

Communications Plan for the Eyre Peninsula Landscape Board

(2021-23)

This is a summary of the Communications Plan for the Eyre Peninsula Landscape Board. The plan outlines how the Eyre Peninsula Landscape Board (the Board) will shape its communication and engagement from late 2021 to June 2023.

Vision & guiding values

The Eyre Peninsula Landscape Board's vision is to be a trusted leader in the management of our local landscapes, supporting biodiversity, community and business in a changing climate. We engage with the local community and help to guide or encourage their involvement in looking after our natural resources.

We are guided by the values of trust, leadership, collaboration and accountability. We are committed to:

- Listening to the community's views; valuing their knowledge & experience; and respect their values.
- Involving the community in decisions that affect them.
- Understanding and collaborating with the community to care for and build resilience in our landscapes.
- Evaluating and reporting on our progress.

The Board aligns engagement processes and activities with the Department of Premier and Cabinet's *Better Together* which guides best practice engagement. The Board is also guided by the [Eyre Peninsula Regional Landscape Plan 2021-26](#) which sets the strategic direction for the Board. The Board identifies the following three forms of community engagement:

Communication	Community participation in decisions	Community participation in activities
This is used to promote the work of the Board and its partners; raise awareness about matters of importance; share knowledge and information; and encourage discussion and debate about problems and ideas.	This is used to ensure communities have an appropriate level of influence on decisions made about matters that may affect or interest them, at the appropriate stages in the decision-making process.	This is used to achieve desired outcomes such as conservation and sustainable use of natural resources, through shared responsibility for and effort in getting things done.

Aims & outcomes

The Eyre Peninsula Landscape Board aims to grow its brand awareness with a steady stream of messages about our five priorities - water, sustainable agriculture, pest plants and animals, biodiversity and community - through our communications channels. The Board aims to have the community and stakeholders be able to identify it as a trusted leader in the management of the region's local landscapes through its work in supporting biodiversity, community and business in a changing climate.

The Board aims for the community and stakeholders to have open communication pathways to engage with them about initiatives, projects or landscape management issues. This open communication and engagement opportunities will result in participation by the community in helping to manage our landscape priorities.

We will deliver the required communication activities required in our Australian Government Regional Land Partnership (RLP) Agreement and Project Work Orders. Delivering these communications requirements along with other engagement activities, will increase community knowledge about the topics our RLP Projects focus on, including our threatened coastal saltmarsh and the Hooded Plover; and regenerative agriculture practices and opportunities.

Stakeholders

The functional audiences for this regional communications plan, to shape on-ground delivery, are:

- Board members of the Eyre Peninsula Landscape Board (as the strategic director through its regional plan and Landscape Levy investment)
- Eyre Peninsula Landscape Board staff (as the delivery agents)
- Australian Government (as the funding provider of the Regional Land Partnerships Agreement)

The Eyre Peninsula region has a variety of stakeholders or target audiences. At the broad level these consist of:

- First Nations people and communities
- Australian Government funding agencies/partners
- Peak Industry and Agriculture bodies
- Landholders and farming systems groups
- Levy payers and/or residents engagement in landscape management
- Key regional stakeholders and Local Government
- Community Groups and Non-government organisations
- State Government and Minister's
- Research organisations
- Individuals and volunteers

These stakeholders are communicated with through general community-wide communications such as social media; one-on-one meetings and collaborations; quarterly e-newsletters; consultation; information-sharing on initiatives or projects that involve one-another; and encouraging involvement in landscape management projects and the Grassroots Grants Program.

How we communicate

As the Board is a State Government statutory body, appropriate policies and procedures are in place to govern various aspects of communication. These policies include:

- Eyre Peninsula Landscape Board Media and Communications Policy which outlines how the Board deals with media requests and media releases in regards to the approvals process.
- Landscapes SA visual branding guidelines.

Our communications tools include: social media ([Facebook](#), [Twitter](#), [YouTube](#)), [media releases](#), [our website](#), [citizen science](#) portals, a quarterly Eyre Peninsula Landscape Board e-news and a quarterly *Farmers Connect EP* e-newsletter.

Targets and measures of success

Each quarter, we report on our work activities undertaken through our achievement reports. These reports are an opportunity to review our work and how we are tracking against key milestones and requirements. These reports are also available on our website at www.landscape.sa.gov.au/ep/about-us/landscape-plan/Achievement_Reports.

Our corporate communication activities are recorded and presented to the Board meetings throughout the year in a communications report. The report is informed by social media, media release and website activities; and the analysis of each activity including statistics on reach and engagement levels.

Quarterly communication activities reports are also completed for the Australian Government Regional Land Partnership's Saltmarsh Threat Abatement and Recovery Project and the Regenerative Agriculture Project. These reports allow us to track and measure our targets and success.

The Communications Plan will be reviewed in March-June 2023.

Our communications team

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