



2020- 2021



OPERATIONAL PLAN

1 July 2020 – 30 June 2021

UPDATED JULY 2020

Contents

CONSENT STATEMENT	1
INTRODUCTION	2
HISTORY	3
AIMS AND OBJECTIVES	4
STAKEHOLDERS	5
PROGRAM FUNDING AND FORECAST EXPENDITURE 2020-2021	6
CWBA FORECAST OPERATING BUDGET 2020 -2021	9
PROGRAM DETAILS AND OUTCOME STATEMENTS	11
OPERATIONAL PLAN TIMELINE	14
TARGET SPECIES BAITING CALENDER	14
COMMUNITY ENGAGEMENT	15

CONSENT STATEMENT

By submitting this Operational Plan, the Central Wheatbelt Biosecurity Association consents to the transfer of funds from the Declared Pest Account to the Central Wheatbelt Biosecurity Association for the control of Declared Pests on freehold land in rural areas within its designated area in the local government districts of Shires Dalwallinu, Koorda, Morawa and Perenjori.

Disbursement Financial Year 2020/2021

Suggested payment schedule as follows:

1 st Quarter	2 nd Quarter	3 rd quarter	4 th Quarter
1 July 2020 \$158,625.00 WA Government Matching Funds amount of DPR.	1 October 2020 \$0.00	1 January 2021 \$130,000.00 <i>or whatever has been collected so far</i>	1 April 2021 Remainder of DPR received or available in DPA.

INTRODUCTION

The CWBA is a Recognised Biosecurity Group and has a key role in assisting landholders to control declared pests in the area of management. This area is currently defined, as Koorda, Perenjori, and Dalwallinu and Morawa which encompasses a full area of 21,901 square kilometres.

The CWBA encourages landholder and Shire involvement in a broad scale, coordinated approach for effective pest control, targeting wild dogs, red foxes, European rabbits and Feral Pigs as well as other declared pests seen as a priority for the group.

The CWBA successfully implemented its first Declared Pest Rate in 2018-2019. The funds raised through the DPR are matched dollar for dollar by the WA State Government. DPR funds can only be spent within our area of operation and on species prioritised by the community. We again request the Minister for Agriculture and Food to approve a Declared Pest Rate (DPR) in the Shires of Dalwallinu, Koorda, Morawa and Perenjori for 2020-2021 of:

The CWBA request the Minister for Agriculture and Food to approve an ad valorem rate Declared Pest Rate for 2020-2021 of \$158,625.00 on land in the local government districts of Dalwallinu, Koorda, Morawa and Perenjori, that is:

- i. identified as freehold on the rural valuation roll maintained under the Valuation of Land Act 1978; and*
- ii. no less than 100 hectares in area; and*
- iii. a minimum of \$80.00 per VEN.*

This Operational Plan identifies how the funds will be spent. This system will provide our communities with guaranteed annual funds and sustainability to address priority pests using current best practice management techniques.

This Operational Plan details the organisations activities including the budget considerations. This plan will link to the “CWBA Species Management Plan” which currently being developed through the Board of Management, CWBA members and community consultation workshops and will assist the CWBA to meet the responsibilities under the BAM Act.

The CWBA will continue to assist landholders in the control of these species using funding by the Declared Pest Rate in 2020-2021.

There are insufficient funds to implement all activities identified in our organisations strategic plan. This is due to the Royalties for Regions Funded WA Wild Dog Action Plan project for LPMTs concluding at 30 June 2020. At the time of writing this Operational Plan the CWBA there has been no commitment by Government to continue this project and funding beyond this time. The CWBA has written to the Minister for Agriculture requesting continue funding support through this program as well as providing a submission to the Business Case being prepared by the Department of Primary Industries and Regional Development.

CWBA will also submit an Expression of Interest to the Sheep and Goat Industry Funding Scheme – Wild Dogs for additional financial support for implementing the Wild Dog control.

It is hoped that the Government and Minister do continue to invest in Wild Dog control programs and commit appropriate funding towards assisting RBGs and their LPMT programs and this would therefore then not require the CWBA to increase the Declared Pest Rate on ratepayers in the CWBA region.

HISTORY

The CWBA is a Recognised Biosecurity Group (RBGs) and has a key role in assisting landholders to control declared pests in the area of management. Formed in 2017 from the previous Central Wheatbelt Declared Species Group (CWDSG) servicing the Shires of Koorda, Dalwallinu and Perenjori. The CWDSG was formed by local landholders in 2012 in response to escalating Wild Dog attacks on livestock in the area. Bait racks were formed to target the worst affected areas.

The group managed to obtain funding and since then has worked hard with this funding to contract Licenced Pest Management Technicians (LPMT's) to work on affected farms, pastoral land and crown land night and day to reduce stock attacks and losses. CWBA also runs bait days to produce free 1080 meat baits for landholders as well as funding free rabbit bait mixing days to combat the feral pests which affect our land and livelihood.

The CWBA encourages landholder, government and industry involvement in a broadscale, coordinated approach for effective pest control targeting Wild Dogs, European Rabbits and Feral Pigs as well as other declared pests seen as a priority for the group.

A Declared Pest Rate was first considered by the Association in 2016 as a mechanism to provide guaranteed annual funds and sustainability to address priority pests using proven and up to date management techniques. The Board undertook a process of consultation, deliberation, modelling and a rationale between considering implementing a flat rate versus an ad valorem rate and as they saw it chose ad valorem as the most fair and equitable rating model for implementing a DPR in the Central Wheatbelt Biosecurity Association at this point in time. This is reviewed, members consulted and modelled annually by the Board of Management.

AIMS AND OBJECTIVES

The [Strategic Plan](#) (the Plan) for the Central Wheatbelt Biosecurity Association Inc (CWBA) identifies the strategic directions of the CWBA over the coming three years to direct the management of declared pests in the Shires of Morawa, Perenjori, Dalwallinu and Koorda. It's based on identified needs of stakeholders and payers of the Declared Pest Rate (DPR) and aligns with a range of industry and strategic plans. The plan provides guidance for the on-ground operations of the group, as contained in its annual Operational Plan.

The aims and objectives of the CWBA cover three core themes of Management, Engagement and Collaboration and Measurement; they are:

1. Develop, implement proactive strategies and report on the progress of reducing the effects of declared pests including but not limited to wild dogs, rabbits and foxes.
2. To increase stakeholder participation and encourage landholders and the wider community to adopt sound biosecurity practices and provide members with a forum to exchange information, advice and assistance where appropriate.
3. To implement best practice declared pest management on private and public lands in the area of management
4. The CWBA would welcome the opportunity to support declared pest management in adjacent shires and consider for inclusion in the CWBA specified area of control (or management) with other shires in the future allowing CWBA coordinated pest control over a broader area.
5. Grow and engage management strategies to minimise future impacts on landholder properties.
6. Apply best practice management on private and public lands.
7. Boost landholder participation, both private and public.
8. Observe, assess, and report on the progress concerning the reduction of impacts.
9. Deliver practical and encouraging community consultation to broaden stakeholder awareness.

STAKEHOLDERS

Engaged stakeholders are crucial to the successful implementation of the CWBA Strategic and Operational Plans. The CWBA recognise that stakeholders may not all have the same objectives for Declared Pest management, but landholder/land manager obligations must be met as stated under the BAM Act and the CWBA are keen to work with individual stakeholders to manage expectations and meet its objectives.

Identified stakeholders of the CWBA include, but are not limited to:

- Local Landholders in the Shires of Dalwallinu, Koorda, Perenjori and Morawa
- Department of Biodiversity, Conservation and Attractions (formally DPAW)
- Department of Primary Industries and Regional Development (formally DAFWA)
- Department of Water and Environmental Regulation
- Alterra Ltd (formally Carbon Conscious)
- Shire of Dalwallinu
- Shire of Koorda
- Shire of Perenjori
- Shire of Morawa
- Adjacent Shires (Wongan Ballidu, Moora, Mingenew, Mullewa, Coorow, Yalgoo, Mount Marshall, Trayning, Wyalkatchem, Carnamah, Three Springs)
- Australian Wool Innovation Limited
- Meat and Livestock Australia
- Livestock firms (eg West Coast Livestock, Paul Gatti, Stan Hathway, Elders, Nutrien Ag Solutions, wool agencies)
- Australian Wildlife Conservancy - Mt Gibson Sanctuary
- Bush Heritage Australia - Charles Darwin Reserve
- Gindalbie Metals - Badja Station
- Adjacent Recognised Biosecurity Groups (Meekathara RBA, Eastern Wheatbelt RBG, Northern RBG, Midlands RBG)

PROGRAM FUNDING AND FORECAST EXPENDITURE 2020-2021

The table below outlines the anticipated income and planned program expenditure that the CWBA will implement and the funds required as of 2020-2021 financial year in line with DPIRD reporting requirements.

INCOME	DETAIL/NOTES	DPA/DPR	Other Sources
Rate revenue		\$156,250.20	
Govt matching		\$156,250.20	
Additional DPA		\$	
Reserve fund	Allocated carryover 2018-2019	\$24,000.00	
Carryover	2019-2020	\$118,544.42	
Interest		-	
	Total DPA/DPR	\$455,044.82	
Subscriptions	IFS Grant Wild Dogs		\$60,000.00
RfR	DPIRD R4R - extension		\$66,875.00
AWI			
Grants			\$28,618.57
Sales			
Carryover	CWBA Inc. funds carry over from past Local Government contributions.		\$96,488.34
Interest	Current interest rate is 0.75%		\$1,380.00
	Total- Other sources		\$253,361.91
TOTAL FUNDS AVAILABLE		\$708,406.73	-
	plus Expected Carryover	\$708,406.73	

EXPENDITURE	DETAIL/NOTES	DPA/DPR	Other Sources
	Program 1 – Wild Dogs & Foxes		
	Aerial Baiting		\$20,000.00
	Bait Manufacture	\$20,200.00	-
	Poisons & Traps	\$6,750.00	-
	RCP Permits	\$500.00	-
	LPMT Contracts	\$147,625.00	\$106,875.00
	LPMT Coordinator	\$3,000.00	\$3,000.00
	Total Program 1	\$178,075.00	\$129,875.00
	Program 2 – Feral Pigs		
	Coordinator/LPMT Contractor	\$30,000.00	-
	Bait Manufacture	\$10,000.00	-
	RCP Permits	\$1,000.00	-
	Total Program 2	\$41,000.00	-
	Program 3 – European Rabbit		
	Bait Manufacture	\$10,000.00	-
	RCP Permits	\$500.00	-
	LPMT Contracts		-
	Total Program 3	\$10,500.00	-

	Program 4 - Community Engagement		
	Communication & Community Engagement Activities	\$6,000.00	\$400.00
	Materials	\$2,000.00	-
	Equipment		-
	Consultation for operational plan (DPR)	-	\$4,900.00
		-	-
	Total	\$8,000.00	\$5,300.00
	Program 5 -Governance & Administration		
	Executive Officer	\$55,000.00	-
	Meeting costs	-	\$3,000.00
	Professional	\$7,500.00	\$1,000.00
	Insurance	\$6,000.00	\$15,000.00
	Board Development, Training & Sitting Fees	-	
	Overheads	\$1,600.00	-
	Total	\$70,100.00	\$19,000.00
	TOTAL COST	\$307,675.00	\$154,175.00
	<i>Contingency allocation for DPR non-payment</i>	\$10,000.00	
	GRAND EXPENDITURE	\$471,850.00	-
	OUTCOME	\$236,556.73	

CWBA FORECAST OPERATING BUDGET 2020 -2021

The following tables outline the CWBA anticipated Operational Budget outlining all funding sources, income and expenditure for 2020/2021.

OPENING BALANCES:	CWBA OWN Funds		DPR Rate/Matching	Grant Funding	Other (Debit Card)	Total
<i>Funds on hand as of 1 July 2020:</i>	\$96,119.14		\$142,544.42	\$28,618.57	\$369.20	\$267,689.90

INCOME:

	CWBA OWN Funds	IFS Funding	DPR Rate/Matching	Grants	OTHER	Totals
Grant Funding		\$60,000.00		\$66,875.00		\$126,875.00
WA State Govt Matching Funds			\$156,250.20			\$156,250.20
Declared Pest Rate			\$156,250.20			\$156,250.20
Interest					\$1,380.00	\$1,380.00
<i>Sub-Totals</i>		<i>\$60,000.00</i>	<i>\$312,500.40</i>	<i>\$66,875.00</i>	<i>\$</i>	<i>\$440,755.40</i>

Total Income to 30th June 2021 **\$440,755.40**

Total Funds Available 2020/2021 Financial Year **\$708,445.30**

EXPENSES:

Anticipated Expenses	CWBA OWN Funds	IFS Funding	DPR Rate/Matching	Grants	OTHER	Totals
LPMT - Contracts		\$40,000.00	\$147,625.00	\$66,875.00		\$254,500.00
LPMT - Dogger Coordinator	\$3,000.00		\$3,000.00			\$6,000.00
Poisons & Traps			\$6,750.00			\$6,750.00
Project Management - Executive Officer			\$55,000.00			\$55,000.00
Project Management - Phone & Admin			\$1,600.00			\$1,600.00

Project Management - Insurance: Public Liability			\$6,000.00			\$6,000.00
Project Management - Workers Comp			\$15,000.00			\$15,000.00
Project Management - Bookkeeper			\$5,000.00			\$5,000.00
Project Management - Audit/Accounting Support	\$1,000.00		\$2,500.00			\$3,500.00
Project Management - CWBA Meetings	\$3,000.00					\$3,000.00
Community Engagement - Website			\$1,000.00			\$1,000.00
Community Engagement - Advertising	\$3,300.00					\$3,300.00
Community Engagement - Partners			\$2,000.00			\$2,000.00
Community Engagement - Signage			\$2,000.00			\$2,000.00
Community Engagement - Workshops	\$400.00		\$2,000.00			\$2,400.00
Community Engagement - Letters to Ratepayers	\$1,600.00					\$1,600.00
Community Engagement - Surveys			\$1,000.00			\$1,000.00
Projects/Baiting - Bait Racks			\$20,200.00			\$20,200.00
Projects/Baiting - Rabbits			\$10,000.00			\$10,000.00
Projects/Baiting - Feral Pigs			\$10,000.00			\$10,000.00
Feral Pig Coordinator/LPMT			\$30,000.00			\$30,000.00
Projects/Baiting - Aerial Baiting		\$20,000.00				\$20,000.00
Projects/Baiting - RCP Permits			\$2,000.00			\$2,000.00
<i>Contingency</i>			\$10,000.00			\$10,000.00
Sub-Totals	\$12,300.00	\$60,000.00	\$332,675.00	\$66,875.00		\$471,850.00

Total Expenditure to 30th June 2021 \$471,850.00

PROGRAM DETAILS AND OUTCOME STATEMENTS

The tables below outline the program details and outcomes for each of the Declared Pest species.

Program 1 – Wild Dogs & Foxes		
Outcome:		
<ul style="list-style-type: none"> Reduce Wild Dog and Fox numbers to reduce stock loss. 		
Actions	Input	Success/Measurement
1. Aerial Baiting Program	<ul style="list-style-type: none"> 2 days helicopter & LPMT services 5,000 Dried Meat Baits. 	5,000 baits laid in identified hard to access areas*.
2. Community Wild Dog Bait Rack Program.	<ul style="list-style-type: none"> LPMT time 50,000 Dried Meat Baits 	2 Bait Rack Activities (March/April & September) 50,000 Dried Meat Baits made and laid. Increase in productivity in livestock stakeholder's business.
3. Poisons & Traps	<ul style="list-style-type: none"> 60Traps 1080 Poison Strychnine 	Traps and Poisons purchased
4. LPMT Coordinator	<ul style="list-style-type: none"> Coordinator 	LPMT Coordinator engaged.
5. LPMTs Contracted for on-ground works.	<ul style="list-style-type: none"> Approx. 330 LPMT days. 	LPMTs contracted and days worked.
6. RCP Permits	<ul style="list-style-type: none"> Approx. 10 RCP Permits/Amendments 	No. of successful valid RCP Permits

Program 2 – Feral Pigs		
Outcome:		
<ul style="list-style-type: none"> Reduce livestock, pasture, crop and remnant vegetation damage caused by Feral Pigs. 		
Actions	Input	Success/Measurement
1. Coordinated Feral Pig Control Group	<ul style="list-style-type: none"> Local Coordinator 	No. landholders participate Landholder feedback from affected areas.
2. Coordinated Baiting Program	<ul style="list-style-type: none"> LPMT Time Grain Poison (1080 One Shot Bait) Camera Traps 	No. Feral Pigs poisoned. No. landholders participate Landholder feedback from affected areas.
3. RCP Permits	<ul style="list-style-type: none"> Approx. 6 RCP Permits/Amendments 	No. of successful valid RCP Permits

Program 3 – European Rabbit		
Outcome:		
<ul style="list-style-type: none"> • Reduce livestock, pasture, crop and remnant vegetation damage caused by European Rabbits. 		
Actions	Input (Money/HR Required)	Success/Measurement
Community Rabbit Baiting Program	<ul style="list-style-type: none"> • LPMT Time • Grain • Poison (1080 One Shot Bait) 	No. landholders participate Km Bait laid Reduction in damage caused by rabbits.
RCP Permits	<ul style="list-style-type: none"> • Approx. 6 RCP Permits/Amendments 	No. of successful valid RCP Permits

Program 4 – Community Engagement		
Outcome:		
<ul style="list-style-type: none"> • Undertake targeted stakeholder consultation re: DPR • Encourage a “best practice” approach to management and control of Declared Pests. 		
Actions	Input (Money/HR Required)	Success/Measurement
Consult and communicate with community about the DPR.	<ul style="list-style-type: none"> • Brochure/Flyer/Letter • Website • Social Media • Information • Address Stakeholder Meetings • Local Paper adverts/articles • Survey 	DPR is supported across the four shires.
Provide members with information and a mechanism to exchange information, advice and assistance where appropriate.	<ul style="list-style-type: none"> • Quarterly Newsletter • Workshops/Training • Website • Social Media 	Target species are controlled humanely. Landholders control pests on own land. Increase in participation

Program 5 – Governance & Administration**Outcome:**

- Good organisational reporting and financial governance are achieved.

Actions	Input (Money/HR Required)	Success/Measurement
Administration and leadership are provided.	<ul style="list-style-type: none">• Executive Officer• Directors• 4 Board of Management meetings.	Good organisational governance.
Collect usable data.	<ul style="list-style-type: none">• Feral Scan	Consistent and accurate data is gathered and used for decision making
Meet all reporting requirements and financial obligations.	<ul style="list-style-type: none">• Annual Report produced.• Bookkeeper• Financial Reporting and Audit completed.	Transparent and accountable reporting documentation.

OPERATIONAL PLAN TIMELINE

MONTH	PLANNED ACTIVITY	SUCCESS/MEASUREMENT
July 2020	Financial Audit	Audit successfully completed.
July 2020	CWBA LPMT Meeting	LPMTs attend.
September 2020	Community Wild Dog Bait Rack Program	No. Baits Made and No. landholders participated.
September 2020	Wild Dog Aerial Baiting Program	No. Baits laid
October 2020	CWBA Annual General Meeting and Board of Management Meeting	Annual Report tabled. No. attendees, feedback received.
February 2021	CWBA Board of Management Meeting	
February 2021	Community Rabbit Baiting Program	No. landholders participate. Kms Bait laid
February - March 2021	Community Feral Pig Control Program	No. landholders participate. Kms/No. Bait laid No. Feral Pigs Shot
March – April 2021	Community Wild Dog Bait Rack Program	No. Baits made No. landholders participate
April 2021	CWBA Board of Management Meeting	
June 2021	CWBA Board of Management Meeting	

TARGET SPECIES BAITING CALENDER

June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
Winter			Spring			Summer			Autumn		
Community Ground Baiting Program											
			Wild Dog					Rabbit	Feral Pig	Wild Dog	

COMMUNITY ENGAGEMENT

The CWBA will undertake community engagement as both a process and an outcome to guide decision making, relationship development and capacity building.

As a part of the operational plan we will undertake a range of consultation, information, participation, collaboration and empowerment of its stakeholders. To answer the following questions:

Has the community had an opportunity to provide input into the plan?

Are we providing the services the community needs?

Is the community well connected and involved with the organisation?

How does the community feel about us?

Has the community changed its behaviour?

We have identified some key community engagement opportunities for 2020-2021 as well as a range of annual and on-going community engagement strategy products that are available to the organisation to assist us to continually answer the above questions.

Summary of 2019-2020 Key Community Engagement Opportunities

MONTH	PLANNED ACTIVITY	MEDIUM	SUCCESS/MEASUREMENT
July 2020	Community Survey	Email, Members, Local Papers	Consult – No. responses/feedback
	CWBA Facebook Group (all year round)	Social Media	No. Members Engagement
August 2020	Perenjori Agricultural Show – min. Brochure available.	Presence/Stand	Inform
	Mingenew Expo	Presence/Stand	Inform
	Dowerin Field Days	Presence/Stand	Inform
September 2020	Community Wild Dog Bait Rack Program, CWBA Wild Dog Plan	Liebe Newsletter, Local Papers, Email, Social Media	Participation & Empowerment– No. landholders.
	Koorda Show – min. Brochure available.	Presence/Stand	Inform
	Liebe Spring Field Day - min. Brochure available.	Presence/Stand	Inform
October 2020	CWBA Annual General Meeting	Meeting	Inform -
February 2021	Community Rabbit Baiting Program	Liebe Newsletter, Local Papers, Email, Social Media	Participation & Empowerment – No. landholders.
March 2021	Community Feral Pig Control Program	Mingenew-Irwin Group, Local Papers, Email, Social Media	Participation & Empowerment – No. landholders.
	CWBA Newsletter.	Members, Social Media, Local Papers	Inform – distribution, % open rate.
	Letters to Ratepayers – DPR, Operational Plan and CWBA Wild Dog Plan.	Mail Out	Consult – No. responses/feedback.
April 2021	Community Wild Dog Bait Rack Program, CWBA Wild Dog Plan	Liebe Newsletter, Local Papers, Email, Social Media	Participation & Empowerment– No. landholders.
	DPR Notices in local papers	Local Papers, Email, Social Media	Inform & consult - No. responses/feedback.
June 2021	CWBA Newsletter	Members, Social Media, Local Papers	Inform – distribution, % open rate.

CWBA Communications and Engagement Strategy Products 2020-2021

#	Goal	Type*	Stakeholder/Target	Resources Needed	Timeline	Responsibility
1	Website Current and up to date website www.cwba.org.au	Inform	General Public/ Wider Community	Website	6 months	Executive Officer
2	Facebook Page Engage with and inform the community through Social Media	Inform	General Public/ Wider Community	Facebook	Weekly- Monthly	Executive Officer
3	Facebook Group Involve and inform the community through Social Media using a private group.	Involve	CWBA Stakeholders	Facebook	Weekly- Monthly	Executive Officer with support from DPIRD
4	Presentations Presentation to Local Governments and Community Groups as requested.	Inform	CWBA Stakeholders	Executive Officer	Annually	Executive Officer with support from DPIRD
5	Information Flyer Current flyer and/or a poster to be used for field days and advertised at local shops for group key messages and contact details	Inform	Advertising for Events for anyone in the community/ area of management	Executive Officer, printing supplies	6 months	Executive Officer

#	Goal	Type*	Stakeholder/Target	Resources Needed	Timeline	Responsibility
6	Pull Up Banner Pull Up CWBA banner made available for use in all communities.	Inform	Advertising for Events for anyone in the community/ area of management	One banner per each Shire	6 months	Executive Officer
7	Bait Rack Days Use Bait Rack Activities/Days as a way of receiving feedback from the community and to consult with the community and encourage group cohesion	Consult	Landholders who attend the bait rack days	Executive Officer to liaise with most appropriate personnel to attend - Rack Coordinators send information to those they have as attendees	On going - Twice Yearly	Executive Officer, Dogger Coordinator, Bait Rack Coordinator and Directors
8	Local Papers & E-News Quarterly E-news to stakeholders with current information and updates.	Inform	CWBA Stakeholders	Executive Officer	Quarterly	Executive Officer
9	Word of Mouth Word of mouth opportunity to consult with the community	Consult	Area of Management community	General conversation	On going	BoM Directors
10	Landholder Training Landholder training and workshops on pest management and control activities as requested by landholders.	Empower	Landholders	Facilitation and technical expertise as identified.	As identified	Executive Officer
11	Word of Mouth Board Directors are key messengers from each Shire/area as a key contact/messenger to distribute and receive information	Consult	Area of Management community	Board Directors	On going	BoM Directors
12	Survey Distribute a community survey for the group to establish a base line for future follow up	Consult	Wider Community and Area of Management Community	Executive Officer, email network, Survey Monkey	1 year	Executive Officer

#	Goal	Type*	Stakeholder/Target	Resources Needed	Timeline	Responsibility
13	Stakeholder Engagement Identify key stakeholders and identify opportunities to work within those groups	Consult	Wider Community and Area of Management Community, NACC, Liebe Group, NEFF, EWBG, MRBA	Executive Officer	On Going	Executive Officer
14	Species Management Plan Develop a strategic species management plan for the region with the community, review annually.	Involve/Participate	Area of Management community, DAFWA	Workshop in conjunction with DPIRD & community in key locations	1 year	Executive Officer
15	Partnership Opportunities Identify where partnerships could be made targeting key groups to leverage funds and good pest management outcomes	Collaborate	NACC, Liebe Group, Mingenew-Irwin Group, Meekathara, Eastern Wheatbelt	Australia wide	1 year	Executive Officer

Communications and Engagement Strategy Type explanation

Inform – “provide information” – only a one-way conversation

At its core, ‘informing’ is the most elementary and simplest engagement goal. Informing goal communicates that you will provide the public with balanced and objective information to assist them with understanding the problem or issue you are focusing on, alternatives to addressing the problem or issue and/or solutions. Informing is generally one-way and primarily involves communicating information about an issue, decision, or process to citizens (DSE & DPI, 2013). A key to informing citizens is to provide them with the most balanced, impartial information as possible (DSE et al, 2013). The limiting characteristic of informing is that it generally does not allow for an exchange of ideas, discussion, dialogue or deliberation.

Consult – “seek feedback”

The second level of engagement is stakeholder consultation – in essence providing some mechanism to gather input on the issue, problem, or process you are concerned about.

Depending on the issue at hand, your objective(s) for this goal may be to elicit citizens’ or specific stakeholders’ opinions, perspectives, ideas, underlying values, solutions, or priorities. Regardless of your approach you should strive to gain as much feedback from local citizens and stakeholders as possible (DSE, 2013). Keys to obtaining strong community feedback consist of engaged listening, purposeful design, ensuring widely shared information and an understanding of the engagement process, it’s goals and limitations, and a clear demonstration of concern for what stakeholders have to say (DSE, 2013).

Involve “utilise feedback”

The third engagement goal in the public participation spectrum is involve. The goal to involve the public should reflect that you will work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered. If you include involve as one or your engagement goals it will serve you well to demonstrate that the information gleaned through involving the public is understood and considered.

Collaborate “work with stakeholders” – everyone has input

The fourth level of engagement is to collaborate. Your goal for collaboration is to partner with the public in each aspect of the decision being considered including the development of alternatives and the identification of a preferred solution. If the decision making authority does not rest with the public it is important to ensure the public understands that the preferred solution identified through the engagement process may not be chosen.

At its core, collaboration refers to the engagement of stakeholders in order to create an environment conducive for solving complex issues with plausible solutions – and catalysing the contributions and assets of stakeholders into action. Collaboration involves purposeful dialogue and deliberation designed to stimulate ideas and implementation of agreed-upon community action and priorities.

Empower – “it’s in the community’s hands”

Empowerment is frequently seen as penultimate goal of an engagement effort. Empowerment refers to placing either the decision making authority or the responsibility for implementing a particular solution in the hands of stakeholders participating in the engagement process.