

**TABLE 1 Pilbara Region Marine and Coastal Communication Matrix  
Activity by accountability 15/12/05**

The Following table identifies the key communication strategies that will be implemented across the Marine and Coastal areas of the Pilbara Region. It is designed to provide an outline of potential products only and will be developed in greater depth and detail over time.

It is important to note that the table reflects regional responsibilities only. CALM specialist staff, such as SDCA, Interpretations unit, Recreation and Landscape Unit will provide key input to the products where applicable. For example it is anticipated that SDCA will play a key role in the development of websites in association with the Regional staff responsible for and supporting these products. Likewise Interpretations and Visitor Information will play a key role in development of interpretive signage across the region.

<u>Activity or Product</u>	<u>Accountability</u>	<u>support</u>	<u>User groups addressed</u>	<u>External Partners</u>	<u>In existence</u>	<u>Proposed locations</u> <i>(non user group specific)</i>
<b>Activity Guides –</b>  <i>This is a high priority for</i> 1) <i>fishers</i> 2) <i>boaters</i> 3) <i>snorkellers /divers</i> 4) <i>campers</i>	RMCO (Ross Kermode)	RMCE, DNC, DPVS, SR, NRO  SR DNC, DPVS  SR ,DNC, DPVS  DPVS/RPVS  DPVS/RPVS	Recreational fishers  Recreational boaters  Snorkellers and divers  Surfers  Campers  Families	Recfishwest, Dept of Fisheries  DPI  DPI, Dive groups  Shires  Shires/pastoralists, DoD	Coral Bay	CALM offices Visitor Centres, internal external Retail outlets Other service providers (eg accommodation commercial operators)

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		DPVS/RPVS	general			
		DPVS/RPVS				
<b>On water education</b>	DM/OO	DM, RME, DNC, DPVS	Recreational fishers  Recreational boaters  Commercial fishers  CTOs	Dept of Fisheries, Recfishwest  DPI  WAFIC, Fisheries  CBOA WATC RTA's	NMP DAMP Muirons Coral Bay	NMP DAMP Muirons Coral Bay Montebellos
<b>Boat ramp Blitz</b>	DM/OO		Recreational fishers  Recreational boaters  Snorkellers and divers  Commercial fishers  CTOs	Fisheries, Recfishwest  DPI  Dive groups, DPI  WAFIC, Fisheries  CBOA, WATC RTAs	Coral Bay Tantabidi, Bundegi Marina, Dampier boat ramps	Coral Bay, Tantabiddi, Bundegi, Marina, Dampier boat ramps

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<b>CD (map and waypoints)</b>	RMCE	District Spatial management officer	Recreational fishers Recreational boaters Snorkellers and Divers Commercial fishers CTOs	Fisheries, Recfishwest DPI Dive groups, DPI WAFIC, Fisheries CBOA, WATC RTAs		CALM offices, Visitors centres Tackle shops Map Shops  <i>To be available locally and Perth metro as well as surrounding communities</i>

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<b>Marine Charts</b>	RMCE		Recreational fishers Recreational boaters Snorkellers and divers Commercial fishers CTOs	Fisheries, Recfishwest DPI Dive groups, DPI WAFIC, Fisheries CBOA, WATC RTAs	DPI Map Shops	Visitors centres CALM Offices  Tackle shops Map Shops  <i>To be available locally and Perth metro as well as surrounding communities</i>
<b>Sanctuary demarcation (Signage)</b>	DM//OO	RMCO	Recreational fishers Recreational boaters Snorkellers and divers Commercial fishers CTOs	Fisheries, Recfishwest DPI Dive groups, DPI WAFIC, Fisheries CBOA, WATC, RTA	All terrestrial boundaries of NMP	All terrestrial boundaries of Marine Park Sanctuaries
<b>Park Notes</b>	DM/RMC	RMCE/DNC	Recreational fishers	Fisheries,	CALM	CALM offices

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<p><i>There is already 44 notes in existence ranging from safety information about Turquoise Bay through to information about the Thorny Devil. Quality and presentation will be improved</i></p>	<p>O/OO</p>	<p>O/NRO/SR  RMCE/DNC O/NRO/SR  RME/DNCO NRO/SR  RMCE/DNC O Various General staff support “ “ “ “</p>	<p>Recreational boaters  Snorkellers and divers  Campers (sustainable camping guide) Families General School groups Special interest groups</p>	<p>Recfishwest  DPI  Dive groups, DPI  NSDO various “ “ “ “ “ “</p>	<p>Offices  Milyering Visitors Centre</p>	<p>Visitors Centres</p>
<p><b>General Brochure</b> <i>This will comprise a range of brochures including regional guides through to Park specific brochures where required</i></p>	<p>RMCO</p>	<p>DPVS various</p>	<p>General Families Campers Day visitors</p>	<p>Fisheries, recfishwest</p>	<p>CALM Offices  Visitors Centres</p>	<p>CALM Offices  Visitors Centres – internal  Visitors Centres – external including local, surrounding towns and metro area  Shire Offices</p>

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<b>Holiday and schools activity Program</b> <i>Will range considerably in product format. Including Park Based School Holiday Programs, Group or visit specific talks and activities and special activities such as “Paddle in the Park” or Dreaming Ways Ageless stories in stone - Walk</i>	RMCO	DPVS Senior Rangers	General Families School groups Specialist groups Indigenous groups	schools	In parks and schools as required mentallyh ealthwa	As required Based around internal VCs
<b>web</b>	RMCO	RPVS, DPVS, IT Staff	General Schools All user groups		World wide	World wide
<b>Directional/Entry Signage</b> <i>Signs located at Park Boundaries</i>	DM/SR OO	DPVS, SR	All park visitors		National Park entries Some marine park entries	Red Bluff Bundegi Coral Bay Ningaloo Access Boat ramps

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<b>Overall Park Boundaries, access points</b>  <i>Signs designed to overcome the issues of multiple entry points to MP by being located on strategic access roads. Provide both interp and site ID information</i>	RMCO,	DPVS	All park visitors	Shires	Tantabiddi Bundegi Coral Bay	Tantabiddi Bundegi Marina All boat ramps Coral Bay Road Red Bluff road Warroora Access Roads Ningaloo Access Roads Murat Rd/Yardie Access Roads Vlamingh Head Dampier Access roads
<b>Visitors centres (CALM)</b>	Senior rangers/RMCO/	various	General families		Milyering Karijini Millstream Coral Bay (temp)	Milyering Karijini Millstream Coral Bay
<b>Media Liaison</b> <i>Would include a range of products including, interviews on specific issues and development of a regular ABC radio segment</i>	RM/RPVS/RMCO		Local community Various and all user groups Non user groups as well		Karratha Carnarvon Exmouth Metro	Karratha Carnarvon Exmouth Metro
<b>Visitor Centres</b>	RMCO/RP	DPVS	General		Exmouth	Exmouth

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external	VS		families		Karratha Carnarvon	Karratha Carnarvon
<b>Interp signage – sanctuary</b>  <i>Provide a range of interpretive material ranging from site/feature specific through to general area/mgt messages</i>	RMCO / DM	Senior rangers DPVS	Recreational fishers  Recreational boaters  Snorkellers and divers  CTOs  Families General	Fisheries, Recfishwest  DPI  Dive groups, DPI  CBOA, WATC	All terrestrial boundarie s of NMP	All terrestrial boundaries of Marine Park Sanctuaries  All key access/visitation sites to NMP and DAMP
<b>Interp Signage – other</b>  <i>Interp signage will vary considerably in terms on content but style etc will be standard , whereas key access and congregation points will need broader material</i>	RMCO/ DM	Senior rangers DPVS	Families general		Key visitation areas	Key visitation areas and recreation sites (ongoing program) airports (Karratha, Exmouth)

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<b>Park Council</b>	RILO/SR	Districts PATO	Indigenous groups		Exmouth	
<b>CTO forum</b>	RLLO	DPVS, DNCO	Cto	W,TCWA		Exmouth Karratha
<b>CTO manual</b>	RLLO	DPVS, DNCO	Cto	WATC TCWA		Entire region
<b>CTO contact</b>	RLLO	DPVS, DNCO	cto	WATC TCWA	Exmouth Karratha Coral Bay	Exmouth Karratha Coral Bay
<b>Billboard/Banner</b> <i>Designed to emphasise what CALM does and where we do it. Large colourful eye catching designs</i>	RMCO/JN		General Families	Wate,TCWA SHIRES		Airports, regional (Exmouth Karrath, Carnarvon) Visitor Centres external Karratha and Exmouth
<b>Web Kiosk</b>	RMCO/ SDCA		General families			Visitors Centres internal and external
<b>Pastoral lease liaison</b> <i>Will include both formal and informal discussions and collaborative</i>	RPVS	Districts	Pastoral leaseholders	DPI NSDO	As required	As required

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<i>agreements</i>						
<b>Newsletter - electronic</b>	RMCO RPVS	Districts	Local community and other interested people			
<b>Direct liaison Meetings, committees etc...</b> <i>Will be in both formal and informal modes, ranging from steering committee meetings through to occasional events such as the "Big Business Breakfast"</i>	RM/DM	Districts	Industry State and federal government NGA's (Conservation groups) CALM internal		As required	As required
<b>Local Government Liaison</b>	DM	Districts	Local government agencies		As required	As required
<b>Volunteer Programs including Monitoring programs (Turtles, Whales SeaSearch Etc), campground host programs and other community</b>	RPVS	All staff depending on program and area	Conservation Community both local and on a wider scale	TBD	See separate plans	See separate plans

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<b>assistance programs</b>						
<b>Training and Mentoring</b>	RPVS	PITO RWO/RNCO /E RMCE RLLO	MATES Industry enviro managers VFLO Commercial Operators	BHPB Industry  DoF Tourism WA		Various
<b>Partners in Conservation Grants Program</b>	JN/RM	ALL	Local community	WWF Conservation Groups Coastwest etc...		various

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