



Nerrena/
Tarwin Valley
Landcare

Nerrena Tarwin Valley Landcare Group

COMMUNICATIONS STRATEGY

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**REMEMBER
THE WILD**



Victorian
Landcare
Grants

Nerrena Tarwin Valley

Landcare Group

Communications Strategy

This strategy has been developed by the Nerrena Tarwin Valley Landcare Group (NTVLC) membership together with Remember the Wild as part of our Victorian Landcare grant funded Community Conservation in the Tarwin Valley project.

The foundation of Landcare is weed control, revegetation, waterway protection and community engagement. These are our strengths and focus as Landcarers and our works projects reflect this. To effectively share our work and communicate with our stakeholders, funders and our community we realised we needed help at developing our narrative skills. We also needed to develop a strategy document to guide our efforts and maximise our effectiveness.

Our communication Strategy development workshop was delivered by Remember the Wild (RTW), who worked with us to develop this engagement plan, outlining recommendations to help us target new audiences and achieve community awareness and participation leading to improved regional environmental outcomes.

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The Nerrena/Tarwin Valley Landcare group acknowledges the Traditional Owners of the Landcare group area and pays respect to their past and present Elders. We honour and celebrate the spiritual, cultural and customary connections of Traditional Owners to country and the biodiversity that forms part of that

Project title

Nerrena Tarwin Valley Landcare Group (NTVLG) organisational communication strategy

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Project/Campaign objectives

- Measurable increase in focus on local environmental / Landcare issues.
- Community support driving demand for local land care through policy and action.
- Measurable increase in environmental awareness, concern and action among target audiences.
- NTVLG viewed as an integral part of the local community and a leader in local Landcare.
- Increased number of new NTVLG supporters (online).
- Increased number of new NTVLG volunteers
- Increased number of new NTVLG members



Overarching communications objectives:

To position NTVLG as a leading collective local voice promoting Landcare and advocating on key local environmental issues to the community, stakeholders and funders.

Awareness

- To increase awareness of ways in which community members can help their local environment
- To create awareness of NTVLG and the work it undertakes

Attitude

- To generate belief that individual action will have positive impacts on the local environment and community
- To convey idea that helping the local environment is easy and fun
- To instil belief that helping the local environment is smart and everyone's role

Behaviour

- To assist people to act to make their local community environmentally sustainable
- To maximise engagement in NTVLG online communications channels
- To maximise engagement in NTVLG-led events and workshops
- To maximise participation in NTVLG-led volunteer activities



Media objectives:

- Ensure NTVLG-led volunteer activities are widely promoted locally
- Ensure NTVLG comment is featured in all relevant local media coverage

Situational analysis:

NTVLG is a well-established and trusted organisation with a dedicated core membership. This is illustrated in its ability to attract a significant number of participants from other groups involved in the broader South Gippsland Landcare Network and the local community to an engagement workshop earlier in 2023. Attracting and maintaining volunteers is a priority as is ongoing and sustainable funding. NTVLG is well placed to continue to appeal to a wider supporter group due to its committed membership and reputation for local environmental advocacy. Moving forward, it is important that all NTVLG communications are coordinated and targeted to complement and enhance organisational effectiveness.

About us:

The Nerrena Landcare Group was formed in 1995 and aimed to protect and enhance the natural assets of the area, through action, community participation, education and awareness. The Tarwin Valley Landcare Group was formed in 2011 and was located in the previous areas of the Jindinook and Stony Creek Landcare groups. In 2017 the Nerrena and Tarwin Valley Landcare groups amalgamated, forming the Nerrena Tarwin Valley Landcare Group or NTVLG.

Key audiences:

Primary

- Local residents (potential supporters and volunteers)
- Newsletter subscribers
- South Gippsland and Bass Coast Landcare Network members and member groups
- Social media followers
- School groups
- Environmental enthusiasts

Secondary

- Landcare Victoria
- West Gippsland Catchment Management Authority
- Corporate funders and granting bodies
- Shire of South Gippsland
- Potential donors
- Local government / politicians
- Land management contractors

Key messages/storyline:

- There are simple actions you can take to improve the health of our local environment and leave a healthy Tarwin Valley for future generations
- From sourcing Indigenous plants to volunteering for some hands on local land care, the Nerrena Tarwin Valley Landcare group is here. Join us to discover what you can do to help your local environment and what a difference you can make.
- Visit NTVLG at www.nerrenatarwinvalleylc.org.au or find us on Facebook @nerrenaLC and find out how you can help to enjoy a healthier local environment.

Tools and products:

Media releases sent to local print and online media announcing NTVLG events including volunteer opportunities and workshops.

Social media posts – develop calendar of major events/activities to promote

Spokespeople:

Choose one to three spokespeople from NTVLG to use consistently at media engagements. Consider media training if funding is available.

Choose non NTVLG staff where strategic to speak in conjunction with NTVLG spokespeople (for example, representatives from partner organisations for joint announcements)

Budget:

Communication and printing costs should be included in all project funding applications.



Communications and outreach

Audience	Tactics, targets	Tools	Timing	Who
Newsletter subscribers	NTVLG organisational update	Targeted email	After annual report produced each year	NTVLG leadership team
All other audience members	NTVLG organisational update	Social media posts	After annual report produced, highlighting achievements in separate posts	NTVLG social media coordinator
All primary and secondary	Media release to local media – newspaper and community news publications	Media release for events	Whenever a community event is conducted	NTVLG event organiser
All primary and secondary	Local council communications	Article in council newsletter	Whenever a community event is conducted	Council comms
All primary	Presence at community events such as shows, horticultural shows, markets and fetes.	Sign up sheets, current NTVLG members there	As volunteers are available	NTVLG representatives
Refer media strategy – appendix	Podcasts	3 rd party podcasts	As opportunities arise	NTVLG representatives
Refer media strategy – appendix	National Tree Day campaign	Support form NTD organisation. Promote on all NTVLC channels	Annually	NTVLC project officer
All primary	Strategic partnerships	Meetings and promotion of organisational collaboration through social media posts/ email	Ongoing	NTVLG and partner organisations
All primary and secondary	NTVLG short film telling stories of members and their connection to community produced by RTW	Promote to media, on website, through targeted social media promotion	2024 - TBC	NTVLG with RTW

Evaluation and reporting:

Some indicators of communications objectives being achieved:

- Increase in number of NTVLG volunteering enquiries and attendance (need pre strategy rollout benchmark)
- Number of website hits (need pre strategy rollout benchmark)
- Number of social media followers (need pre strategy rollout benchmark)
- Number of media articles and interviews
- Number of event/workshop enquiries

Information about communications objective achievements should be included in the annual report.



Appendix 1:

NERRENA TARWIN VALLEY LANDCARE GROUP

MEDIA STRATEGY

To reach out and encompass like minded people in our community.

TARGET AUDIENCE

- Our current members
- Past members who retain an interest in the group

Community groups ie

- Meeniyah community gardens group
- Meeniyah Rec Reserve bicentennial Bush Group

Wider South Gippsland Community ie

- small landholders
- new people to district
- other Landcare groups
- people interested in the environment

HOW DO WE NEED TO COMMUNICATE

- Through current newsletters lists
- Social media (currently Facebook) and Instagram
- Person to Person
- Through newspaper (Sentinel Times and printed community newsletters)
- Banners at events
- Community events such as shows, horticultural shows, markets and fetes.
- Through other free listings
- National Events

PLANNED STRATEGIES

- Update our current lists which are sent out monthly. (Usually sent out middle of month to remind people of Bird Monitoring)
- Group join Instagram and encourage other group members to post to either Facebook or Instagram. (Put on Instagram where contents can easily be populated onto Facebook)
- Regular and targeted posts for maximum coverage of an event.
- Members share other groups pages for more coverage and algorithm activity.
- Set up posts in advance.
- Podcasts Testimonials on how they achieved an outcome/ sea changers outlining their stories

- Website to be updated as required.

Members invite people who may be interested in our activities to an event or activity. Some people may only be interested in one aspect of our activities.

- Send articles/ press releases to the Sentinel Times newspaper and other community newsletters before and after an event.
- Display our bird banner and any other we may produce at functions, events or in places that will allow us to display.
- Stalls at local markets, shows, horticultural shows, markets and fetes.
- Through a once monthly email to other groups/ organisations that have a free information service.
- Be involved in National Tree Day. This could include activities with local schools.

MEASURE OUR SUCCESS

Report on engagement metrics from social media, newsletter subscriber numbers, and other engagement activities in the annual report.

(Members engaging in public engagement activities must hold a volunteer Working With Childrens check)