

# **Jurien Marine Reserve**

## **Public Participation Program**

### **Draft Operational Procedures**

To be effective in fulfilling this objective, the Jurien public participation program (ppp) will adopt the following strategies,

- access community knowledge and experience of the proposed reserve area
- establish and publicise procedures and convenient contacts for community consultation
- educate community members to a minimum level of understanding of both
  - the multiple use marine conservation reserve concept
  - the planning process
- encourage informed, constructive debate and facilitate negotiation and conflict resolution among user and interest groups.

## Methods

It is recommended that the Jurien PPP be undertaken in the following stages:

### **STAGE I. Community profile**

- a) Data-base establishment
- b) Issues analysis

### **STAGE II. Community liaison**

- a) Pre-Notice of Intent
- b) Post-Notice of Intent

### **STAGE III. Reserve declaration.**

#### **\* STAGE I. Community profile**

##### **a) Data-base establishment**

The establishment of a community contact data base will ensure the inclusion of all key contacts and facilitate communication with key users and interest groups. A generic list of contacts is attached in Appendix I.

The data-base will include the following information:

- \* user/interest groups
- \* contact name/address/Email/internet address
- \* area/locations of interest (around the whole WA coast for subsequent reserve proposals)
- \* methods of communication (i.e. news letters, web sites, magazines, notice boards etc).

This information can then be used to find all users of a particular type and contact them either by letter or through other methods (e.g. articles in newsletters, by phone etc).

#### ***Work program and responsibilities***

- Data-base design - CALM
- Contact list development- CALM with Advisory Committee assistance
- Contact list entry into data-base - CALM

##### **b) Issues analysis**

During the early stages of a marine reserve proposal, low key research will need to be undertaken primarily through face to face contact to identify community concerns and rumours, estimate levels of knowledge and understanding and identify both conflicts and alliances within the community. Detailed assessment will be required for each group in Appendix I and an example of a survey results table is attached in Appendix II. When completed the survey table will provide a community profile and base-line data on community attitudes and levels of understanding with which to compare the effectiveness of subsequent liaison work.

## Introduction

The Western Australian Government is committed to full and open consultation before an area is dedicated as a marine reserve and there is a statutory requirement for public participation in the planning process. Public participation is an interactive process by which interested and affected individuals, organisations, departments and government entities are consulted and involved in decision making. This process both informs and seeks a response from the public.

The Conservation and Land Management Act, 1984 and CALM's Community Involvement Policy require public involvement at several different levels:

- A Marine Parks and Reserves Authority has been established under the 1997 amendments to the Conservation and Land Management Act and public membership of this authority ensures a breadth of knowledge and experience in matters relevant to marine reserves and wildlife management.
- An integral part of the public participation process is the establishment and involvement of Advisory committees for many of the marine reserve proposals. Committee membership is community based and representative of the wide range of interest and user groups. Members provide technical advice and exchange information to help in decision making and the preparation of indicative management plans.
- There is a statutory requirement for the public to be notified of indicative management plans and a minimum two month submission period is stipulated for the receipt of written submissions.

Effective public participation programs engender a sense of community ownership, support and compliance. However, they require careful planning and significant resources. This paper presents an operational procedure for undertaking a public participation program (PPP) for the Jurien marine reserve proposal.

## Goal

The goal of running a PPP in Jurien is:

**To develop community ownership of and support for, as well as participation in, conservation of the marine environment in the Jurien Bay area.**

## Objective

The objective of running the PPP in conjunction with the development of the Jurien marine reserve proposal is:

**To encourage and facilitate appropriate and effective public participation in the planning process for the Jurien marine reserve.**

To allow for effective community debate and input into reserve planning, a minimum level of understanding is required. Community members will need to have a broad understanding of the following marine conservation and management concepts:

- marine values of the Jurien Bay area.
- representativeness
- sustainability
- multiple-use
- zoning
- no-take.
- public participation
- integrated management

In addition, members of the community who wish to have input into planning will need to be familiar with the planning and public submission process and know how to access someone who can assist.

Having gauged the existing level of understanding, and with a knowledge of the desired end point in terms of a minimum level of understanding, we can then consider the most effective and appropriate public participation techniques for each group. This will involve the identification of key messages for each group and the selection of the most appropriate communication techniques to be used. A generic list of communication techniques is attached in Appendix III to assist with this process.

While conflicts based on lack of knowledge of the multiple use reserve concept are best addressed through a direct educational process, informed debate should be encouraged and circumstances which facilitate negotiation and conflict resolution should be included within the planned liaison pathways for each group.

While it is useful to develop liaison pathways as a guide to assist with community education and communication, circumstances will change throughout the PPP process and planned liaison pathways will need to be reviewed and adjusted appropriately.

#### ***Work program and responsibilities***

- Determine community profile - CALM with Advisory Committee assistance
- Determine liaison pathways - CALM with Advisory Committee assistance

## **\* STAGE II. Community liaison,**

### **a) Pre-Notice of Intent**

In order to carry out the planned liaison pathways, communication materials will need to be prepared. These may consist of a variety of written materials, slide and video presentations, school activities and bookings with journalists who can undertake interviews and present articles.

Having completed all necessary preparations, the planned liaison pathways can be commenced. Initially this stage of the PPP is expected to have a high profile, involving Advisory Committee members together with CALM and other Government officers. These people will need to focus their attention both within the Jurien community and amongst interest groups from the broader Western Australian community - seeking to talk with individuals, distribute written information, staff displays and arrange presentations and meetings. It is not envisaged that this level of effort will be required for more than a week or so at the beginning of this stage and subsequently for short periods as required. However, well advertised and convenient avenues for continued access to information and informed

planning personnel need to be established during the whole period of the preparation of the Notice of Intent.

An assessment of the community's response to the PPP towards the end of this stage would provide important feedback relating to program design and implementation.

***Work program and responsibilities***

- Preparation of educational/liaison material - CALM
- Hands on community liaison work in accordance with liaison pathways - CALM, Advisory Committee and officers from other management agencies
- Assessment of first stages of PPP - CALM to co-ordinate

**b) Post-Notice of Intent**

Following the issuing of the NOI, a second high profile public community awareness campaign will be required to coincide with the statutory public submission phase of the reserve planning process. The aims of this stage of the PPP will be to inform all user and interest groups (Appendix I) of the indicative zoning plan and to encourage and facilitate public submissions. Again the relevant liaison pathways will need to be considered for each user/interest group and education/information materials will need to be prepared to assist with the liaison process.

***Work program and responsibilities***

- Plan liaison pathways - CALM with Advisory Committee assistance
- Prepare education/information materials summarising indicative plan - CALM
- Hands on community liaison work in accordance with liaison pathways - CALM, Advisory Committee and officers from other management agencies
- Respond and acknowledgment of to all written submissions - CALM

**\* STAGE III. Reserve declaration.**

At the time of reserve declaration an education program will be required to enhance knowledge of the new marine reserve and minimise infringements resulting from ignorance. Educational materials will be prepared and distributed after considering which communication techniques or pathways are most effective for each user group.

***Work program and responsibilities***

- Plan liaison pathways - CALM in consultation with peak body representatives
- Prepare education/information materials about new marine reserve - CALM and other government agencies
- Hands on community liaison work - CALM and other government agencies with assistance from peak body representatives.



## **Appendix I    CONTACT LIST**

### **Community members**

- |  |   |
|--|---|
| <b>local residents &amp; rate payers</b> | - community leaders<br>- children, teenagers and adults<br>- individuals and community associations                   |
| <b>aboriginal communities</b>            | - community leaders<br>- children, teenagers and adults<br>- individuals, community associations and governing bodies |
| <b>vacation visitors</b>                 | - children, teenagers and adults<br>- individuals and community associations  |
| <b>neighbouring land owners</b>          | - individuals and associations  |
| <b>broader community</b>                 | - community leaders<br>- individuals and associations   |

### **Recreational activity groups**

- |                                      |  |
|--------------------------------------|--|
| <b>boating</b>                       | - individuals, retail outlets and associations |
| <b>diving</b>                        | - individuals, retail outlets and associations |
| <b>fishing</b>                       | - individuals, retail outlets and associations |
| <b>nature study &amp; collectors</b> | - individuals and associations                 |
| <b>4 wheel driving</b>               | - individuals, retail outlets and associations |

### **Interest groups**

- |                         |  |
|-------------------------|--|
| <b>conservationists</b> | - individuals, local groups and broad interest associations  |
| <b>scientists</b>       | - individuals, research institutions and associations<br>- in the fields of coastal geomorphology, natural history, fisheries, oceanographic and cultural heritage research, social sciences, tourism research |
| <b>educators</b>        | - local teachers plus education associations and governing bodies<br>- associated with pre-primary, primary, secondary, tertiary and vocational education  |

### **Government**

- |              |   |
|--------------|---|
| <b>local</b> | - Shire councillors and senior shire officers   |
| <b>state</b> | - CALM staff<br>- regional officers and head office representatives within the Departments of Fisheries, Environmental Protection (DEP), Transport, Museum, Tourism Commission, Aboriginal Affairs, |

Mines and Energy, and where appropriate, Rottnest Island Authority, Police, Agriculture and others.

**commonwealth**

- local departmental officers and head office representatives within the departments of Environment Australia, Primary Industry, DEP, Aboriginal Affairs, Defence, Customs and others where appropriate.

**parliament**

- State Environment Minister and local member
- other elected members
- Commonwealth local member

**Industry groups**

**fishing**

- individuals, associations and governing bodies
- retail outlets

**aquaculture**

- individuals, associations and governing bodies
- retail outlets

**tourism**

- accommodation, hire companies, tour operators, tourist bureaux and tourist feature managers (e.g. Underwater World)
- individuals, associations and governing bodies

**mining**

- individual companies with interests in the area
- associations and governing bodies

**agriculture**

- individual companies with interests in the area
- associations and governing bodies

**Reserve advisory committees**

**The press**

- local, State wide, national



## Appendix II COMMUNITY PROFILE TABLE

[illegible]



### **Appendix III COMMUNICATION TECHNIQUES**

#### **Face to face**

- discussions with individuals
- group discussions both informal and formal meetings
- drama/theatre

#### **Printed material - letters**

- brochures and leaflets
- posters
- stickers
- books
- signs
- displays, both static and interactive
- articles in;
  - magazines
  - journals
  - newspapers
  - newsletters

#### **Electronic media**

- telephone
- radio
- audio cassette
- television
- video
- Internet

#### **Educational courses**

- primary
- secondary
- tertiary
- vocational

#### **Novelty items**

#### **Public consultation activities**

- |  |                       |
|--|-----------------------|
| -  |                       |
| - public meeting                                 | - information line    |
| - open house                                     | - targeting briefing  |
| - workshop                                       | - public seminar      |
| - public discussion paper & call for submissions | - site visit          |
| - advisory committee                             | - focus group session |

# **Public participation:**

**An interactive process by which interested and affected individuals, organisations, departments and government entities are consulted and involved in decision making.**

**This process both informs and seeks a response from the public.**

## **STAGE I. Community profile**

- a) Data-base establishment
- b) Issues analysis

## **STAGE II. Community liaison**

- a) Pre-Notice of Intent



b) Post-Notice of Intent

## **STAGE III. Reserve declaration.**



- **Marine Parks and Reserves Authority**
- **Reserve Advisory Committees**
- **Public notification and submission**

# **Goal**

**To develop community ownership of and support for, as well as participation in, conservation of the marine environment in the Jurien Bay area.**

# **Objective**

**To encourage and facilitate appropriate and effective public participation in the planning process for the Jurien marine reserve.**

# **COMMUNITY PROFILE**

**user group**

**most frequently asked questions/concerns**

**rumours/attitudes**

**levels of knowledge**

**conflicts and alliances**



# **COMMUNICATION** **TECHNIQUES**

**Face to face**

**Printed material**

**Electronic media**

**Educational courses**

**Novelty items**

## **Public consultation activities**

<b>public meeting</b>	<b>information line</b>
<b>open house</b>	<b>targeted briefing</b>
<b>workshop</b>	<b>public seminar</b>
<b>public discuss paper &amp; call for submissions</b>	<b>site visit</b>
<b>advisory committee</b>	<b>focus groups session</b>