

**Community Environment Network
Conservation on Private Land
Marketing and Education Strategy**



Final Report

Community Environment Network Conservation on Private Land Marketing and Education Strategy

March 2006

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Conservation on Private Land

Marketing and Education Strategy

Contents

1 Introduction

- The approach taken in the development of this strategy.
- Aim and Objectives of the Marketing and Education Strategy
- The diffusion of innovation and appropriate education methods

2 Marketing and education strategy

- Activity and target audience matrix
- All sectors – summary overview
- All sectors – in detail
- Networking and general communication
- Information resources and promotional materials
- Promotional paraphernalia
- Local media (press releases and contributions)
- Project launch
- Art competition and exhibition
- Iconic or threatened species and communities
- Nature Watch Diary
- Adult/ community education
- Local media (advertising)
- Urban audiences – summary overview
- Urban audiences – in detail
- Target priority urban conservation areas
- Resource package
- Urban audience project fact sheet
- Landholders – summary overview
- Landholders – in detail
- Target specific key areas
- Individual site visit
- Resource package
- Landholders fact sheet
- Group learning activities
- Planning for Biodiversity Management
- Priority high value conservation areas
- Nursery industry – summary overview
- Nursery industry – in detail
- Related programs and resources
- Questions of scale
- Supply and demand
- Promotional material
- Local nursery industry outreach
- Real estate industry – summary overview
- Real estate industry – in detail
- Information package

Local real estate industry outreach

3 Marketing and education material

Development approach

Indicative costs

Information resources and display/ advertising material

Promotional paraphernalia

Local media advertising display rates and insert costs

Marketing and education materials summary

Project brochure – general

Project brochure – detailed

Urban Fact Sheet

Landholders Fact Sheet

Biodiversity overview – Gosford

Biodiversity overview – Lake Macquarie

Biodiversity overview – Wyong

Letter to landholders

Speakers notes

4 Project badging

Principles of project badging

The project key message, slogan and logo

Appendix 1

Summary of research into existing, previous or related programs, research or publications & their relevance to the CPL project

Appendix 2

Summary report on project badging and testing

1 Badging a project

2 Developing messages and slogans for the CPL project

3 Testing messages, slogans and the CEN logo

4 Summary of testing, analysis of results and recommendations

5 Focus group summaries

6 Developing and testing slogan/s

Appendix 3

Evaluation and reporting framework

Outcomes for Conservation on Private Land project

Aims of the evaluation and reporting framework.

Objectives of the evaluation and reporting framework

Preliminary Stage: Development of the Marketing and Education Strategy

Stage 1: Exposure to messages

Stage 2: Increasing engagement and concern for the environment

Stage 3: Increased appreciation of impact of own and others activities

Stage 4: Increased knowledge about conservation on private land

Stage 5: Empowerment

Stage 6: Commitment to conservation

Stage 7: Increased conservation on private land on the Central Coast and Lake Macquarie.