



ENVIRO FORUM 2016

BRIDGING COMMUNICATION GAPS

PROGRAM
Friday, 6 May





WELCOME TO THE IPSWICH ENVIROFORUM 2016

The Ipswich EnviroForum is now in its third year after having delivered successful events in 2014 and 2015. In previous years, delegates have been invited to participate in discussions and presentations relating to the region's biodiversity and case studies around sustainable water management. The **goals** of the Ipswich EnviroForum and the purpose of its existence are:

1. To increase awareness of current and emerging projects and trends relating to natural resources.
2. To bring like-minded individuals/groups together to exchange information, innovative ideas and share experiences.
3. To strengthen the environmental network within Ipswich and provide opportunities for the local community to contribute towards natural resource planning in Ipswich.

ABOUT THE 2016 THEME

Bridging Communication Gaps

Whether you work within the environmental management industry or are a passionate community member, we all come across the issue of continuously preaching to the converted. Though continuous engagement with those who share a common interest in the environment is in itself important, we need to explore ways to spread our wings and target those who may have a significant impact on the environment but may not yet value the importance of a resilient natural environment.

How can we motivate, inspire, encourage, support and provide opportunities for our community as a whole to develop a shared understanding of environmental values and a meaningful connection with their surroundings? EnviroForum 2016 starts with a question "How do we tailor our messages to build communication bridges"?

During this forum, participants will further explore this question through an interactive and engaging setting where everyone's voice has a chance to be heard.

PROGRAM OVERVIEW

8.00 – 8.30am	Registrations
8.30 – 8.50am	Forum Opening Mr Adrian Volders <i>Master of Ceremonies</i>
8.50 – 9.10am	Ipswich City Council – communicating environmental messages through events Ms Veronica Aster <i>Planning Officer (Environmental Management), Ipswich City Council</i>
9.10 – 9.40am	Empowering Everyday Climate Action through the Power of Social Media Ms Natalie Isaacs <i>Chief Executive Officer/Founder, 1 Million Women</i>
9.45 – 10.25	Ignite Session #1 Communicating and Raising Environmental Awareness through Art Ms Donna Davis <i>Visual Artist</i> Taking Risks and Embracing Creativity and Chaos Ms Naomi Edwards <i>Co-founder of Intrepid Landcare</i> Community Engagement and Water in South East Queensland Ms Jana Dore <i>Team Leader Community Relations, Seqwater</i>
10.25 – 10.55am	Morning Tea and Networking Opportunity
10.55 – 11.55am	Ignite Session #2 Settling into the Landscape – a case study for optimising community involvement in the mixed use development of Aura Ms Susie Chapman <i>Coastal Catchments Northern Area Management, SEQ Catchments Ltd</i> Communicating Risk – What have we learned? Dr Mark Gibbs <i>Director of Knowledge to Innovation, Queensland University of Technology</i> Engage or Enrage? Ms Susan Scott <i>Team Leader Community Engagement, Queensland Urban Utilities</i> Citizens’ Climate Lobby – Lessons learnt Mr John Price <i>Citizens’ Climate Lobby Australia</i> Engaging Children through Play Mr Hyahno Moser <i>Program Manager Nature Play QLD</i>
11.55 – 12.20pm	Panel Discussion with Ignite Session Presenters
12.20 – 12.25pm	Inspiration Café – How will it work?
12.25 – 1.30pm	Lunch – Wood fired Pizza
1.30 – 1.50pm	Inspiration Café – Round 1
1.50 – 2.10pm	Inspiration Café – Round 2
2.10 – 2.30pm	Inspiration Café – Round 3
2.30 – 3.00	Afternoon Tea
3.00 – 3.30pm	Presentation of key findings from Inspiration Café
3.35 – 4.00pm	Telling the Story Mr Tim Low <i>Author, Biologist and Environmental Consultant</i>
4.00 – 4.30pm	The Science of Making People Care Ms Juanita Wheeler <i>Managing Director, Full&Frank</i>
4.30	Forum Closed

KEYNOTES

Tim Low



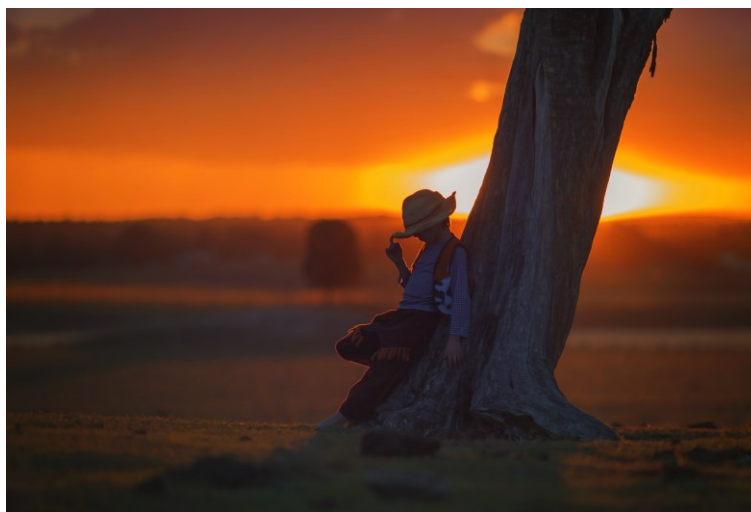
Tim Low has an outstanding track record as an environmental communicator. His seventh book, *Where Song Began*, quickly became a best-seller and won several prizes including the Australian Book Industry award for best non-fiction of the year, the first time a nature book has won.

The *Sydney Morning Herald* described it as “brilliantly readable”. Tim has written columns for several magazines, plus feature articles for *Australian Geographic* and the *Weekend Australian* colour magazine. He currently writes a blog for *Australian Geographic*.

A biologist, also working as an environmental consultant, Tim has produced a major assessment of the impacts of climate change on biodiversity for the Queensland Government.

Telling the Story...

People assimilate information best when it is conveyed as stories, so when we communicate about nature and conservation we should tell stories rather than just parade information. People are more interested in themselves than anything else, so it can help to focus on human interest before diving in deep about biology. When I write about conservation problems I try to come across as a cheerful person, to remove any fear the reader may have that they will be dragged down emotionally if they keep reading. There are other approaches we can take to improve communication.



The Longing by A Brimecombe
2014 Enviroplan Photographic Competition Entrant

Juanita Wheeler

Juanita is the Managing Director and founder of Full & Frank. Juanita is a strategy specialist. She adopts a holistic approach that demands all aspects of an organisation's operations be mission-driven. She has a unique ability to simultaneously focus on the big picture mission while considering and addressing the detail of daily operations. She is passionately committed to changing the world by helping non-profits and social enterprises achieve their missions.

Juanita has extensive experience as an organisational strategist. She has worked for Australian and multinational corporations, small businesses and non-profit organisations. Juanita has previously held roles as the CEO of a student organisation, the Director of Global Marketing and Market Development of an international biotechnology company and the Deputy General Manager – Commercial Operations for an Australian innovation firm. She holds an Executive Master of Business Administration (EMBA), a Bachelor of Arts (BA) and a Master of Business (Philanthropy and Non-profit Studies).



She has considerable experience in strategic planning, organisational development, operational design, international business negotiations, revenue diversification, brand development, marketing and communications, mergers and acquisitions, organisational redesigns and change management.

Juanita is passionately committed to fundamentally changing the way Australians think about charity, charitable giving and the role of non-profit organisations in our country. Juanita spoke at TEDxSouthbank 2014 debunking the overhead myth and challenging Australians to ask themselves 'Am I a part of the non-profit problem?'

The Science of Making People Care

Cortisol, oxytocin, phenylethylamines and a part of the brain scientists call 'The Interpreter' are essential elements you need to know in order to understand the science of storytelling.

In our fast-paced, digitally-cluttered 21st century lives it can be challenging to create messages that penetrate the noise and win hearts and minds. Science has shown that the human brain is hard wired for storytelling, and when used effectively it can be the fast-track to gaining the attention and attracting the empathy of your target audience.

Juanita Wheeler's talk introduces the basic science behind effective storytelling and how it can be used to deliver powerful messages that stay with the audience and evoke both attention and action.

Natalie Isaacs

Natalie Isaacs is the founder and CEO of 1 Million Women, the movement of women and girls who take practical action to fight dangerous climate change by changing the way they live. Natalie is a mother-of-four who ran her own cosmetics company for two decades, before she had what she calls her 'climate change epiphany'.

1 Million Women was launched in 2009, and under Natalie's leadership has been built from scratch into a movement of over 400,000 women and counting.

Natalie is a pioneer in the gender and climate change arena in Australia. She is sought-after presenter because of her powerful story for behaviour change. Her own climate change journey from apathy to action cuts through the complexity of this vital issue, and delivers a simple message that resonates with women and girls of all ages.

Natalie's philosophy for 1 Million Women is that real behaviour change begins with personal action and that women and girls living privileged lives in wealthy nations like Australia can be powerful leaders of change by acting to cut waste and pollution in their own daily lives

In 2013, the United Nations awarded 1 Million Women as one of six women-led grassroots climate action programs – selected from hundreds around the world - to be highlighted as 'lighthouse activities' for the planet.



Empowering Everyday Climate Action through the Power of Social Media

The power of social media is so crucial to what we do empowering women and girls to act on climate change through the way we live. These last couple of years have been such a learning process for 1 Million Women on how to communicate climate change simply and how to reach women and girls beyond the green belt. 1 Million Women now get between 3 and 5 million social media reach every week on Facebook. In 2015 our 1 Million Women blog got 3,750,000 views. The real stories from women on their challenges, ideas and solutions for low carbon living is fundamental to the way we connect and promote change.

PRESENTERS AND ABSTRACTS

Ipswich City Council – A journey of environmental communication

Veronica Aster | Planning Officer (Environmental Management)

Over the years, Ipswich City Council has utilised many forms of communication to engage with the residents of Ipswich and encourage a healthy attitude towards the city's natural environment, from Voluntary Conservation Agreements to school education programs and community tree plantings. Though these forms of communication have proven themselves to be successful, Council is on a constant journey towards discovering innovative ways of engaging with a broader sector of our community.

Traditional means of community engagement have shown a tendency towards appealing to a limited portion of our community. This portion of the community usually comes with an existing interest in our local environment and biodiversity, promoting a need for understanding how to engage with the broader community.

Recently, Council has been placing a focus on reaching new target groups, by packaging environmental messages into a format which can reach new audiences who may not have necessarily taken an interest in the environment for the environment's sake. This presentation will focus on Council's journey of effective environmental communication, exploring current techniques and lessons learnt along the way.

Speaker Biography

Veronica is in her fourth year of working for Ipswich City Council as a planning officer for environmental management within the Natural Resources team. Within her role, Veronica coordinated the development of the Nature Conservation Strategy 2015, as well as being the program lead for Council's closed landfill program, corporate environmental sustainability program and internal compliance in relation to Council's environmental authorities. Previous to working for Ipswich City Council, Veronica worked as a Landcare Coordinator for the Inglewood & Texas Landcare Association, which involved ongoing communication with local landholders to coordinate positive environmental outcomes.

Working within the Natural Resources team at Ipswich City Council, Veronica has been involved with the coordination of Ipswich's Father's Day Fishing Fest as well as leading the delivery of the Ipswich EnviroForum for the third year running.

Communication and Raising Environmental Awareness Through Art

Donna Davis / Visual Artist

Communicating environmental messages to an environmentalist is easy! However, how can we introduce and engage new audiences to these messages. As a visual artist I believe that art can play an important role in communicating and raising environmental awareness, with the ability to reach new and diverse audiences with its unique sensory language.

Visual imagery is stored and processed by the human brain in a different way than text or words. Visuals are processed quicker and have the power to tap into the viewer's emotions; it is this aspect that I try to capture in my art practice to communicate environmental messages to both the 'converted' and the 'non-converted'! Using my "*Plant Room*" project as a case study, I will talk about how artwork installations, exhibitions, collaborations, talks, art + science cafés, web, social media and hands on workshops in both traditional and non-traditional art spaces can work towards engaging individuals and groups to consider their role in and with the environment in new ways.

Speaker Biography

Donna Davis is a multi-discipline artist intrigued with the idea of connection and networks, her work explores the nexus between art and science with a particular focus on natural and social ecologies.

In her works, Donna captures and creates sites of ecological observation in order to provide new ways of '*seeing*'; creating new connections in the mind of the viewer that may challenge their ecological discourse.

She completed her Bachelor of Arts (ART) at Curtin University and has works held in both public and private collections. She has exhibited widely in both solo and selected group exhibitions; and has also had her work feature in both state and national touring exhibitions.

Donna is currently working with Mycologists from the Queensland Herbarium exploring fungi that grows alongside the endangered Swamp Tea-tree population at Purga Nature Refuge, Ipswich.



Golden Days by L Roper
2014 Enviroplan Photography Competition Winner

Taking Risks and Embracing Creativity and Chaos

Naomi Edwards / Co-founder of Intrepid Landcare

Community action is central to the cause of environmental protection. However, despite the widespread uptake of community engagement approaches to seek community action, there are relatively few attempts and risks taken to do something different to maintain and increase community action. What we are familiar with is the practice of the same-same approach, which to no surprise receives the same-same outcome. How can we overcome the same-same approach to maintain and increase community action when we also have to overcome an increasingly busier and distracting world?

Drawing on a wider review across the Landcare movement, there is only a handful of 'ideas from outside the box' that have made a different difference. These ideas fall into the risk-taking bucket of community engagement and have since raised the bar to hero the benefit of different approaches.

It's interesting to note that these approaches have embraced creativity and chaos, while marketing an easy to buy action.

This presentation will showcase the benefits and outcomes of risk-taking approaches and how to turn a call for community action into an exciting and sellable movement.

Speaker Biography

Naomi Edwards is an infectiously inspiring community mobiliser from the Gold Coast, QLD. She has been a leader in the Landcare movement for 10 years, being instrumental in creating transformative engagement opportunities for communities to get involved in environmental initiatives.

She holds a Bachelor of Environmental Science, Bachelor of Communications with First Class Honours, Masters of International and Community Development and is a leader for sustainability graduate from the United Nations University. More recently she is on the PhD journey to discover how to overcome the constraints of the coastal profession.

Above all, what you need to know about Naomi is that she is endearingly passionate about healthy environments and happy communities. She believes change happens when change agents embrace creativity and chaos in the way they engage the public in environmental initiatives.

Also being a National Young Landcare Ambassador for Landcare Australia, she is passionate about inspiring today's young leaders and is co-creating a way with cofounding Intrepid Landcare.



Community Engagement and Water in South East Queensland

Jana Dore / Team Leader Community Relations

Seqwater started a conversation with South East Queenslanders in August of 2015. The conversation is about how we plan to provide South East Queensland's drinking water over the next 30 years and sustain household and business needs for the growing region. The program was developed using extensive research, input from stakeholders including water retailers, and oversight from a panel of independent experts. Through community engagement, Seqwater is taking the program to the community to hear about what's important for their water future. The concepts, consideration and methodology of this community engagement will be presented, alongside the insights and interim results of community feedback about water in South East Queensland.

Speaker Biography

Jana has thirteen years' experience in delivering all aspects of engagement and communications including community and stakeholder engagement, consultation, issues management, corporate relations, public affairs, internal communication, brand positioning and digital strategy. Jana has spent much of her career working in local and state government and has specialist expertise in engagement about major projects in the water and utilities industry. Currently, Jana is leading a community engagement program to support Seqwater's plan for providing South East Queensland's drinking water over the next 30 years.

Settling into the Landscape – A case study for optimising community involvement in the mixed use development of Aura

Susie Chapman / Coastal Catchments Northern Area Management

Since 2013, SEQ Catchments has been working with Stockland to engage with the local community groups around the new development of Aura. This mixed use development south of Caloundra, the largest of its type in Australia under single ownership, presents some valuable opportunities for early rehabilitation and citizen science as it transitions from a highly modified pine plantation to an ecosystem that supports the endemic threatened species and downstream Ramsar values alongside a city of 50,000 people to be constructed over the next 15 years.

Speaker Biography

Susie Chapman is the Northern Area Manager for the Coastal Team at SEQ Catchments, and has been with the organisation since their inception in 2003. For more than twenty years of community-based natural resource management work, Susie was awarded the National Award for Local Landcare Co-ordinator/Facilitator in 2012, an Honorary Senior Fellowship at the University of the Sunshine Coast and induction into the Sunshine Coast Sustainability Hall of Fame in 2013. She is committed to empowering community through respect and objective information.

Communicating Risks – What Have We Learned?

Dr Mark Gibbs / Director: Knowledge to Innovation

Increasingly individuals, communities and organisations are embracing risk thinking. To this end, German Philosopher Ulrich Beck has famously identified post-modern society as the 'Risk Society' in recognition of our fixation for managing and transferring risk.

A core task in organisational risk management is risk communication, whereby the risks of proposed activities are communicated to stakeholders and the wider public. Many organisations, including for-profit, not-for-profit and government organisations, have dedicated substantial resources into developing ways of communicating risk in a manner that is both believable and conveys the desired organisational message. In some cases this communication deliberately plays on increasingly understood human biases and therefore stakeholders end up having an incorrect assessment of the actual risk. In other cases well-intentioned organisations provide assessments of risk in a manner that leads to misinterpretation by stakeholders.

These issues will be discussed in the context of local Queensland examples.

Speaker Biography

Mark holds the role of Director: Knowledge to Innovation at QUT and is also a Non-Executive Director of Green Cross Australia, and an Adjunct Professor at the Griffith Centre for Coastal Management.

Prior to joining QUT in September 2015, Mark held the role of Director: Infrastructure and Environmental Risk Management for AECOM across Australia and New Zealand. Mark is a graduate of the Institute of Company Directors, and holds an MBA in addition to a PhD in mathematics and a Bachelor of Engineering. Mark's core expertise is in environmental and climate risk assessment and management as applied to major infrastructure projects, especially within the water and coastal development sectors. Mark has nearly 30 years of international experience.

Mark won the 2012 Engineers Australia Medal, the 2012 Silver Medal from the International Climate Change Business Journal, Best Paper Award in 2011 from the International Society for Risk Analysis and the 2013 AECOM Global Excellence Award.

Mark was previously the Deputy Chief of the CSIRO Division of Marine and Atmospheric Research, and Deputy Director of CAWCR (the joint BoM/CSIRO Centre for Australian Weather and Climate Research).



Engage or Enrage?

Susan Scott / Team Leader Community Engagement

How do you manage customers' expectations during essential, high impact works that will be delivered over 18 months, including several months of night works causing vibration, noise, dust, odour and traffic delays? Susan will use this 'real-life' case study to outline Queensland Urban Utilities' strategic approach to building and maintaining positive relationships with directly impacted customers and involving them to manage issues and risks for mutually beneficial outcomes. Along the way, she'll share her knowledge, passion and insights about how to effectively engage in a way that builds trust and creates an enduring positive legacy.

Speaker Biography

Susan Scott is a community engagement specialist with more than 15 years' experience in senior management roles for project delivery in both the private and public sectors. As Community Engagement Team Leader at Queensland Urban Utilities, Susan oversees the development and implementation of strategic engagement plans by the specialist community engagement team to support major infrastructure delivery including issues, risk and reputation management. Susan is currently developing a Community Engagement Policy and Framework for Queensland Urban Utilities. She also provides in-house training to underpin best-practice engagement.

Citizens' Climate Lobby – Lessons Learnt

John Price

The citizens of democracies, at least in theory, are sovereign - that is, if enough of them give care, they ought to be able to make their society respond rationally to the problem of climate change.

Why hasn't this happened? And what, if anything, can ordinary folks do about it?

This thought provoked the formation of Citizens' Climate Lobby in the USA a few years ago, by a man who had years of experience as a citizen lobbyist. What he had learned is that there are many ways citizen advocates can approach their elected representatives - as opponents, agitators, persuaders, cynics, supplicants - but also as responsible collaborators. His volunteer organisation shows something very interesting about citizen engagement, even in dysfunctional democracies - that its limits haven't yet been explored in respect of the enormous ecological problems that confront us all.

A small group of Aussies are trying to figure out how to make this insight work here.

Speaker Biography

John, a retired GP, has worked and lived in Ipswich for 40 years. John developed an interest in the climate problem about the time his grandkids began to arrive, and soon shared Tim Flannery's view that we live in an extraordinary time, when we possess advanced knowledge of a big ecological calamity - knowledge that brings with it a grave responsibility to the people of the future. John started a website Grandkidzfuture.com partly to help him sort out his own thoughts about this complex matter, and partly to help create the well-informed public we need to respond to it.

Engaging Children through Play

Hyahno Moser | Program Manager, Nature Play Qld

In not much more than a year, Nature Play Qld has engaged with over 100 000 Queensland children aged under 12 in its flagship “Passport” program. That’s 13% of all the kids in Qld! How have Nature Play achieved such amazing levels of engagement with parents and children in such a short time?

Speaker Biography

Like most children of his generation, Hyahno spent most of his leisure time outside, therefore it came as no surprise to his family when he choose a career in Outdoor Education. For 10 years, Hyahno was involved in devising, facilitating, teaching and leading young people through world-class, outdoor education programs, using adventure and nature to teach children vital life-skills. Hyahno is passionate about nature play and believes the Nature Play program is a positive and practical way to ensure children participate in unstructured play in nature, delivering the myriad of benefits this type of play offers their physical and emotional health.



*Puddle Jumping by L Roper
2014 Enviroplan Photographic Competition Entrant*



INSPIRATION CAFÉ – INNOVATIVE WORKSHOPPING

In 2016, EnviroForum will provide opportunities for participants to present their ideas and strategies around communication and engagement. All participants will be provided with a chance to share their experience and lessons learned in relation to effective and innovative ways to building communication bridges. During the EnviroForum's very first Inspiration Café, participants will be able to delve deeper into strategies and techniques to communicate with specific target groups by joining a round table dedicated towards a specific stakeholder group.

Discuss your experience in communicating with the following:

- ♣ Developers
- ♣ Families
- ♣ Recreationalists
- ♣ Seniors
- ♣ Young People (Age group 12-17)
- ♣ Young Adults (Age group 18-25)
- ♣ Children (Under 12s)
- ♣ Government
- ♣ The Farming Community
- ♣ Couples and singles
- ♣ Minority Groups
- ♣ Mixed stakeholder groups
- ♣ Low-socio economic households
- ♣ Businesses

Ideas, techniques and experiences will be compiled post event and shared with all EnviroForum participants.

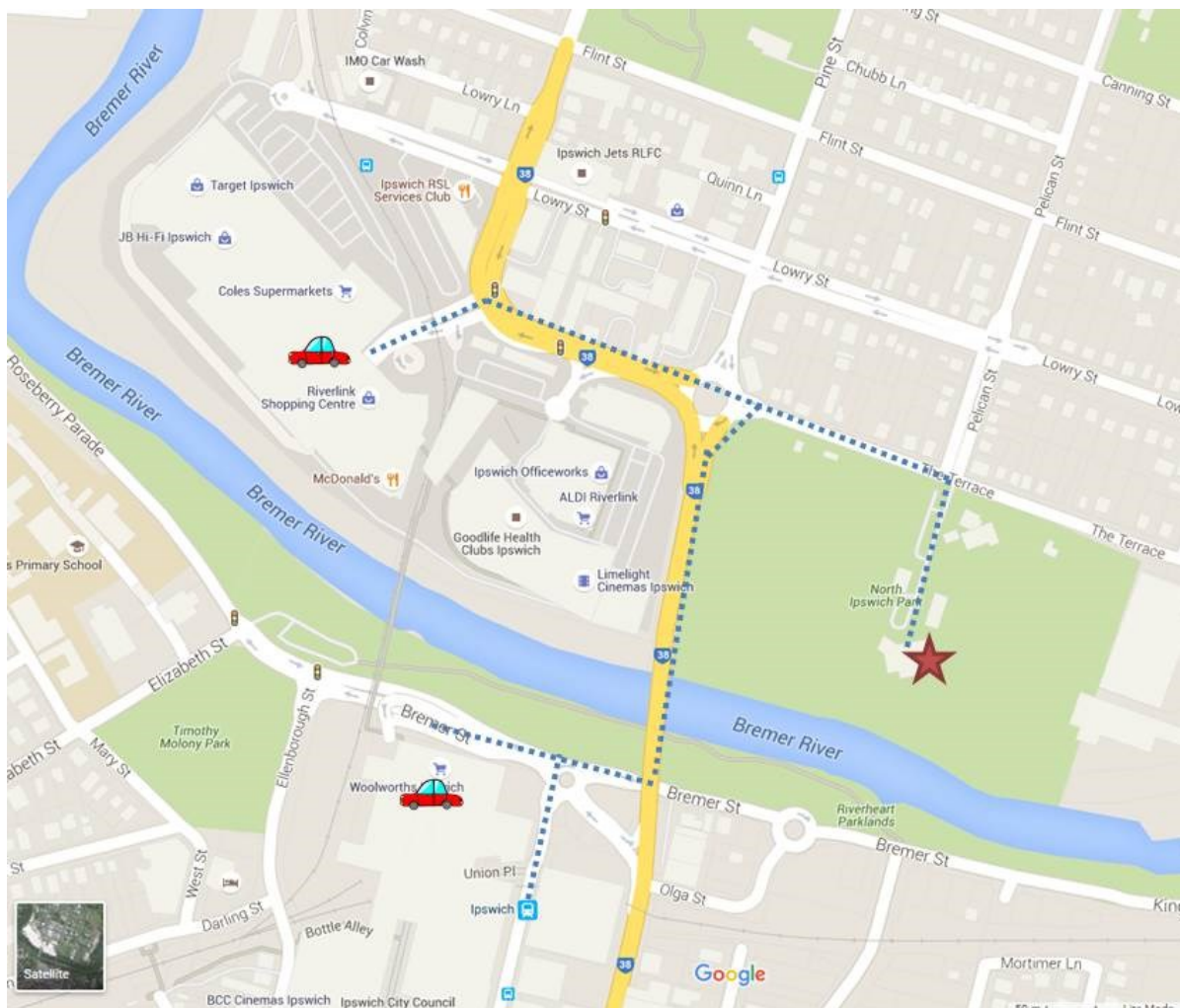


*Sunset on the Bremer by S Gardner
2014 Enviroplan Photographic Competition Special Mention*

THE VENUE

North Ipswich Reserve
43 The Terrace
North Ipswich QLD 4305

The Ipswich EnviroForum 2016 will take place at the North Ipswich Reserve, which is conveniently located a short distance from the Ipswich CBD. Limited car parking is available at the location, with further car parking options available at the Ipswich City Mall (13 minute walk) or Riverlink Shopping Centre (10 minute walk). Alternatively there is only a short 13 minute walk from the Ipswich CBD train station across the David Trumpy Bridge.





City of
Ipswich