



ENVIRO FORUM 2016

BRIDGING COMMUNICATION GAPS

Inspiration Café – Discussion Notes

Friday, 6 May





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INTRODUCTION

The purpose of the Inspiration Café was to provide participants with a chance to share their own experiences relating to communicating with specific target groups. Participants were able to choose between 17 different target groups to discuss:

Table 1 – Building industry and designers

Table 9 – Multicultural Groups (English as a second language)

Table 2 – Families

Table 10 – Small to Medium Enterprises

Table 3 – Recreationalists

Table 11 – Senior Management

Table 4 – Seniors

Table 12 – Volunteers

Table 5 – High school students and teachers

Table 13 – Sponsors

Table 6 – Children (U10)

Table 14 – Women

Table 7 – Government

Table 15 – Socially Disadvantaged Groups

Table 8 – Landholders

Table 16 – Politicians

Table 17 – Community Groups

Discussions ran over two rounds and the discussion points were:

- What drives/motivates/attracts the target group?
- What has worked, what hasn't when it comes to communicating with the specific target group?
- How can uptake of environmental messages by this target group be increased?

This document provides the outcomes of these discussions.



1. Target Group – Building Industry and Designers

What drives/motivates/attracts the target group?

- Dollars
- Developer friendly councils
- Awards to good development

What has worked, what hasn't when it comes to communicating with the specific target group?

<i>What has worked?</i>	<i>What hasn't worked?</i>
Consultation	Big stick
Free meetings – ensurancess	
Coordinate meetings	

How can uptake of environmental messages by this target group be increased?

- Promote environment and values
- Good promotion
- Good spins
- Recognising good development

2. Target Group – Families

What drives/motivates/attracts the target group?

- Being a good parent
- Easy
- Give parents a break
- Good for parents
- Enjoyable for parents
- Accessibility
- Family friendly
- Fun
- Free/cheap entertainment/food
- Short bursts/flexible – you can come and go
- Interactive
 - parents want to get kids out moving
 - for all family, e.g. artistic and physical

- school holidays and Sundays – good times
- Local events you can walk to – easy
- Parents may
 - want educational outcomes
 - opportunities for kids to be free to just be kids
 - want a break

What has worked, what hasn't when it comes to communicating with the specific target group?

<i>What has worked?</i>	<i>What hasn't worked?</i>
Events in community - with education element - bushcare day out	Parents = time poor
Social media (images/comps/needs to capture quickly) – e.g. Brisbane kids	
Word of mouth	
Good quality experience	
Free	
Food	
Give aways	
Incentives	
Short	
Fun	
Consider kids	
Targeted to women	
Shopping centres and schools – to share info	
Forming partnerships – collaborate! (e.g. P&C, ICC publications)	
Videos	

How can uptake of environmental messages by this target group be increased?

- Careful branding
- Research to understand
- Experience to draw on
- Message matches the target/ language
- Using children to get to adults
- Use an event like National Tree Day to

- allow parents a break
- kids get message
- Have kids make something e.g. turtle with message

3. Target Group – Recreationalists

What drives/motivates/attracts the target group?

- Risk-taking thrill
- Adventure experience
- Family connection
- Isolation
- Challenge
- Personal identity (I fish and I vote)/ [tribal]

What has worked, what hasn't when it comes to communicating with the specific target group?

<i>What has worked?</i>	<i>What hasn't worked?</i>
Consultation (user groups, representatives, peak bodies)	Jargon
Certainty	Change in policy
Valuing	"top down" ('this shall be...')
Provide infrastructure (via consultation)	Silos
Local champions	Ignoring it or outlawing it
Long-term view – sustainability conversations	Frequent change of responsible person in organisation
Participation with users – removes mistrust	
Respect	

How can uptake of environmental messages by this target group be increased?

- Use recreation to spread message of environmentalism – build advocates for nature
- Educate around cultural norms – starting with children
- Community engagement – 2 way street
- Targeting all messaging to user groups (including signage) – use social media for good, not evil
- Value environmental gains
- Link to health and social values

4. Target Group – Seniors

What drives/motivates/attracts the target group?

- Safety
- Free of low cost
- Accessibility
- Grandchildren
- Autonomy and independence
- Live people/ face to face – different to social media
- Things that will keep them healthy – get into nature
- Feel valued and life experiences shared
- Variety/ choices of how they can be involved
- Sense of community
- Social interaction
- Keep it fun
- Timing – night time may not work

What has worked, what hasn't when it comes to communicating with the specific target group?

<i>What has worked?</i>	<i>What hasn't worked?</i>
Accessible venues	Making assumptions about seniors, e.g. technology use
Grandparents – grandkids – NaturePlay	One size doesn't fit all – different capacities and abilities/ interests
Target to interested photos/visuals	Keep it simple, less technical more imagery
Drives/ motivations – grandkids	
Tap into networks – senior events, link in, U3A, mens shed	
Trust/ rapport – relationship over time	
Personalised/ small community feel	
Memories and stories	
Champion (who is it?)	

How can uptake of environmental messages by this target group be increased?

- Connect to:
 - Mens' sheds/ U3A being part of a community group
- Put messages where seniors are – childcare centres – age care centres
- value input about past indigenous elders
- coach trips/ short walks



- Bridging urban rural divide
- What interests them?
- Link with gardening – look for local nursery
- IDEA – Senior Nature Play – Dementia, health benefits
- Link environment with health
- Like to interact with young people, keeps them young.
- Bushcare groups (manageable tasks)
- Time events appropriately

Challenges

- Sandwich generation
- carers of both grandchildren and parents aging
- more time – retired

5. Target Group – High School Students and Teachers

STUDENTS

What drives/motivates/attracts the target group?

- Excitement
- Adventure
- Fun
- Hands on
- Career ideas
- Cheap
- Leadership

What has worked, what hasn't when it comes to communicating with the specific target group?

<i>What has worked?</i>	<i>What hasn't worked?</i>
Extra-curricular	Time for reflection (not enough)
Kids teaching kids	Cliché
Creativity	Email (block text)
Upskilling students	
Facebook	

How can uptake of environmental messages by this target group be increased?

- OSHC
- Competition
- \$
- Access

Barrier

- restriction – internal policy

TEACHERS

What drives/motivates/attracts the target group?

- Time
- Cheap
- Academic value
- unique
- ease of access
- cost transport
- curriculum
- prestige
- PD

What has worked, what hasn't when it comes to communicating with the specific target group?

What has worked?	What hasn't worked?
Curriculum links	Emailing principal
Cross curriculum	Emails
Broader school community	Calls
Face to face	Barrier - time

How can uptake of environmental messages by this target group be increased?

- Upskill opportunities
- Risk assessment pre-done
- Multinational links
- indigenous components
- Packages
- Free
- Fetes
- Career counsellor
- Teacher networks

6. Target Group – Children

What drives/motivates/attracts the target group?

- Curiosity
- Exploration
- FUN!
- Colour, dynamic, bright
- Freedom
- Open-ended objects e.g. cardboard boxes
- Simple play
- Creativity – allowing the child to build own play
- Opportunity – unstructured play
- Games
- MUD!
- Tangible/results/instant
- Ownership – independent skills
- Let them tell their stories

What has worked, what hasn't when it comes to communicating with the specific target group?

<i>What has worked?</i>	<i>What hasn't worked?</i>
Adventure	Lack of parental/guardian involvement
Simple	Complex ideas/language
Hands on	Gloom
Play	Media
Involve them in the activity	bubble wrap
Single/small group	Too many rules
Get down to their level	Too much technology
Parental/grandparents/carers involvement	
Enough time	
Letting them get dirty	
Variety of activities	
Animals (lots of anecdotal tales)	

How can uptake of environmental messages by this target group be increased?

- Embrace community/ environmental programs
- Immerse them in it by role-modelling – parental/carer activities
- Injecting the drivers in everyday life
- Creating a LOVE of/for the environment
- Drivers increase knowledge
- Connecting their passion to the environment
 - e.g. climbing a tree – was it fun? How long did it take to grow? Do we want more around?
- Inputting environmental messages at times when kids are unstructured
 - camps, show days ...

7. Target Group – Government (Local, State and Federal)

In this context Government refers to the internal organisational working of government entities – including local government, state government, federal government. But it was noted that “governance” can also include those bodies/groups that have some governance over the community.

What drives/motivates/attracts the target group?

- The interests of those who elected them
- Perceptions of community needs/wants
- Party politics influences
- Short term results
- Recognition and tangible outcomes

What has worked, what hasn't when it comes to communicating with the specific target group?

<i>What has worked?</i>	<i>What hasn't worked?</i>
Provide solutions	Abrasive personality. How you approach.
Finding an advocate/sympathetic party to cause	Dysfunction within departments
Using their language	Who to talk to?
Positive attitude	Silos
Education	Lack technical knowledge
Having a relationship	
Work within processes and provide input when opportunities present (eg. when there are formal consultation processes).	



Persistence – recognise that changes occur within organisations and you may need to continually build relationships with different people.	
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8. Target Group – Farmers/ Landholders

What drives/motivates/attracts the target group?

- **Lifestyle** and freedom: the ‘Aussie Dream’
 - Hobby farmers
- Livelihood – being prouder to communities
- **Income**
- Available resources and time
- Investment and returns (what do they get out of it?)
- Climate/ rain
- Your own “boss”
- Efficient mechanisms (time saving technology)
- Stewardships and attachment to land
- Providers (environmental services)
- Results (output)
- Seeking information sharing advice – highly dependent on content!
- Trust
- Consistency
- Long term investments

What has worked, what hasn't when it comes to communicating with the specific target group?

<i>What has worked?</i>	<i>What hasn't worked?</i>
Personal communication – phone calls follow up communication	Mail outs
Messages have to relay	Social media
Incentives – financial (rebates/ land management payments)	Top down approaches – compliance through legislation
Field days – showcasing environmental values - being part of the community and solutions to problems – property tours	Preaching and enforcing agendas
Landcare organisations/ Champions	Lack of transparency

Return on investment	Lack of consultation
Newspapers	Newspapers
Schools	
Partnerships	

How can uptake of environmental messages by this target group be increased?

- Champions to relay messages
- Field days
- Learning from others (success and failures) – storytelling
- Advertising incentives
- Targeting the correct audience and what drives/motivates them

2 key messages

1. Trust in partnerships/relationships
2. whatever the key drivers/motivators of farmers/landholders – know the message and environment to tailor key messages

9. Target Group – Multicultural groups

What drives/motivates/attracts the target group?

Drives

- Gainful employment
- Developing skill set
- Friendship
- Basic human needs and autonomy

Motivates

- Feeling valued
- Respecting diversity
- No different from what motivates us

Attracts

- How you feel – connected/safe
- Culturally appropriate
- Traditional games day – sponsor, assist to organise
- Doing with us NOT for us



What has worked, what hasn't when it comes to communicating with the specific target group?

<i>What has worked?</i>	<i>What hasn't worked?</i>
Link in with existing groups e.g. access	Qld Parks & Wildlife – multicultural missing
Co-ordinated approach across successful programs	Overly consulted
CALD – integrated with councils MARCOMMS budget	Can't use same process – need to consider values/norms etc
KPIs	Not just about translation
Use experts	
Understand / communicate in appropriate ways/ channels	
Appeal to what interests. e.g. gardening / education	
Links to overseas communities – volunteer	
Stories/ story boards	
Connection to landscape	
Honouring people and heritage	

How can uptake of environmental messages by this target group be increased?

- Traditional games
- Tap into their events in appropriate ways, e.g. sponsorship
- Champions
 - process
 - we respect timing/ their needs
- Story telling/ capture
- ASK THEM e.g. the workers in the communities
- Community Day – WE volunteer
- Shared purpose
 - promote a common interest e.g. environmental
 - landcare is a way of bringing people together
- Digital storytelling (through library services)
- they own and share – e.g. parks
- Break down barriers e.g. Council staff volunteer as readers in school

10. Target Group: Small to Medium Enterprises

What drives/motivates/attracts the target group?

- Demonstrated savings/values for \$\$
- Return on investment
- Wanting to be an ethical business
- Social media
- Branding
 - add value (eco-labelling)
 - associated integrity
 - awards/recognition
 - 'giving back' – good corporate citizen
- Minimise red tape – compliance
- Lifestyle decision
- Some altruistic
- Keeping shareholders/ stakeholder happy
- Trends/ fashions
- Consulting integrity
- What drives the customer also drives the business:
 - Save \$\$
 - Value for money
 - Experience
 - 'feel good'
 - Social media
 - Looking for a day out/ entertainment
 - honesty ? (enviro assessments)
 - Looking for ethical businesses
 - Tourism – filling the bucket list / iconic locations
 - Safety (expectations)



What has worked, what hasn't when it comes to communicating with the specific target group?

What has worked?	What hasn't worked?
Opportunities to engage/listen	Overloading with info/signs/images
Authenticity	How to engage with SME's in general because small operations.
Branding - recognition through award - eco branding/labelling	Avoid using term greenie/tree hugger
Humour to begin conversation (maintaining relationships)	Preaching
Help save \$\$	Competition between businesses for the same market/ natural resources
Common ground	Inappropriate humour
Accountability/ sense of ownership	Over use 'trend' words
B2B collaborate/cooperate	Lack of environmental awareness/education
Simple/appropriate language	
What's in fashion (e.g. canvas bags)	
Focus on bottom line	
Look at channelling info through organised associations e.g. Chamber of Commerce	

- Compliance issues/ when there is a problem take notice
- Few resources/ no specialised role for environment
- Extra challenge to deal with environmental issues

How can uptake of environmental messages by this target group be increased?

- Work collaborative – team up
- Moving with a 'movement' – like mindedness
- Valuing environment (and value) to protect environment
 - cost of treating water
- Timing of messaging/ advice
- Tailored info – time saving and more effective
- Scale of enterprises – need effective tools (what needs to be done and when)
- Understanding market
 - Services – quality of services
- Checklist approach/ recipe book
 - time/resource constraints

11. Target Group – Senior Managers

What drives/motivates/attracts the target group?

- The agenda
- Their gender
- Share outcomes
 - positive
 - pleasing those they are responsible to
 - career and advancement
 - status and power
- Making a difference
 - leadership – the euphoria of being successful
 - acknowledgement
- culture (individuals/groups/organisation)
- 'ego'
- Their KPIs
- Their area of expertise/ jurisdiction
- Balancing multiple outcomes

What has worked, what hasn't when it comes to communicating with the specific target group?

<i>What has worked?</i>	<i>What hasn't worked?</i>
Open and honest	Protective gatekeeper
No personal attacks	Being emotional
Factuals	Using jargon
Present options and solutions (cost/benefits)	Being patronising
Present a business case	Unwillingness to listen
Respect – mutual	Do not just present problems
Be to the point	Unrealistic expectations beforehand
Understand constraints	Lack of clarity
Know their communication style/preference	Timeframe constraints
	Budget constraints



How can uptake of environmental messages by this target group be increased?

- Messaging – change from 'have to' to 'want to'
 - become part of the agenda
 - demonstrate how it contributes to outcomes
 - highlight the positives
 - cooperativeness
- Use partnerships
- Collaborativeness
- Flexibility
- Present alternative solutions/innovation
 - broadening knowledge
- Legislative requirements
 - facts, not emotions
- Evidence-based
 - consultants – external advice
 - the 'bottom line' – demonstrating the advantages
- Develop two-way trust to try new things (managed risk)
 - in whose best interests?
- Recognise time constraints
- Embed it into culture of the organisation
- Don't make it an “extra” burden

12. Target Group – Volunteers

What drives/motivates/attracts the target group?

- Social aspects
 - get to know people
 - social inclusion
 - develop friendships
- Real work motivates people – tree planting and saving animals
- Putting worth into it
- Making a difference – self pride and part of a tribe
- Show visual results
- Easy to do – rock up rock on
- Local and self ownership
- wanting to do something for the community
- Local benefits = being a contribution to the local community

What has worked, what hasn't when it comes to communicating with the specific target group?

What has worked?	What hasn't worked?
Minimal information – short, sharp, key point in subject line	Strong personalities/ clicky personalities
Good timing to allow people to balance life commitments	Not structuring opportunities (too many people, nothing to do)
Introduce old experience vollies with newbies	Unappreciated contribution
Co-generate self-manage volunteering	Clunky, long winded application process - e.g. websites with too much info - having to submit resumes and making it a massive contribution - too many questions - no lock in contract
Reward/contributions/thank yous (make it personal) e.g. bus tours, breakfast	Limited opportunities
Diverse opportunities, flexible (times, days, locations)	Not communicating expectations - e.g. cuddle cats versus cleaning cages
Good planning	Not providing accessible communications (e.g. printed newsletter)
Training opportunities	Over regulating with risk puts off volunteers
Volunteer training program – build volunteers	Strong news on how things to be done
	Age barriers
	Succession planning

How can uptake of environmental messages by this target group be increased?

- Share the results – before and after/ what was achieved
 - e.g. animal stories such as sick to well
 - degraded river to healthy river
- Accessible – location, time, opportunities
- Accessible – communication, phone, website, social media, newsletter, text msgs
- Simple messages
 - healthy food, low food miles
 - rock up, rock on
 - self-pride/ being part of a pride
 - Act local think global
- Showcase results, send personal messages
- Use a broker to communicate opportunities



- Put a 'pick and choose' menu together
- Make it
 - simple
 - social
 - flexible
 - free
- Learn and reward
- Know the target audience
 - target students to help at the QPEEC and get study time

3 Key Points:

1. Clear expectations
2. Personal invitation/messages
3. Appreciation

13. Target group – Sponsors

What drives/motivates/attracts the target group?

- Uniqueness – find out what they want (bargaining tool)
- Raise their profile in the community
- Sponsor benefits – logos plus more
 - Individual returns
 - Customers
- Employer of choice

What has worked, what hasn't when it comes to communicating with the specific target group?

<i>What has worked?</i>	<i>What hasn't worked?</i>
Individual “unique” relationships	Unreliability of support funding – difficult to develop/maintain longer term relationships
Matching/ understanding sponsor needs with project/program	Unavailability of hard data on likely outcomes – can we be 100% confident about the outcome they are paying for?
Meaningful and customised involvement	Rapid change of personnel
Honesty in opportunities available	Rules of sponsorship and changes.
Dedicated “sales” skills needed to engage sponsors i.e. talk their language	
Personal connection/emotion	
Industrial ecology – links	

How can uptake of environmental messages by this target group be increased?

- Who has an environmental mandate; or why should they have one?

14. Target Group – Women

What drives/motivates/attracts the target group?

- Time-saving/ cost saving
- Emotional attachment/ nurturing elements
- Handy hints – HOW you can make a difference
- Leading by example
- Positive outcomes
- Activity, Actions – Achievable
- Education
- Networking
- Things that affects their family and lifestyle
- Interaction
- Their children

What has worked, what hasn't when it comes to communicating with the specific target group?

What has worked?	What hasn't worked?
Social media - to be given a voice - choice - empowerment - infographics	
Personal advocacy	
Trust	
Multiple platforms - consistency of messages	
Expos	
Websites	
Emotional connection	
Images/ visual	
Cost	
Quick/ easy messages	
Must be genuine	

How can uptake of environmental messages by this target group be increased?

- Women's values
- Emotive
- Families
- Networkers/ connectors
- Language, natural activities

15. Target group – Socially Disadvantaged Group

What drives/motivates/attracts the target group?

- Financial gains/incentives (free bbq)
- social acceptance
- fear as a motivator (e.g. water shortage)
- children changes parents

What has worked, what hasn't when it comes to communicating with the specific target group?

<i>What has worked?</i>	<i>What hasn't worked?</i>
Shifting "group norms" via education	Use of patronising language
Use of simple and respectful language (written, verbal, body)	Pressured work environments
People have natural support networks	"hand-outs" or "doing for"
Empathy – role models	
Consulting with target group in their environment to understand needs - use of peers as "consultants" as part of team to find solutions.	
Working with, not doing for	

How can uptake of environmental messages by this target group be increased?

- Ownership of an issue over the long-term (e.g. tree plantings/reveg)
- Involving parents
- Create new economies (e.g. social enterprise) – substation 33 (recycling e-waste) to make bicycle
- Make issues 'socially unacceptable' (e.g. smoking)
- Utilise schools to educate young people early
- Utilise men's sheds to mentor others.

16. Target Group – Politicians

What drives/motivates/attracts the target group?

- Re-election
- Community growth/happy
- Cost reduction/budgets
- Trust
- Prestige
- Economic growth
- Balance
- Values, change, intention
- Power
- Reputation
- Economy
- Career advancement
- Legacy

What has worked, what hasn't when it comes to communicating with the specific target group?

<i>What has worked?</i>	<i>What hasn't worked?</i>
Respectful/ positive	Doing nothing
Knowledge	Aggression
Solution driven	Wrong department/person
Advocacy	Inflexibility
Lobbying	Squeaky wheel
Understanding their perspective	Lack of understanding
Persistence	Lack of awareness of how to make change
Contacts	
Provide balanced info (well informed)	
Influence media communications	
Understanding personal motivators	
Community support	
Time constrained – succinct/ concise/ precise and references for future info	
Mass communication	



How can uptake of environmental messages by this target group be increased?

- Like-minded cooperating to get change
- Recognition of good works
- Provide information/ feedback
- Use opportunities provided
- Integrate environmental values into individual values (increasing importance)
- Building relationships to understand drivers/motivators
- Education
- lobby groups
- Financial gains/ cost savings
- Build relationship/trust
- Suggesting a solution
- Community support / research
- Higher level linkages
- Present community benefits

17. Target Group – Community Groups

What drives/motivates/attracts the target group?

- Local food sovereignty
- Ethics – represents what I feel
- Reducing 'food miles'
 - Local community benefit (knowledge sharing)
 - social capital
 - pride
 - achievement

What has worked, what hasn't when it comes to communicating with the specific target group?

<i>What has worked?</i>	<i>What hasn't worked?</i>
Listening (continued communication)	Preconceived plans (not well received)
Closing the loop	Maintaining/building group history, membership
Distribution of newsletter	Agreements
Open/honest and transparent	'Maintaining two way communication'
Same page	Not closing the loop
Willingness to negotiate	Research community group interests

Guest Speakers – knowledge/experience sharing	Medium for communication
Building relationships	Diverse needs
Social media – capacity of numbers	Time poor
Consolidation of shared information (lots of small groups)	Overly conscious of governance
Networking on regular basis	
Awareness of 'common ground'	
'Movers and shakers' bringing together	
Issues galvanise a community	
Trapping info experience	
Common goal sharing/ value add	
Authenticity	

How can uptake of environmental messages by this target group be increased?

- Getting message out
- Cross fertilising
- Identified contact in Council
- Brainstorm
- Networking
- Cater for diverse interests/focuses = cater for everything
- Broaden spectrum
- 'Face to face' communication – passion to motivate
- Early investment in youth (long term return)