



Queensland Regional Natural
Resource
Management Groups and
Partners

Queensland NRM Spatial Imagery
Communication Strategy

A state-wide strategy for providing Queensland NRM spatial imagery user organisations, primarily regional NRM bodies, with a common approach for communications at a state level and a range of shared options for use at a regional level.



Australian Government



**Queensland
Government**



Queensland NRM Spatial Imagery Communication Strategy

Business Objectives

The Queensland NRM Spatial Imagery Capture Project was developed from an identified need to:

- Coordinate the capture of NRM spatial imagery across Queensland;
- Build capacity amongst the regional NRM bodies to understand and use spatial imagery; and
- Strengthen coordination of spatial imagery information between the regional NRM bodies, stakeholders and government agencies.

Communication Objectives

The purpose of this strategy is to provide NRM spatial imagery user organisations, primarily regional NRM bodies, with a **common approach for communication at a state level** and a **range of shared options for use at a regional level**.

- Raise awareness of the **Queensland NRM Spatial Imagery Project**
- Raise awareness of regional NRM bodies and partners' **projects and achievements through spatial imagery**
- Raise awareness of available NRM **spatial imagery services**.

Key issues

- NRM spatial imagery information is primarily of a technical and scientific nature; it is important to ensure spatial imagery user organisations have processes in place to convert this into a format that is easily understood and more likely to be used.
- General awareness about NRM practices is lacking within the target audiences.
- General awareness about regional NRM bodies is lacking within the target audiences.
- Access to ongoing professional advice is a significant factor in land managers' decisions to undertake NRM activities; without professional advice and resources land managers are less likely to participate in NRM.
- Time is a major factor in participating in NRM; having the time to spend on NRM and learning and implementing new skills, giving up time that could have been used to do other things, and the time it takes to see a difference.
- Land managers are disinclined to believe that long-term improvements in environmental conditions justify their short-term sacrifice in productivity.
- Recapture of imagery – cost is a major inhibitor.

Target Audiences

- Land managers
- Industry groups
- Indigenous groups
- Government agencies – federal, state and local
- Regional NRM body staff
- Wider community
- Project partners (e.g. landcare groups)

Key Messages

State Messages

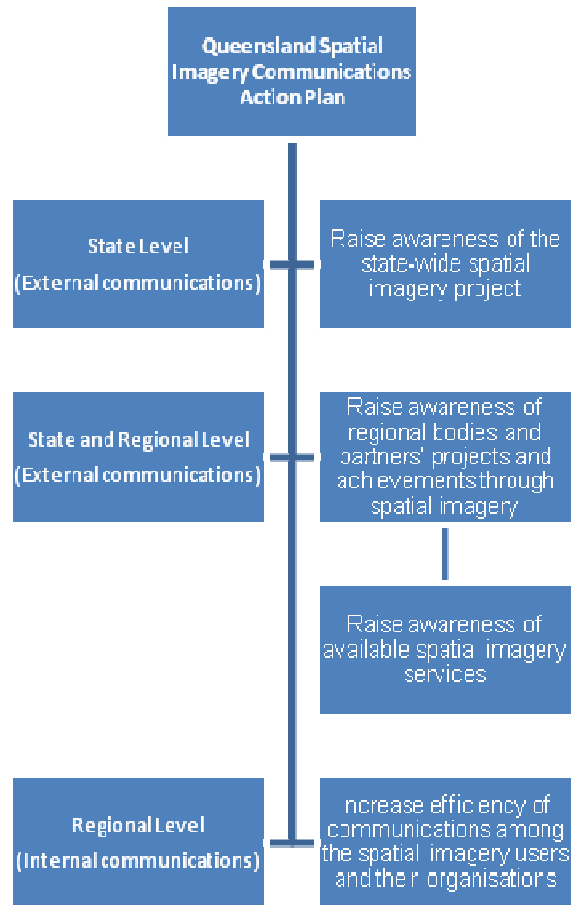
- Queensland's regional natural resource management (NRM) bodies are leaders in collaborating efforts in spatial imagery to manage the health of our natural resources.
- The Queensland NRM Spatial Imagery Capture Project provides coordinated imagery capture; capacity building among regional NRM bodies; and general information coordination between the regional NRM bodies, stakeholders and government agencies.
- The Queensland Spatial Imagery Capture Project has enabled collective purchasing of spatial imagery, providing regional NRM bodies high quality imagery and significant cost savings.
- The Queensland Spatial Imagery Capture Project provides training to regional NRM bodies and land managers to enhance the delivery of projects and programs.

Regional Messages

- Regional NRM bodies are using spatial imagery to assist land managers and inform planning for natural resource management.
- Spatial imagery offers a compelling perspective of the condition of our region's natural resources; and a powerful tool for resource managers and land use decision-makers.
- Spatial images show landscape changes over time.
- This information can give planners and policy makers a better understanding of the scale and impact of change to natural resources.
- The accuracy of the spatial imagery makes it ideal for analysis and planning at the individual property level. For property planning, a range of data layers can be added on top of the imagery to give a complete picture of conditions on the ground, such as property boundaries, soil type, gully and stream-bank erosion, land management, property infrastructure and cleared areas. Also remnant vegetation, wildlife corridors and weed infestation.
- A landholder can use this data in many ways, for example to better understand biodiversity on their property and where habitat corridors passing through their land link to other areas across the region.

Outline

The diagram below outlines the components of the action plan to be undertaken at a state level by the Queensland Regional NRM Groups Collective (the Collective) and at a regional level by regional NRM bodies.



Action Plan

External

Objective: Raise awareness of the state-wide spatial imagery project				
Activity / Products	Audience	Responsibility	Timing	Priority
State Project Brochure (inc. regional case studies)	Regional NRM bodies, NRM networks; government agencies (all levels); project partners; land managers; industry groups; wider public	Collective Communications Coordinator; Qld Spatial Imagery Project team and regional body technical staff	April 2008	High
Collective Training flyer template	Regional NRM bodies, land managers; industry groups; and project partners	Collective Communications Coordinator and Qld Spatial Imagery Project team	March 2008	High
State Map with regional boundaries and geographic features	Regional NRM bodies, NRM networks; government agencies (all levels); project partners; land managers; industry groups; wider public	Collective Communications Coordinator and Qld Spatial Imagery Project team	August 2008	Medium
Project poster	Regional NRM bodies, NRM networks; government agencies (all levels); project partners; land managers; industry groups; wider public	Collective Communications Coordinator and Qld Spatial Imagery Project team	April 2008	Medium
Collective's Partners' Communiqué (e-newsletter)	Regional NRM bodies	Collective Communications Coordinator	April 2008	High
The Collective's website	Regional NRM bodies, NRM networks; government agencies (all levels); project partners; land managers; industry groups; wider public	Collective Communications Coordinator	Ongoing	High
NRM newsletter articles	National and state NRM networks; regional NRM bodies	Collective Communications Coordinator	Ongoing	Medium
Displays (inc. ESRI sponsorship and collateral)	Regional NRM bodies, NRM networks; government agencies (all levels); project partners; land managers; industry groups; wider public	Collective Communications Coordinator and Qld Spatial Imagery Project team	Ongoing	Medium
National, state and regional	National and state NRM networks; regional NRM	Collective Communications	Ongoing	Medium

media (newspapers, radio, newsletters, TV programs)	bodies; and wider public	Coordinator Regional body communication officers		
Ministerial briefings and meetings	Federal and state governments	Collective Communications Coordinator and Collective CEO	Timed with core Briefings	Medium
The Collective's Annual Report (state project achievements)	Regional NRM bodies; stakeholder organisations; federal and state governments.	Collective Communications Coordinator and Qld Spatial Imagery Project team	Annually-November	Medium

Objective: Raise awareness of available spatial imagery services				
Activity / Products	Audience	Responsibility	Timing	Priority
Training flyer	Regional NRM bodies, land managers; industry groups; and project partners	Collective Communications Coordinator and Qld Spatial Imagery Project team	March onwards	High
Word of mouth	Land managers; regional project partners and industry groups	Regional NRM body staff and networks	Ongoing	High
Media release with media template	Land managers; regional project partners and industry groups	Collective Communications Coordinator, regional body communication officers and Qld Spatial Imagery Project team	3 weeks prior to training dates	Medium
Regional NRM body newsletters	Land managers; regional project partners and industry groups	Regional body communication officers and technical staff	1 issue prior to training date	Low
Regional NRM body websites	Land managers; regional project partners and industry groups	Regional body communication officers and technical staff	3 weeks prior to training date	Low
The Collectives' website	Land managers; regional project partners and industry groups	Collective Communications Coordinator	Immediately after dates are released	High

Objective: Raise awareness of regional NRM bodies and partners' projects and achievements through spatial imagery				
Activity / Products	Audience	Responsibility	Timing	Priority
Collective Website (Regional body case studies; state project information; project content via enQUIRE for all public information across Qld)	Land managers; wider community; industry groups; regional NRM bodies; federal and state governments.	Collective Communications Coordinator, regional body communication officers and Qld Spatial Imagery Project team	Ongoing	High
Stories / case studies: using comparative map series to show on-ground achievements of regional bodies and land managers.	Land managers; industry groups; wider community; federal and state governments.	Regional body communication officers and technical staff	Ongoing	Medium
Stories / case studies: Show landscape maps to raise awareness of local issues (eg. weed cover across a selected area).	Land managers; industry groups; wider community	Regional body communication officers and technical staff	Ongoing	Medium
Map Designs (clear title; interpretive colours; incorporate descriptive pictures and/or blurbs; user-friendly layout).	Land managers; wider community; industry groups; regional NRM body staff and boards.	Regional body communication officers and technical staff	As required	Medium
Map Displays (select maps relevant to audiences' interests; appropriate events; display clear titles; laminate maps; allocate adequate display space for audience interaction; select appropriate staff to interpret maps).	Land managers; wider community; industry groups.	Regional body communication officers and technical staff	As required	Medium
Map Comparisons	Land managers; wider community; industry	Regional body communication	As required	Medium

(show regional maps in comparison with small countries to highlight the size of land and issues we face in NRM)	groups.	officers and technical staff		
DVD footage (incorporate spatial imagery zooming fly-overs or stills in DVDs)	Land managers; wider community; industry groups.	Regional body communication officers and technical staff	As required	Low
Presentations (pan or zoom over spatial imagery during presentations or websites)	Land managers; wider community; industry groups; Regional NRM bodies; federal and state governments.	Regional body communication officers and technical staff	As required	Low
Regional Bodies' Websites (interactive and interpretive maps; project content via enquire)	Land managers; wider community; industry groups.	Regional body communication officers and technical staff	Ongoing	Medium
Regional Bodies' Annual Reports	Project partners; industry groups; federal and state governments.	Regional body communication officers and technical staff	November	Low
Information sheets	Land managers; wider community; industry groups.	Regional body communication officers and technical staff	Ongoing	Low
Project launches (use spatial imagery in audio-visual or printed form to illustrate project locations and landforms)	Land managers; wider community; industry groups.	Regional body communication officers; project staff and technical staff	Ongoing	Low

Internal

The following internal actions are ongoing and vary in priority level for individual regional NRM bodies.

Objective: Increase efficiency of communications among the NRM spatial imagery users and their organisations		
Audience	Activities / Products	Responsibility
NRM Spatial imagery users	Web-based communal resource: ESRI Portal toolkit or File Transfer Program (FTP) site and software repository with intuitive program for users; basic staff profile with photos; spatial Imagery event calendar (e.g. ESRI & NRM events)	Collective Communications Coordinator and Qld Spatial Imagery Project team
	Group email (possible 'Google' group)	Collective Communications Coordinator and Qld Spatial Imagery Project team
	Skype meetings	Collective Communications Coordinator and Qld Spatial Imagery Project team
	State-wide workshops / meetings	Qld Spatial Imagery Project team
	Personal emails and phone calls	NRM Spatial Imagery Users across Qld
	Display intellectual property/copyrights/permissions on all shared maps.	NRM Spatial Imagery Users across Qld
Regional NRM Body Staff	Regional NRM body websites	Regional NRM body technical staff and communication officers
	Workshops with staff – awareness-raising and basic training sessions	Regional NRM body technical staff and communications officers
Regional NRM Body Boards	Presentations	Regional NRM body technical staff and communications officers
	Regional NRM body websites	Regional NRM body technical staff and communications officers
	Review outcomes	Regional NRM body technical staff