial landholder survey, site assessment interviews and workshops Data on website usage and downloads Uptake of associated Landcare schemes e.g. land for Wildlife, Woodland Watch
Transferability of MBI findings	6. To identify and define the "key success factors" and "key impediments" for conservation auction schemes in Australia and the factors which are likely to be regionally sensitive	▪ Differences in the auction results between the different landscape types in the trial area ▪ Differences in the auction information requirements, landholder engagement, quantity and quality of bids and management interventions; administrative and communication costs, of the WA pilot and the Victorian and NSW (Liverpool Plains) conservation auction trials	Comparison of the auction results within and between landscape zones. The relative efficiencies of administration and communication strategies will be compared with other Australian auction trials. Comparison of auction results between data rich and data poor selection processes (see **Overcoming knowledge gaps** above).	The conservation zone map prepared by CSIRO that defines different landscape types in the Avon Basin, based on vegetation thresholds. Review papers and additional information on administration and communication efficiencies form the Liverpool Plains (WWF) and Victorian (DNRE) trials.

Proposed Budget and Funding Sources

Outline Budget Breakdown (summed for 3 years period)	requested	WWF	ACC	UWA	CSIRO	NEWROC	CALM	Murdoch Uni	GAWA	WAFF	TOTAL
Project Direction, Monitoring and Evaluation by Steering Group; Coordination of project within the ACC regional program (via NRM sub-committee)	0	5,000	25,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	65,000
Project Management and Reporting (WWF)	130,000	35,000	0	0	0	0	0	0	0	0	165,000
Auction design and evaluation (UWA) plus pre-trial workshops/survey and input from Murdoch University re policy analysis and application	105,000	10,000	0	155,000	0	0	0	5,000	0	0	275,000
Development and application of tender evaluation methodologies (CSIRO) with inputs from CALM and Murdoch University	37,000	10,000	0	0	16,000	0	15,000	0	0	0	78,000
Administration of tenders and contracts; legal advice (ACC)	27,000	0	10,000	0	0	0	0	0	0	0	37,000
Community Support/ Advice (4 officers dedicated to the trial for approx. 4 months of the year)	150,000	25,000	0	0	0	0	0	0	0	0	175,000
Communications (regional, WA)	0	15,000	25,000	0	0	5,000	0	0	2,500	0	47,500
Communications (national)	15,000	20,000		20,000	2,500	0	0	0	2,500	0	60,000
On-ground works (landholders)	500,000	0	0	0	0	0	0	0	0	0	500,000
TOTAL AUS$ over 3 years	964,000	120,000	60,000	180,000	23,500	10,000	20,000	10,000	10,000	5,000	1,402,500

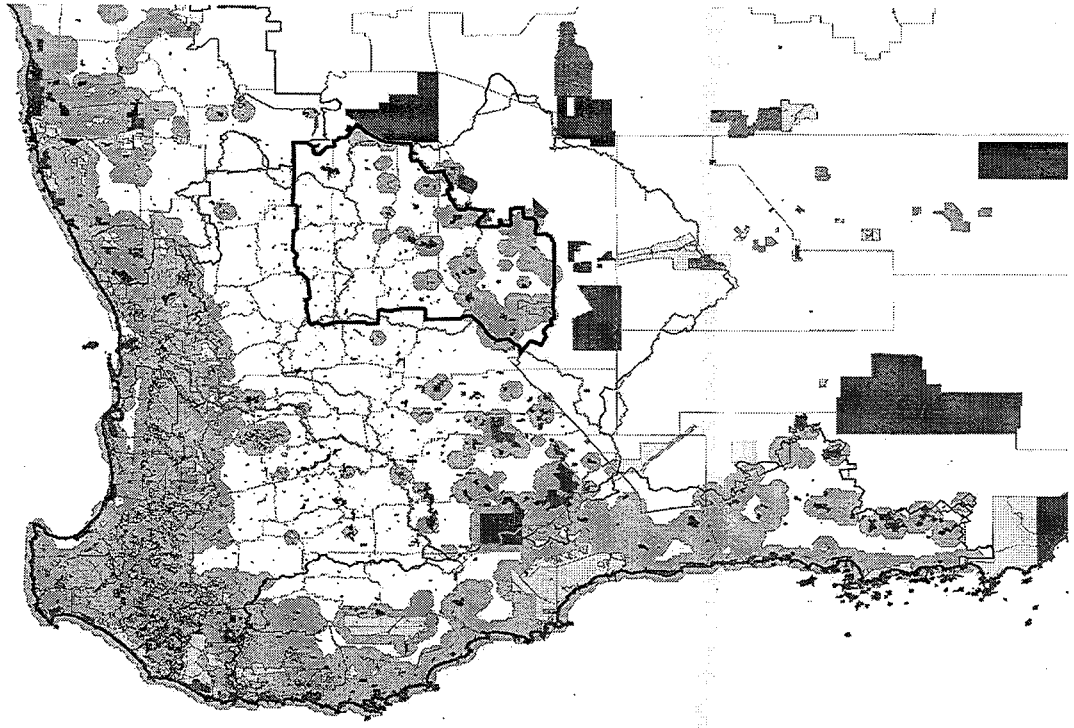
Summary:

Total Requested	$964,000 (68%)
Partner Contributions (including in-kind)	$438,500 (32%)
Community Support, Advice + On-Ground Works	$675,000 (48%)
Research and Evaluation	$353,000 (25%)
Project Direction, Management, Reporting and Administration	$267,000 (19%)
Communications and Dissemination	$107,500 (8%)

Timeplan and Significant Milestones

Year	2003									2004												2005					
Month (starting April 2003)	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	19	11	12	1	2	3	4	5	6
Steering Group established																											
Project management structures established																											
Research teams initiated																											
Community Support Officer Team established																											
Regional communications activities																											
Farm survey & workshops re auction design and landholder preferences																											
Biophysical data collation and analysis																											
Tender assessment methodologies developed																											
Auction design analysis																											
Call for expression of interest																											
Site assessments and management advice																											
Call for tenders																											
Analysis and selection of tenders																											
Management contracts signed																											
Evaluation of on-ground works & follow up advice																											
Evaluation of auction uptake & gains																											
Analysis and syntheses of national auction experience																											
Project Reporting																											
Communication of results regionally and nationally																											

Map of South Western Australia showing the location of the proposed trial area. Areas shaded green are target landscapes containing 25% or greater remnant vegetation within a 10,000 ha window



From: "Noriko Hirata" <nhirata@wajapan.net>
To: <pnewman@dpc.wa.gov.au>
Date: 3/09/2003 5:06pm
Subject: Fw: WA Sustainability Conference - Prof Newman's advice for Hyogo Prefecture (for its participation)

Dear Professor Newman,

As I found that Harriet is ill now and is away from the office, I am again sending the message below addressed to Harriet to you direct with my apology.
I am sorry for sending you similar questions many times, however, Hyogo Government would like to have your reply on the below desperately to set their budget to attend this conference at their earliest possible.

In addition to this, once again this afternoon I have received an e-mail from Mr Fukuoka (originally sent from APN) on Dr Stevenson's presentation timeslot.
Could you kindly inform me whether her timeslot was arranged or not?
In accordance with the above e-mail, APN is assuming that Dr Stevenson's presentation would be made on 18th September considering of her abstract mentioning about partnership mainly.
However, this is only the assumption of APN, and your confirmation on this is much appreciated.

For your information, Mr Ogawa, Director of Hyogo Cultural Centre in Perth will also attend this conference as a member of Hyogo participants.
Thus total three officers will be participated in the Conference. Among three, Dr Stevenson and one Hyogo Officer would kindly ask for the special support provided by WA Government.

I am sorry for asking you direct in this way whilst you are quite engaged for coordinating this matter with other participants.
However, your kind attention and consideration extended to the participants from Hyogo Government would be mostly appreicated.

Kindest regards,

Noriko Hirata
Office Manager
Government of Western Australia Kobe Office
6F Golden Sun Bldg,
4 chome 3-6 Nakayamate-dori Chuo-ku Kobe Hyogo
650-0004
TEL +8178 242 7705 FAX +8178 242 7707
E-mail: wagovkb@mtj.biglobe.ne.jp
Kobe E-mail: kobe@wajapan.net
Direct E-mail: nhirata@wajapan.net
****

----- Original Message -----
From: Noriko Hirata
To: FUJISAKI, Harriet

TEL +8178 242 7705 FAX +8178 242 7707
E-mail: wagovkb@mtj.biglobe.ne.jp
Kobe E-mail: kobe@wajapan.net
Direct E-mail: nhirata@wajapan.net
****

----- Original Message -----
From: FUJISAKI, Harriet
To: 'wagovkb@mtj.biglobe.ne.jp'
Cc: JOHNSON, Simon ; JACOB, Verghese
Sent: Friday, August 15, 2003 9:58 AM
Subject: WA Sustainability Conference - Prof Newman's advice for Hyogo Prefecture (for its participation)

Dear Hirata san

I contacted Professor Newman, Dept of the Premier and Cabinet regarding Hyogo's comment on its participation in the WA Conference. DPC will pick up the registration fee, accommodation costs and provide airport-hotel (on arrival) transportation for the Hyogo's delegate (the nominated APN staff). However, they can't guarantee a timeslot for Hyogo to present a paper/case within the conference at this stage as all the time slots are already taken by other participants who registered well before the deadline is passed. He will try to find a slot for Hyogo and will advise back to us in due course. Hope these arrangements are satisfactory for Hyogo.

It would be greatly appreciated if you could pass on the above message to Mr Fukuoka of Hyogo when he returns from Obon holiday.

Have a good weekend!

CC: "Official Representative" <cpeacock@wajapan.net>, "FUJISAKI, Harriet" <Harriet.FUJISAKI@doir.wa.gov.au>, <Atsuhito_Fukuoka@pref.hyogo.jp>, <hyogodir@mail.echidna.id.au>