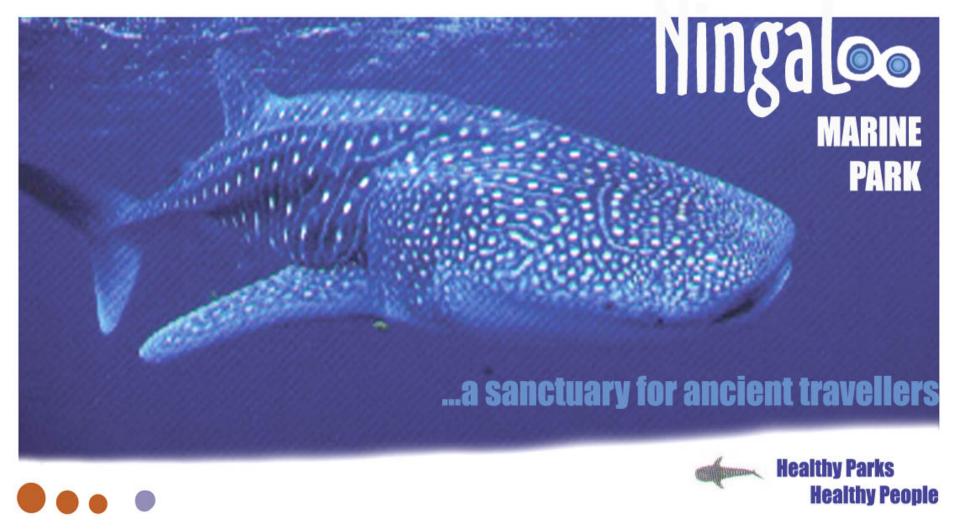


"Nature has the ability to remind us all what is really important in life..."





Communications Plan Winning the hearts and minds Marine and Coastal Areas of the Pilbara



A Unique Coastal Environment



A Haven for Marine Life



and Recreational/Commercial Users

Cape Range Montebello Islands Barrow Island Dampier Archipelago **Burrup Peninsula** Other Islands

Marine and Coastal areas.

"A sanctuary for Australian Lifestyle..."

The second uniqueness.

The se

Recognising the problem?

- Lack of trust in CALM and government
- Different values
- Commons (ownership)
- We (govt) know everything

How do we fix it?

By listening and working together



KEY PRINCIPLES

- Ensuring broad public participation and community involvement
- Ensuring indigenous peoples' involvement
- Implementing information, interpretation and education programs













KEY PRINCIPLES

- Applying integrated coastal zone management (ICZM)
- Applying best practice, embracing innovation and technology
- Undertaking cooperative research













KEY PRINCIPLES

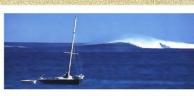
- Developing collaborative partnerships
- Ensuring ecologically sustainable use and development
- Applying adaptive management











Communication Plan Objectives;

- 1. To provide information, education and interpretation programs to create a meaningful experience and increase community awareness and understanding in the importance of conserving marine and coastal biodiversity.
- 2. To create a sound basis for ongoing community support for parks and biodiversity through broad public participation and community involvement in protected area management, and provision of sustainable recreational and tourism opportunities.



Key Messages

- A Real Australian experience, where the desert meets the sea...
- An icon of Australian lifestyle...
- Parks provide sustainable recreational opportunities including;

Boating and Fishing
Swimming and Surfing
Diving and Snorkeling
Beach combing and Camping
Education and Research
Wildlife watching

- Marine Parks provide opportunities for face to face interaction, everyday with whales, sharks, turtles, dolphins and hundreds of fish and coral species.
- Ningaloo reef is Australia's largest fringing reef (300Km)
- Ningaloo, Montebellos, Dampier and Barrow marine areas contain the greatest marine biodiversity in the state.

- 97.5 % of Western Australia waters are available for fishing, 2.5% are protected in no take areas.
- Only 0.6% of the worlds oceans are protected in Marine Parks (CBD – target 10% by 2012, at the current rate we will reach the 10% target in 2068)
- Ningaloo and Cape Range Parks provide an estimated \$127 million economic return to WA

• Where else can you experience the BIG 6?

Whales

Whale Sharks

Manta Rays

Turtles

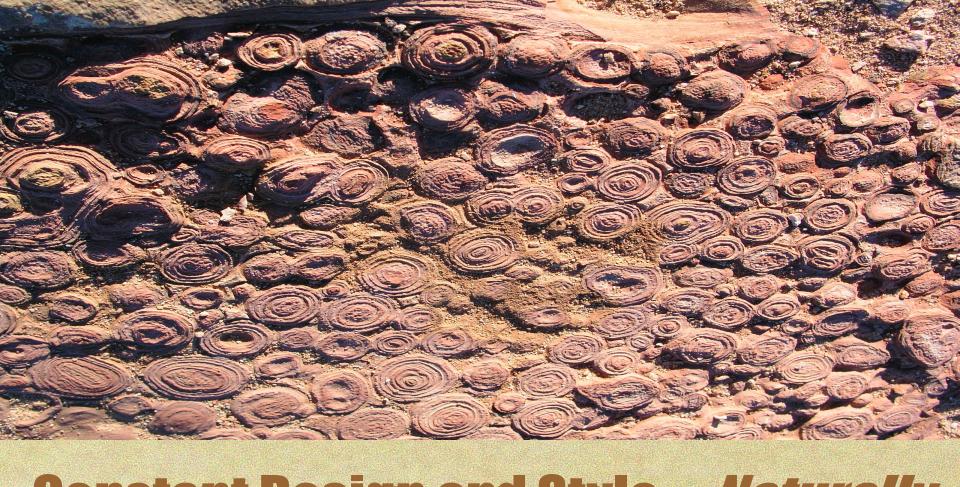
Sharks

Kangaroos

Protected forever in parks!

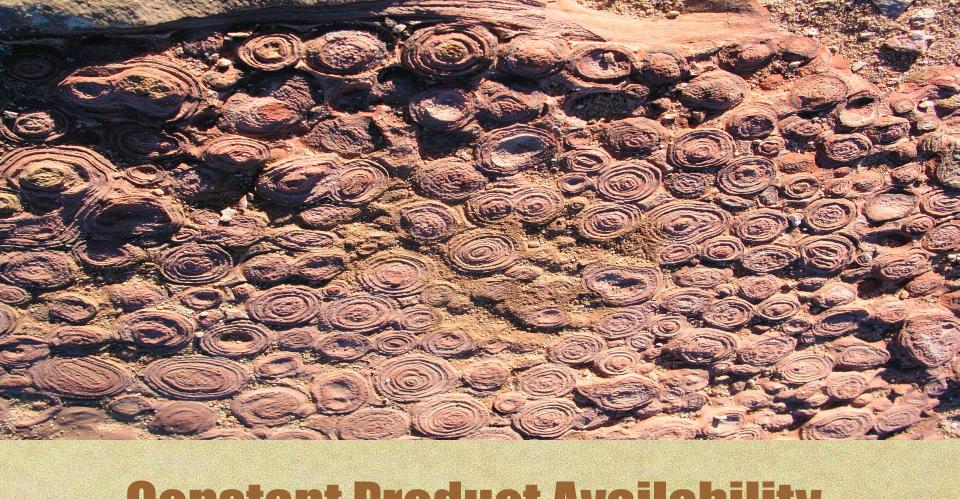
 Looking after country (land and sea) is in our culture now and into the future

- Ningaloo Marine Park A unique Australian lifestyle conserved together.
- •Marine Parks protect representative bioregions across WA the majority of WA's coral communities are found at Ningaloo and in the waters of the Pilbara.
- "Multiple use" means working together to protect our future



Constant Designand Styla - Haturally





Constant Product Availability







Pilbara Constant Style Constant Color













Our communication is like throwing a stone in the sea- the waves emanate out reaching the right people













Cape Range National Park

Sanctuary for Australian Lifestyle













Representing natural elements Sea Sand **Marine Life**

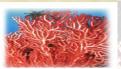
Land



Visual icons specific to each marine park environment











Montebello Islands Marine Park

Sanctuary for Australian Lifestyle

Images that attract user groups















A style that links with **Pilbara Inland Parks**

















Visit

Millstream Homestead Visitors Centre

Relax in the cool shade by the natural spring waters of Jirndawurrunha - the lily pond.

Experience a real Oasis in the desert.













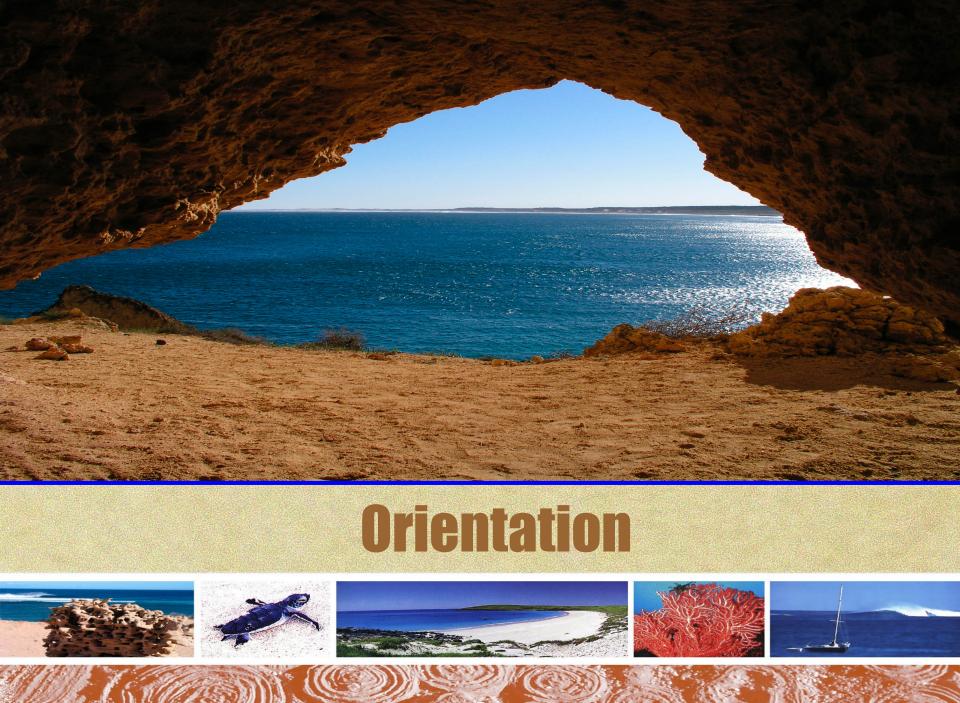




Highlighting the diversity of environment and activities available visitors









Orientation Creating Constants

- Iconic boundary marker nodes
- Color coded North and South parks or zones
- Maps facing orientation of "view", preferably north
- Management material/maps color coded to highlight specific usage
- All products to Focus on "can dos"
 Detail the "why" to explain the "can not dos"













Simple Interpretation Structures

- Iconic look and basic construction
- At identified sites
- Minimalist structure Prefab components
 Shade Sail, Low impact fixing (cheap)
- Standard materials (stainless steel)
- Features Orientation, Management, Interpretation and Information















Targeting communications to meet community needs

Ask the question – what do you want?













Utilising existing Forums

The second secon	
Group	Focus
Coral Coast Park Advisory Group (JC)	Advise on management direction including preparation of management plans
Dampier Marine Park Advisory Group (OO)	Advise on management direction including preparation of management plans
Montebello/Barrow Advisory Group (OO)	Advise on management direction including preparation of management plans
Barrow Thevenard Conservation Coord Committee (FS)	Provide coordination of all conservation activities
Ningaloo MP and Cape Range NP Park Council (SC)	Provision of Traditional Owners decision making in relation to parks
Ningaloo Coast Advisory Committee (IW)	Multiple government agency input into Ningaloo coast development and planning
Community Turtle Advisory Group (FS)	Provide community input into Turtle Recovery Plan
Burrup Park Council (SC)	Provision of advice to CALM on management of the Burrup

Developing a network of constituents

Identify existing constituents — development of a stakeholder database for distribution of information





Information products targeting user groups

Shaped by what the community wants















Examples of Information Products

- Newsletter (electronic)
- Questions and Answers
- 4-6 page booklet with maps
- Parks of the Coral Coast brochure
 & Parks of the Pilbara
- Activity guides













Examples of Information Products

- Park notes
- Sanctuary zone boundary information
- Information CD containing all existing data
- Retractable banners for displays
- WWW web based products













Ningaloo Marine Park

Activity guide Camping Snorkelling and Diving Shore based activities Recreational Boating and Fishing Surfing

Understanding the need for Sanctuary Zones



Activity Guides A4/A5



Ningaloo Marine Park

Activity Guide Surfing





A4 / A5 Tri-fold Activity Guides
Double sided
Map based products
Images and messages specific
to activity, area and user group
User friendly





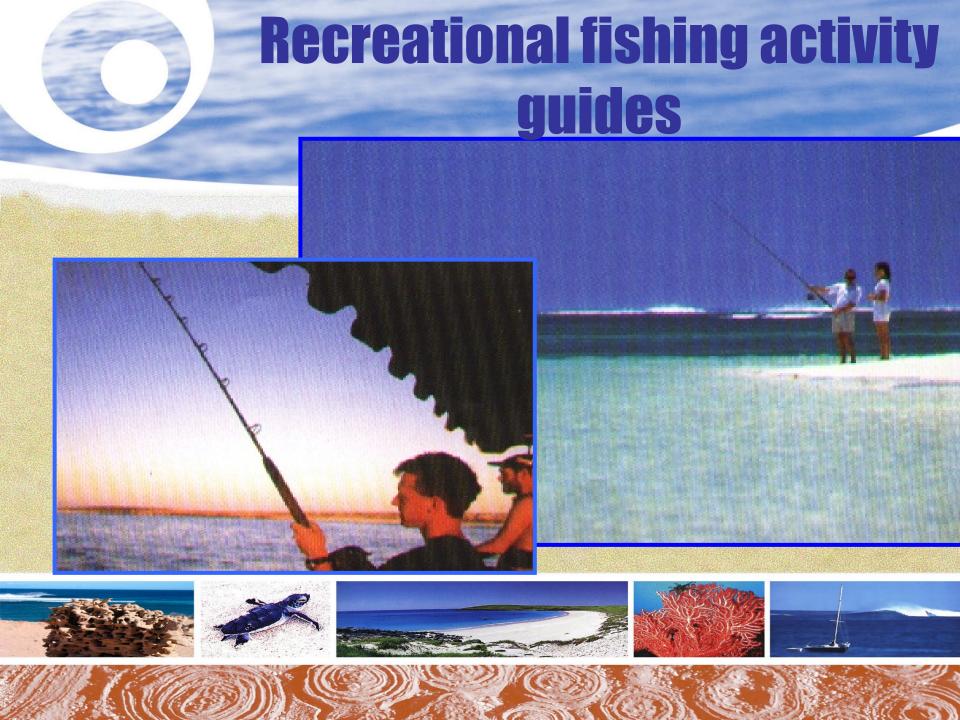


























Diving activity guides



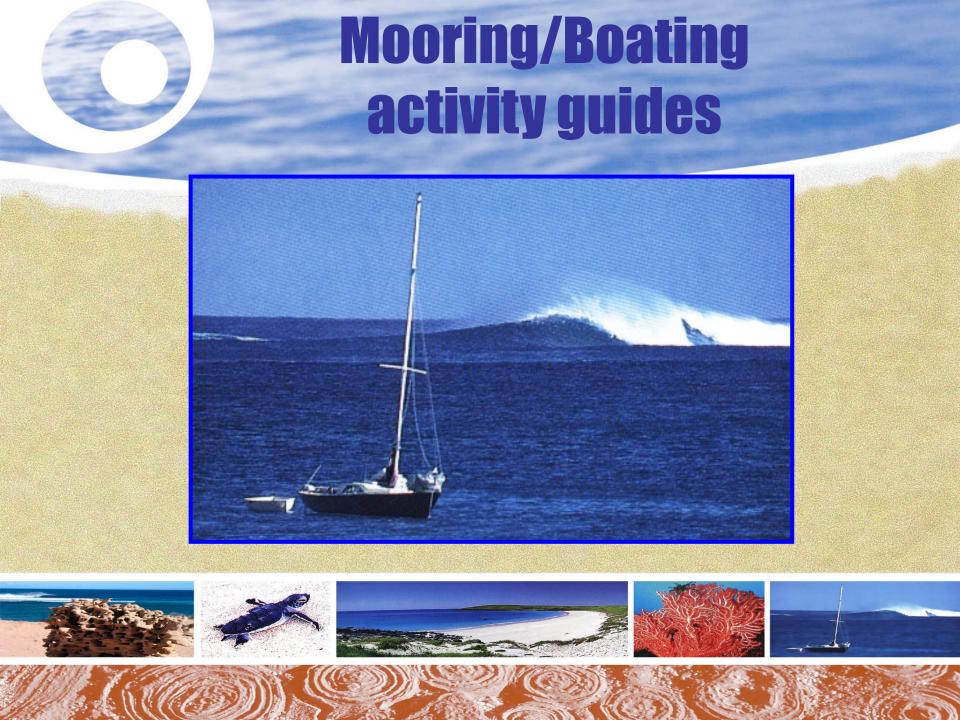




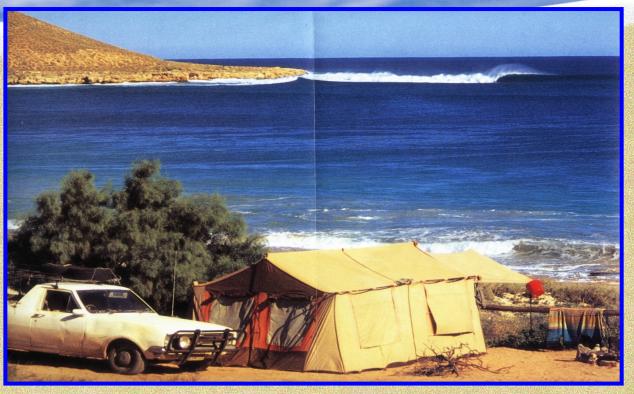


















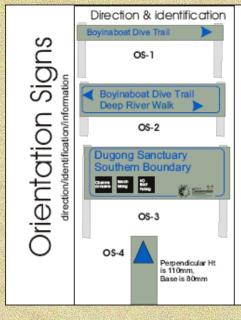


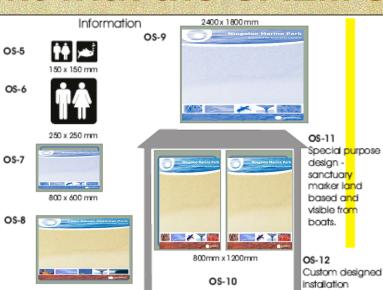


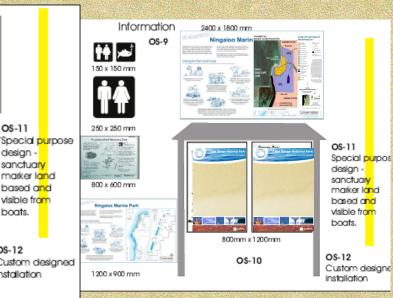


Signage

Consistent with the CALM sign standard











1200 x 900 mm









Other Products

- Visitor Centres and Airport Displays
- Display Banners and what "we do banner"
 Using others to get the message across
 (doing it smarter)
- Tourism WA/Aust Northwest Marketing Plans
- Travel Mags LANDSCOPE etc





















Information products targeting user groups

Shaped by what the community wants

Who do we engage with P

See word doc











Immerse yourself in Ningaloo Marine Park





Schools Program/ Education Program

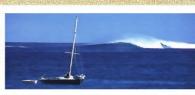
Nearer to Nature Eco-Education Bush Rangers













Partners In Conservation - Grants Program

- Community identifying needs (projects)
- Working together with CALM to deliver (CALM providing resource)
- Community driven process
- Sweating together to achieve













Rangers* out ranging

- Rangers on patrol talking and working with people
- Ranger led talks and walks
- Holiday programs

Be seen - Be recognised - Have fun, enjoy the job and others will have an experience to remember!













Healthy Parks Healthy People – program

- Dreaming Ways Ageless stories in stone - Walk
- Paddle in the park
- Big Business Breakfast on biodiversity
 Mentallyhealthywa partnership ACT BELONG COMMIT











Protecting your environment benefits your health



Community Monitoring Programs

- SeaSearch
- Whale Shark program

Turtles program/s
 NCTMP
 JTC
 WPCTMP
 Port Hedland TMP
 WWF/PI/BHPB













Collaborative Agreements

- Dept Fisheries
- Industry (Oil & Gas)
- Pastoral Industry
- Emergency response

- Shires
- DPI
- Tourism industry
- People and
- Parks Foundation
- Port Authorities











Opera

Commercial Operators/Tourism Industry

- Appointment of Commercial Lease License officer
- Commercial Operator Forums
- Development of Codes of Conduct
- Information packages for all operators/accommodation providers
- Information sessions for providers













Training and mentoring programs

- Volunteer Fisheries Liaison
 Officers (DOF)
- M.A.T.E.S.
- Commercial Operators training
- Monitoring programs (national accreditation) DOF
- Industry Environment managers











Capacity building across the community



Web Based Products

- All printable material on the web
- Video and DVD web enabled
- Web champion manager
- Search Ningaloo













Media

- RMCO pivotal role develop the relationship (wine and dine)
- All media info via the RMCO
- All media is positive if its managed
- Proactive +ve +ve 3 levels (Local Regional State)
- ABC Radio segment













Community participation in planning

- Visitor Services Plan
- Coral Bay Foreshore Plan, and Boating Strategy, moorings policy review, Monk Head Boating facility
- Milyering Precinct Re-Development
- Cape Range National Park MP etc.
- Burrup Peninsula MP, Dampier Marine park













Other Ideas

- Park passes to Exmouth Residents
- Environmental messages sent out with boat registrations
- Communicating science (M&CE)

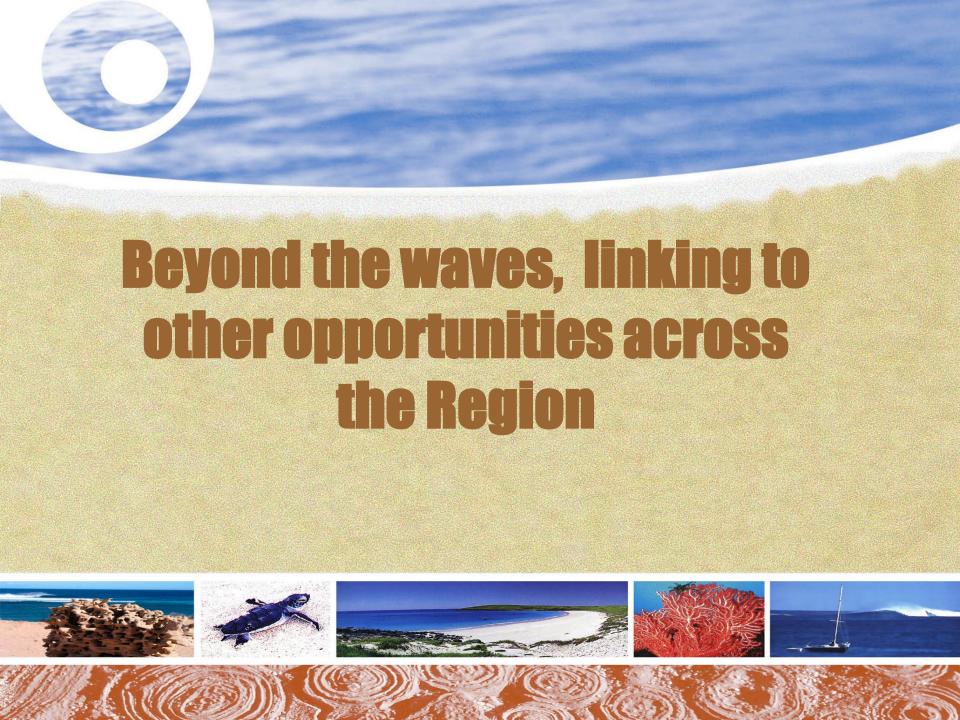














A style that links with **Pilbara Inland Parks**







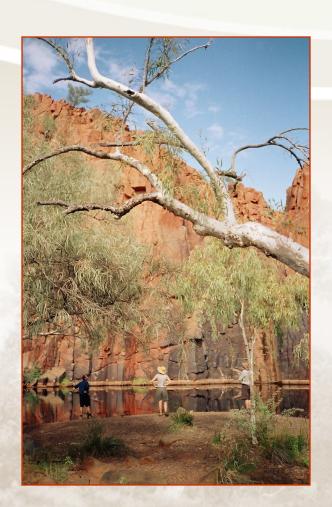








Linking our iconic destinations with the community



- Pilbara's sustainable
 Tourism Route
- A network linking Pilbara National Parks
- Warlu Way" a unique cultural experience

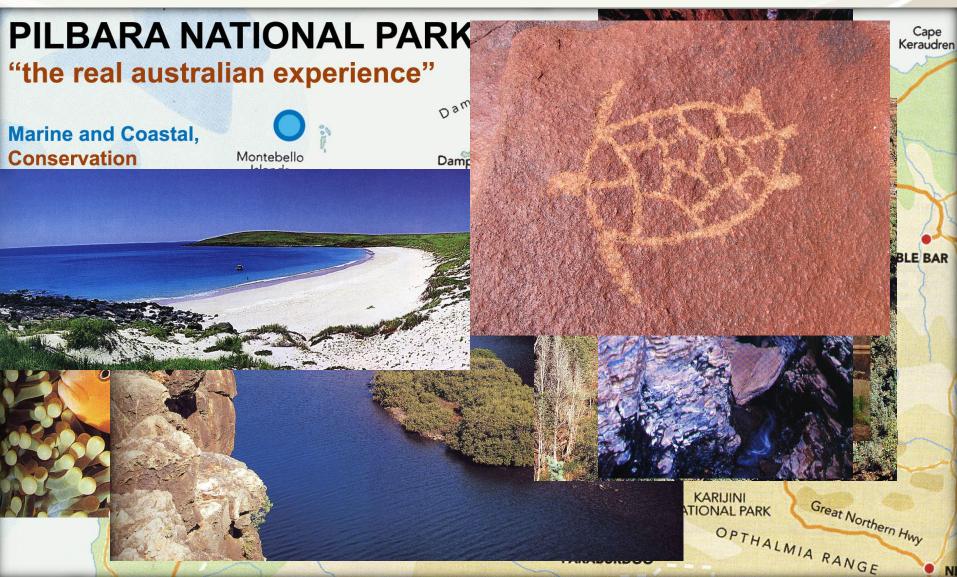


"The Dreaming Ways"

- Ningaloo "An Ocean of Experiences"
- Cape Range NP "Escape to the Cape"
- Karijini NP "Gorges of Discovery"
- Miliyana MCNP "An Ancient Land, A Living Culture"
- Burrup Peninsula "Ageless Stories in Stone"
- Dampier Archipelago "Islands of Discovery"



Focus on the Future "The Dreaming Ways"



Measuring the strength of our performance

- Perception Monitoring
- Media articles
- Ministerial briefing notes
- Number of presentations to user groups
- Number of hits on the web



