

TABLE 2 USER GROUP MATRIX - accountability

The table below identifies the “user group” and the CALM officer accountable for that user group.
The accountable officer will ensure that the user group;

1. is asked what they want from CALM
2. determines the types of product prepared consistent with the M&C plan
3. is involved in the development of any activity or product
4. is provided with a key CALM contact in the region (normally the accountable officer)
5. is provided with consistent messages and information about CALM

The accountable officer will ensure that activities or products prepared by CALM staff identified in
Table 1 Pilbara Region Marine and Coastal Communication Matrix Activity by accountability are consistent with stakeholder expectations

Users	Accountability for User Group	Activity or Product (directional and not comprehensive)	Partner	Specific location	Performance measure
<i>Non government</i>					
Recreational fishers	Alan Kendrick	<ul style="list-style-type: none"> • Activity Guide • On water education • Boat ramp education “blitz” • CD (or other product) Map with waypoints for users • All boundaries incorporated onto marine charts • Sanctuary demarcation • Park Notes 	DoF Rec/Fish	Pilbara	
Recreational Boaters	Roland Mau Geoff Kregor	<ul style="list-style-type: none"> • Activity Guide • On water education • Boat ramp education “blitz” • CD (or other product) Map with waypoints for users • All boundaries incorporated onto marine charts • Sanctuary demarcation • Park Notes 	DPI	Pilbara Coral Bay	
Snokellers and	Roland Mau	<ul style="list-style-type: none"> • Activity Guide 	Dive Shops	Exmouth	

Divers	Fran Stanley	<ul style="list-style-type: none"> • Park Notes 		Karratha	
Surfers	Ross Kermode	<ul style="list-style-type: none"> • Activity Guide • Park Notes 			
Campers	Arvid Hogstrom Geoff Kregor Stephen Owen	<ul style="list-style-type: none"> • Activity Guide • Sustainable camping guide • Park notes 	Pastoralists		
Families	Judy Napier	<ul style="list-style-type: none"> • Activity Guide/s • General brochure • Park notes • Holiday Program 			
General	Arvid Hogstrom RMCO Geoff Kregor Stephen Owen	<ul style="list-style-type: none"> • Activity Guide/s • General brochure • Park notes • Holiday program • VC upgrades • Grants program • Park Entrance signage • Directional signage • Sanctuary signage • WEB 			
Schools	RMCO	<ul style="list-style-type: none"> • School program • 			
Conservation groups		<ul style="list-style-type: none"> • 			
Turtles	Fran Stanley Allison Richards	<ul style="list-style-type: none"> • Training program • Community Monitoring program • Updated brochures • Year of turtle celebration • Comms plan • Release of management plan • 			
Whale Sharks	Roland Mau				
Indigenous Communities	Shawn Councillor	<ul style="list-style-type: none"> • Park Council • Multi lingual signage 			
		<ul style="list-style-type: none"> • 			

Commercial Operations					
CALM licenced Commercial tour operators	Raquel Carter	<ul style="list-style-type: none"> • Annual forum • Information package (to value add) • One stop shop • Provision of service 			
Other Operators	Arvid Hogstrom	<ul style="list-style-type: none"> • As requested 			
Commercial Fishers	Alan Kendrick	<ul style="list-style-type: none"> • Sanctuary info • Turtle BRD's • 			
Airports	Judemae Napier	<ul style="list-style-type: none"> • Banners Display 			
Visitor centres Exmouth Karratha and Carvarvon	Arvid Hogstrom RMCO	<ul style="list-style-type: none"> • Banners • Display • IT application 			
Pastoral Lease holders	Arvid Hogstrom	<ul style="list-style-type: none"> • Sustainable Camping Guide • Collaborative agreement with CALM - 			
Local Community	Arvid Hogstrom Judy Napier	<ul style="list-style-type: none"> • VC displays • ¼ newsletter • Perception monitoring • Grants program • Attendance at 			
MEDIA	RMCO Ian Walker Arvid Hogstrom	<ul style="list-style-type: none"> • Media relationship • Radio timeslot • Proactive • 			
Major Industry					
BHP	Hayley V	<ul style="list-style-type: none"> • Training Program/Presentation • Sponsorship (turtles) • Business breakfast on biodiversity 			
Dampier Salt	Hayley V	<ul style="list-style-type: none"> • Training Program/Presentation 			
Gorgon/Cheveron Texaco	Hayley V	<ul style="list-style-type: none"> • Training Program/Presentation • MOU • BTCCC 			

		<ul style="list-style-type: none"> • Business breakfast on biodiversity 			
Woodside		<ul style="list-style-type: none"> • Training Program/Presentation • Business breakfast on biodiversity 			
Rio Tinto / Pilbara Iron		<ul style="list-style-type: none"> • Training Program/Presentation • Sponsorship (turtles) • Business breakfast on biodiversity 			
Government		<ul style="list-style-type: none"> • 			
Minister Ford	Ian Walker	<ul style="list-style-type: none"> • Briefings as required 			
Minister Riebling	Ian walker	<ul style="list-style-type: none"> • Briefings as required 			
Exmouth Shire	Jennie Cary	<ul style="list-style-type: none"> • Collaborative Agreement 			
Roebourne Shire	Ops officer	<ul style="list-style-type: none"> • Briefings as required 			
Carnarvon Shire	Jenny Cary	<ul style="list-style-type: none"> • Briefings as required 			
Government Agencies		<ul style="list-style-type: none"> • 			
DoF	Ian Walker	<ul style="list-style-type: none"> • Collaborative Agreement 			
DPI (nsdo)	Ian Walker	<ul style="list-style-type: none"> • NCAC 			
DPI region		<ul style="list-style-type: none"> • 			
Tourism WA	RMCO	<ul style="list-style-type: none"> • Input into Industry Marketing Plans 			
Australia's NW and Coral Coast	RMCO	<ul style="list-style-type: none"> • Input into Industry Marketing Plans 			
Port Authorities	Ops Officer	<ul style="list-style-type: none"> • MOU 			
Development Proposals	Hayley valentine	<ul style="list-style-type: none"> • 			
		<ul style="list-style-type: none"> • 			
CALM Internal Communications	RMT	<ul style="list-style-type: none"> • Period reporting 			
	RMT	<ul style="list-style-type: none"> • Works program 			
Scientists	Alan Kendrick	<ul style="list-style-type: none"> • 			
MPRA	Ian Walker	<ul style="list-style-type: none"> • Period Report 			