## The Bronte Catchment Project Community Development Strategy

<table>
<thead>
<tr>
<th>Project Stage</th>
<th>Outcomes</th>
<th>Activities</th>
<th>Tasks</th>
<th>Standards</th>
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</thead>
<tbody>
<tr>
<td>1. Engagement</td>
<td>Community development and engagement</td>
<td>Liaison with community groups.</td>
<td>Initial presentations to formal meetings of KBB, Bronte, Charing Cross and Bronte Beach Precincts, Bronte Gully and Calga Bush Care Groups, Surfrider Foundation, Bronte Splashe...</td>
<td>Established community contacts as an ongoing source of information and interaction.</td>
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<td>Facilitation of wider community involvement.</td>
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<td>Active involvement in community activities.</td>
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<td>Routine attendance at community meetings and forums.</td>
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<td>Identified opportunities for change/integration.</td>
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<tr>
<td>2. Participation</td>
<td>Trailing participatory processes</td>
<td>Implementation of participatory processes</td>
<td>Participatory processes about depth;</td>
<td>Representative, inclusive, community participation in deliberations</td>
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<td></td>
<td></td>
<td>Supporting selection process of participants.</td>
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<td>Solutions to stormwater management identified.</td>
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<td>Opportunities for community participation identified.</td>
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<td>Sustainable strategies identified.</td>
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<tr>
<td>3. Capacity Building</td>
<td>Increasing integrated participation in stormwater management processes</td>
<td>Going back out to the community to gain feedback on the outcomes of Stage 3. Review the ethnographic map of community participation.</td>
<td>Feedback to community groups etc re participatory processes. Feedback to community groups etc re suggested solutions.</td>
<td>Integrated activities; communications; reporting; resourcing; networks.</td>
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<td>Compare post test (review of ethnographic map from stage 1) to pre test (ethnographic map from stage 1).</td>
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<td>Identified spread of inclusive and representative activities which are generated and maintained by the community.</td>
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<tr>
<td>4. Sustainable Integration</td>
<td>Sustainable integration</td>
<td>Integrated, sustainable approaches to stormwater management</td>
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<td>More integrated and sustainable solutions to stormwater management.</td>
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<td>Community Evaluation</td>
<td>Post test community interviews. Revisit activities that community groups developed in stage 2.</td>
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<td>Project evaluation</td>
<td>Track community initiatives from council. Media to invite responses to post-test questions</td>
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</tbody>
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For more information, please contact Roberta Ryan and Susan Rudland at Elton Consulting
(02) 9387 2600 or email roberta@elton.com.au or susan@elton.com.au
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<th>Use of local media to generate interest and response from the wider community.</th>
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<td>Activities to enhance community participation in stormwater issues.</td>
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</tbody>
</table>

(residents, visitors, businesses, council roles?)...combine text-based approaches with electronic, personal, face to face - variety of approaches to validate learning and activity.

- Publicise new and existing community activities, to facilitate participation and joint approaches – eg. in regular presentations at meetings; invite volunteers to come along and speak at meetings re their involvement; in informal contacts with non-traditional stakeholders.
- Support community initiatives – revival of Eco-Forum?
- Project specific email address in all project publicity and material – talkBronte@elton.com.au
- List relevant email addresses in signature – SWT, Council, Streamwatch, NCC, community groups
- Ask all community groups/council to send us details of their upcoming meetings/activities, to be included in project articles/ads/emails.
- Community photography and monitoring - liaising with volunteers provided with disposable cameras, taking photos of ‘hot spots’ once a week for 2 weeks. To be sent back to the project team along with written records. Use in project material and publicity.
- Series of mini-articles in local media – interviewing community person, council, councillors, re project activities – focus on participation and inclusion at this stage.
- Activities to encourage participation from non traditional stakeholders – in conjunction with Marine Discovery Centre; Surfriders Foundation; Council and businesses (as part of review of urban planning processes with 3 commercial shopping strips; via Bronte Coordinating Committee?)
- Activities/initiatives involving visitors.
- Trial questions for participatory processes - eg who should be involved in SW management; what would an integrated SW management process look like?; how would we know if we’d achieved it; how to sustain ongoing integrated approaches; ongoing community participation?
- 2 stage communications strategy (ad in Waverley Tribune and Bronte Express inviting feedback to 4 questions, followed by another re what they told us) that will generate response and interest from the wider community.
- Use of community noticeboards, school literature, precinct leaflets, to advertise community/council activities and project. Involve schools and stream watch.
- Information resource ‘kit’ put together to encourage interest and participation – project materials, photos, other community/council activity info.
- Post photos on web sites (Council, BEA and others).
- Project photos and information in community newsletters.
- Regular Meetings with project working group – generating ideas, contacts and learning.
- Go to the Bronte Park area to talk to visitors on a weekend. This could involve setting up a BBQ. Engage in conversation to find out about what visitors see as the main environmental issues in the area, what needs to be done to address these issues and potential ways of involving the community.
- Community owned and maintained website which will act as a mechanism for information sharing and inviting wider community involvement in stormwater management activities.

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<tr>
<th>1 Information gathering and profiling</th>
<th>Getting to know the community</th>
<th>Community profile</th>
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<td>Pilot pre-test community survey</td>
<td>Community stakeholder</td>
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On going attendance at community meetings and community events.

| List of agreed environmental concerns across the catchment area |
| List of hotspots across the catchment identified by |
The Bronte Catchment Project

Elton Consulting

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- Profile contacts
- Review community activities and participation.
- Contact with Business in the catchment
- Develop an ethnographic map of community participation, which identifies traditional and non-traditional stakeholders.
- Visitor outreach
- Site visits, catchment orientation.

- Use every contact as an activity. Responsive and interactive – inviting feedback, publicising activity, emphasising the inclusive. Eg. use of maps to identify wider catchment hotspots, monitor changes and differing perspectives... how can we work with your group to facilitate shared objectives... ask people to draw a stormwater management approach, and identify community and council roles on it (residents, visitors, businesses, council roles?)... combine text-based approaches with electronic, personal, face to face - variety of approaches to validate learning and activity.
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- List of traditional and non-traditional stakeholders
- Map of traditional participants, activities and representative stakeholders across catchment.
- Gap analysis to point way to community development activities and participatory processes.
- Identified directions for project methodology.
- A clear picture of what is and what is not being done; who is involved and who is not involved (traditional and non-traditional stakeholders); and potential areas for change with regards to stormwater management.
- Visitors environmental concerns relating to the Bronte Catchment identified as well as potential activities for participation from traditional and non-traditional stakeholders.

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