



1

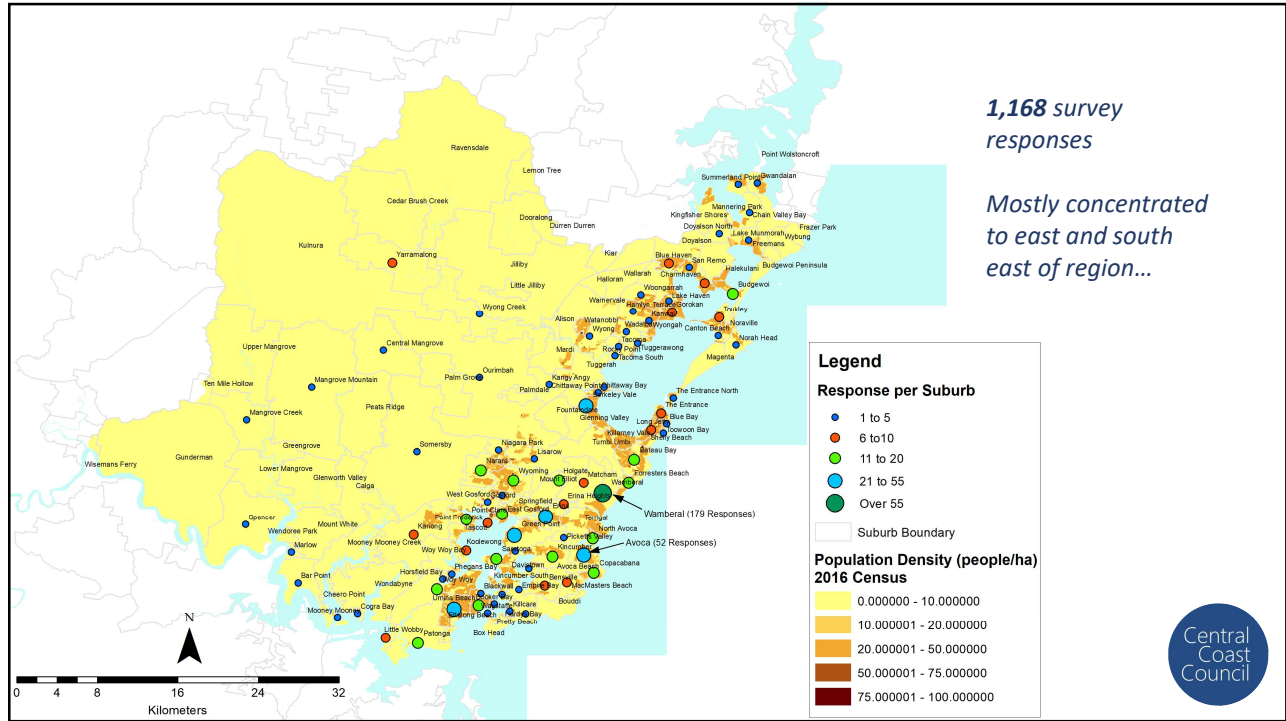
Live | Work | Play

If you *love our waterways* you need to have a say on how they are managed.

Communications reach...

- **3,918** visits to the Your Voice Our Coast project page
- **1,168** survey responses received
- **14** ads across Facebook and Instagram, reaching **62,011** unique users and achieving **263,341** impressions and **2,074** link clicks
- Snap chat ads, generating **128,212** paid impressions
- **8** Google display ads, generating **815,340** impressions and **819** clicks
- **2** e-news articles distributed, reaching more than **12,000** subscribers – generating **97** click throughs
- Over **350** respondents have entered the focus group candidate pool
- Over **220** stakeholder emails sent
- **3** focus groups hosted with over **20** participants
- Over **400** community members reached at pop up events
- Over **500** postcards distributed

2



3

Values and Use...

FISHING

SAILING & BOATING

ENJOYING NATURE

WALK, RIDE, RUN

PICNICS & BBQ

PADDLE, SURF, SWIM

Live | Work | Play

If you *love our waterways* you need to have a say on how they are managed.

It's YOUR future...

Central Coast Council

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Threats...




Land-use intensification

Climate change

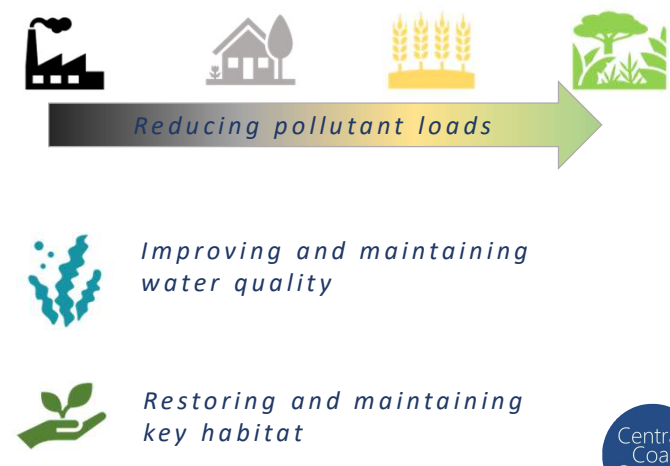
Existing and future coastal hazards



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Key focus areas of CMPs...



Reducing pollutant loads

Improving and maintaining water quality

Restoring and maintaining key habitat



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95% - Waterways are a key factor in their choice to live on the Central Coast

97% - more should be done to protect and enhance the natural aspects of waterways

98% - Waterways contribute to their personal health and wellbeing

89% - reduce frequency of use of waterways if access, safety or condition declined significantly

69% - support more resources being used for the management of waterways and coasts

LOVE YOUR LAKES ESTUARIES AND LAGOONS

Central Coast Council

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YOUR OPINION MATTERS

"... waterways define the Central Coast"

"... it is the main feature of the entire area and must be preserved"

"... that's why we moved here. We are sick of over development"

"... spend money on improving the lakes"

"... Please continue to ask the public for their thoughts"

"... We have a real treasure in our waterways and bushland. It is part of our identity and we need to plan and care for this. Thanks for this survey"

"... the vegetation and waterways form the largest economic asset to the Central Coast... and provide health and welfare benefits to all"

"... Prevent rezoning of environmentally sensitive land for housing and industrial development"

Central Coast Council

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Learn

Engage

Empower

Support

Have a Plan!

TUGGERAH LAKES ESTUARY EDUCATION AND COMMUNICATION STRATEGY LOGIC MODEL

ISSUES	OBJECTIVES	ACTIVITIES	OUTCOMES	INDICATORS	IMPACTS	OUTSIDE LINKS
<ul style="list-style-type: none"> Increased awareness and understanding of the importance of waterways Increased awareness of the importance of water quality Increased awareness of the importance of waterway values Increased awareness of the importance of waterway health Increased awareness of the importance of waterway safety Increased awareness of the importance of waterway recreation Increased awareness of the importance of waterway conservation Increased awareness of the importance of waterway management Increased awareness of the importance of waterway planning Increased awareness of the importance of waterway protection Increased awareness of the importance of waterway restoration Increased awareness of the importance of waterway rehabilitation Increased awareness of the importance of waterway regeneration Increased awareness of the importance of waterway revitalisation Increased awareness of the importance of waterway renewal Increased awareness of the importance of waterway 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Learn >

Engage

Empower

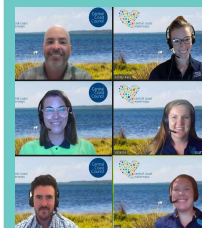
Support

- Increase awareness & knowledge
- Explore complexities together
- Connect management to *Waterway Values*
- Lead by example
- Share successes, challenges and barriers
- Share actions
- Reinforce messages through multiple sources

Tools:

Digital and physical resources: website, ecotours, videos, eNews, map of projects, iBooks, early childhood and school programs, handbooks, **Council and Community run events** e.g. Lakes Festival/ Harvest Festival, markets, landholder workshops, responsible fishing workshops, erosion and sediment control workshops; **internal education and capacity building**

I LIVE HERE TOO.
LOVE OUR LIVING WATERWAYS.



Love our waterways

37 Videos • 623 Views • Updated 7 days ago

Central Coast Council

SUBSCRIBE



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Learn

Engage >

Empower

Support

- Tap into values
- Find common ground
- Inspire
- Be transparent & open
- Seek external validation to build trust
- Show examples of success (ours and theirs)
- Leverage from other projects (e.g. Ecotourism)

Tools:
 Pop-up and drop in **info sessions, ecotours** (kayak, bus, boat, bike, walking), **citizen science** (Waterwatch, Backyard Bird Count, Frog ID week, internal projects), **webinar/s** (on-ground works), **partnerships, workshops**, community **focus groups, access to information** (e.g. Avoca dashboard)

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Learn

Engage

Empower >

Support

- Collaborate
- Facilitate – give people the tools
- Connect like-minded people
- Incentivise
- Be open to input
- Transparent decision making

Tools:
Changemakers course, focus groups, citizen science, **environmental volunteering, connect services** (e.g. LLS grants)

Track awareness and behaviour change

Top 3 personal actions

compost

recycle

stick to paths

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Learn

- Provide tools and funding for new ideas
- Connect with existing programs
- Work with partner organisations to increase reach
- Share and celebrate successes
- Support community advocates

Engage

Tools:
Environmental **volunteering** program, **citizen science** programs, **LLS outreach**, **ongoing commitment to support**, **community grants**, our time and commitment

Empower

Change is afoot...

But... it's not all rosy!!
Ongoing challenges in a growing region...
How do we relate all this to our CMPs?

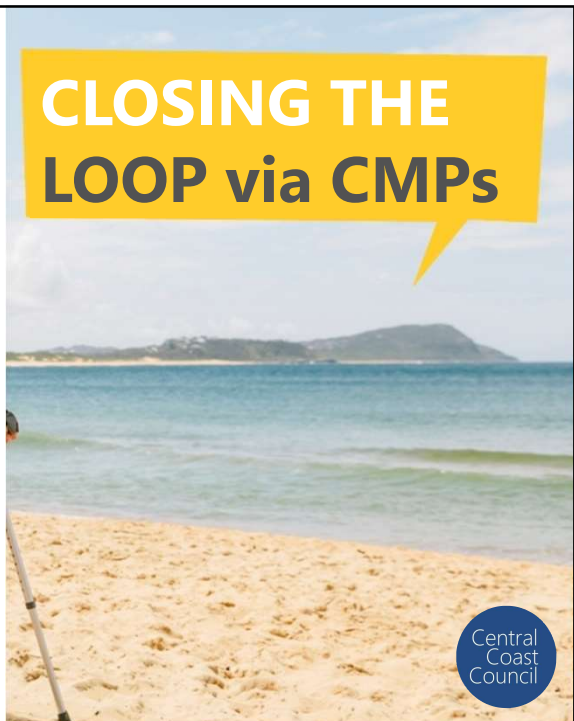
Support >




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- Waterway values, vision & objectives (community survey)
- Identify key management issues (survey; with focus groups)
- Options assessment & evaluation (with focus groups)
- Prepare, exhibit, finalise, certify CMP (public exhibition; targeted review)
- Monitor & evaluate (embed citizen science, volunteers, community benchmarking survey, behaviour change) – ADAPT AS NEEDED!



CLOSING THE LOOP via CMPs



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