

# Reef Trust Partnership

Water Quality Regional Programs

WET TROPICS

UPPER HERBERT  
SEDIMENT REDUCTION  
PROJECT

COMMUNICATIONS &  
STAKEHOLDER ENGAGEMENT PLAN



Australian Government



Great Barrier  
Reef Foundation

The communication and stakeholder engagement plan should focus on goals and outcomes from the grant funds supplied through the Reef Trust Partnership. If there are linked activities funded through other leveraged investment that are relevant to this plan, please ensure they are clearly identified.

The information provided in this plan will be used to present the key communications and engagement activities that need to occur in order to support the outcomes of the project as per the proposal and subgrant agreement. Further it will help to identify the barriers and assess the effectiveness of the plan in supporting the outcomes across the portfolio.

Plan Details	
Project name:	Upper Herbert Sediment Reduction Project
Location:	Upper Herbert
Delivery Provider	Terrain NRM
Project Period:	From 23/03/21 To 30/06/24
Date of Submission V1	20/04/21
Date of Submission V2	04/05/21

### 1. Background

The GBRF Upper Herbert Sediment Reduction project will reduce fine sediment loads entering the Great Barrier Reef lagoon from the Herbert River Basin, by targeting priority erosion hot spots and high-risk areas with a combination of construction works and agricultural extension support for farmers.

The Herbert catchment is one of the top three contributors of fine sediment flowing to the reef. The loss of fine sediment is caused by gully and streambank erosion from historic over-grazing and leaking tailings dams from old mine sites.

Building on a previous Reef Trust IV funded project, this project will implement engineered construction works on targeted properties and install fencing and off-stream watering points. Workshops and field days facilitated by grazing expert Dick Richardson and leading landscape research organisation the Mulloon Institute, will expand the impact of the project by educating more graziers on natural grazing management.

### 2. Purpose

The purpose of this document is to outline:

1. How the project team will effectively identify, analyse and plan their stakeholder engagement and associated communication activities.
2. A clear and shared understanding of the key stakeholders and the level and method of engagement.
3. Who is responsible for the actions and when.

This Communications and Stakeholder Engagement Plan sets the communication framework for this project. It will serve as a guide for communications throughout the life of the project and will be updated if/when communication needs change. This plan identifies and defines the roles of persons involved in this project. It also includes a communications matrix that maps the project's communication requirements.

### 3. Goals

The goals of the communication and stakeholder engagement plan are:

- Announce the project to the broader community and relate to the bigger picture of reef programs.
- Ongoing communication of progress and activities at the three erosion sites:
  - Two active gully heads at Woodleigh Station in the Upper Herbert

- One major streambank erosion site at the Sheahan property in Ingham
- Promote educational workshops and field days to landholders and the broader community:
  - Educate on the benefits of natural grazing management practices.
  - Encourage adoption of natural grazing practices.
  - Promote the involvement of the Mulloon Institute.
- Develop extension resources as a legacy item to introduce more landholders to principles of natural grazing.
- Highlight success stories of project champions and results.
- Facilitate successful delivery of project outcomes

#### 4. Communication / Engagement approach and audience

The primary target audience for this project is graziers who will be engaged directly through educational workshops and direct communication. The direct communication includes extension activities from project team members (in person, via phone call, via meetings), routine property visits, delivery of workshops and delivery of field days.

All other stakeholders, who are either involved in overseeing or delivering the project or who are resident in the catchment, will be kept informed about the project and its progress.

Key stakeholders are outlined in the table below and will be engaged directly as necessary (different engagement methodologies for different stakeholders) or in the case of landholders within the catchment and the catchment community more broadly, the routine media products will be the key means of delivering project information and updates.

<b>Audience</b>	<b>Role</b>	<b>Goals</b>	<b>Messages</b>	<b>Approach</b>
Graziers, landholders	Participation in the project	<ul style="list-style-type: none"> <li>● Engagement in the project</li> <li>● Inform and educate about loss of fine sediment and natural grazing practices</li> </ul>	<ul style="list-style-type: none"> <li>● You may be a long way from the Reef but this catchment is one of the largest contributors of fine sediment to the Reef lagoon.</li> <li>● The main causes of sediment are historic over-grazing in the Upper catchment and intensive cane farming in the Lower Herbert.</li> <li>● Fine sediment can remain in inshore areas for decades, which smothers coral and seagrass and stops sunlight from penetrating to deeper water depths.</li> <li>● Erosion can be prevented with natural grazing practices, including good soil management and rotation of stock.</li> </ul>	Direct engagement via phone, email, property visits & educational workshops and field days.
GBRF/ Australian Government	Funders	Update on progress	Latest activities and results	Regular updates via reporting and media products.
Traditional Owners	Cultural heritage	Inform about works to be undertaken on country	These activities will be happening on country.	Email, phone calls and face-to-face
Queensland Government agencies	Approvals for construction works	Obtain approvals	Formal submission processes	Phone and email
Local catchment community	Interested parties	General awareness	<ul style="list-style-type: none"> <li>● The Herbert River catchment is the third largest contributor of fine sediment to the Great Barrier Reef.</li> <li>● We can reduce these sediment loads with a combination of construction works and sustainable agriculture.</li> <li>● We will be working with graziers in the Upper Herbert and cane farmers in the Lower catchment.</li> </ul>	Media, social media, website

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Other GBRF RTP Water Quality Projects/programs	Delivering other GBRF water quality projects (sediment focused)	Build relationships and identify opportunities	<ul style="list-style-type: none"> <li>• Keen to collaborate and find ways to support GBR communities, improve water quality, share learnings and promote project progress /outcomes /lessons</li> </ul>	Via GBRF
Subcontractors (Neilly Engineering Group)	Gully & streambank restoration and remediation	Works completed successfully and safely with any issues communicated early so they can be resolved quickly	<ul style="list-style-type: none"> <li>• Working responsibly on properties in collaboration with landowners, Terrain NRM and any other relevant stakeholders</li> <li>• Effectively complete works while managing safety, environment, biosecurity and minimise impact</li> <li>• Communicate progress, issues or anticipated variations to planned work</li> </ul>	Terrain to monitor performance of sub-contracts and communicate any issues with performance to GBRF if issues arise

5. Communication Plan

Goal	Audience	Key message	Comms/engagement method and or activity	Frequency	Indicators or measure of effectiveness	Target
1. Announce the project to the broader community and relate to the bigger picture of reef programs.	<ul style="list-style-type: none"> <li>All stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>GBRF/RTP are investing \$3.2m in a new project to reduce fine sediment flowing from the Herbert to the Great Barrier Reef</li> <li>We are working with graziers to build soil health and adopt natural grazing practices</li> <li>This is a win for the landscape, Reef and graziers</li> </ul>	<ul style="list-style-type: none"> <li>Media release</li> <li>Social media posts</li> <li>Enewsletter/web story</li> <li>Page on Terrain website</li> </ul>	One – at commencement of project	<ul style="list-style-type: none"> <li>Media monitoring</li> <li>Traffic and engagement stats on social media</li> </ul>	<ul style="list-style-type: none"> <li>2 media pick ups</li> <li>Reach of 500</li> </ul>
2. Ongoing communication of progress and activities at the three erosion sites	All stakeholders	Latest news & photos of activities occurring on-ground	Social media (Facebook, Instagram, Twitter, LinkedIn)	As required in alignment with construction	Social media engagement (views, reach, shares, likes)	Reach of 500
3. Deliver educational workshops and field days to landholders and the broader community	<ul style="list-style-type: none"> <li>Herbert catchment landholders</li> <li>Broader NRM network</li> </ul>	<ul style="list-style-type: none"> <li>Join our free educational workshops and field days</li> <li>Learn new techniques that will benefit your business through improved soil health and natural grazing practices</li> </ul>	<ul style="list-style-type: none"> <li>Media release</li> <li>Social media</li> <li>Enewsletter</li> <li>Invites/flyers to key invitees</li> <li>Phone calls</li> <li>Emails</li> </ul>	<p>Workshops will occur approx. every 6 months.</p> <p>Comms scheduled 4-6 weeks prior to each one</p>	<ul style="list-style-type: none"> <li>Media pick ups</li> <li>Social media engagement (views, reach, shares, likes)</li> <li>Number of attendees at workshops</li> <li>Feedback from evaluation form</li> </ul>	<ul style="list-style-type: none"> <li>2 media pick ups</li> <li>Reach of 500</li> <li>Delivery of 12 workshops and 2 field trips</li> </ul>
4. Develop extension resources	Graziers	<ul style="list-style-type: none"> <li>Soil is one of your business' key assets</li> <li>Grazing sustainably is good for your land and business</li> <li>Examples of graziers who've adopted these practices</li> </ul>	<p>YouTube Video - 'How to' intro on natural grazing covering basic principles &amp; examples of properties undertaking them.</p> <p>-Promoted via Terrain website, social media and enewsletter</p>	One video- 2023	Viewing figures (YouTube)	200 views

<p>5. Highlight success stories of project champions, and results</p>	<p>All stakeholders and broader community</p>	<ul style="list-style-type: none"> <li>• Repairing erosion reduces sediment loads flowing to the Reef and improves the land.</li> <li>• Adopting natural grazing practices is achievable and beneficial for graziers as well as the environment.</li> <li>• Graziers in the Upper Herbert are working hard to do their bit for the Reef by changing to more sustainable land management practices.</li> <li>• This project has increased knowledge and skills in natural grazing management in the Upper Herbert catchment and improved land management across more than 56,000 ha of grazing land.</li> </ul>	<ul style="list-style-type: none"> <li>• Media release (Cairns Post, NQ Register, ABC, WIN News, 7 News, local newsletters)</li> <li>• Video: Wrap up of all the work at Woodleigh Station (using new and previous footage)</li> <li>• Social media</li> <li>• Enewsletter/web story</li> </ul>	<p>Once - at the end of the project</p>	<ul style="list-style-type: none"> <li>• Number of media pick-ups</li> <li>• Social media engagement (views, reach, shares, likes)</li> </ul>	<ul style="list-style-type: none"> <li>• 2 media pick ups</li> <li>• 100 views on YouTube</li> <li>• Reach of 500 on social media</li> </ul>
<p>6. Engage with other GBRF RTP water quality stakeholders / projects</p>	<p>Other GBRF RTP Regional and Innovation water quality projects</p>	<p>Keen to collaborate and find ways to support GBR communities, improve water quality, share learnings and promote project progress/outcomes/lessons</p>	<p>Build relationships and identify opportunities</p>	<p>Ongoing</p>	<p>Number of other projects/stakeholders engaged with</p>	<p>Any relevant RTP Regional or Innovation WQ projects</p>
<p><b>Notes</b></p>						