Communication Strategy
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April 2000
The following Communication Strategy is prepared in response to the scientific and social survey research data provided by the University of NSW, the EPA and Waverley Council — henceforth referred to in this document as the Stormwater Consortium.

The Stormwater Consortium has identified four catchment areas within the Waverley Council area (Eastern Suburbs of Sydney) in order to research Stormwater pollutants — their source, range and impact on the environment.

Having gathered scientific data, and conducted social studies into local resident and business views, responses and current practices with regard to environmental concerns (specifically stormwater) the project progresses to the next phase — the Community Education Program.

Aim

The aim of this Program (or pilot study) is to put a community education program in place for each catchment area, and then measure the extent to which behaviours can be altered, once the community:

1. receives relevant information about stormwater pollution;
2. receives that information in a way in which they are best able to understand and respond; and
3. is given the opportunity to participate in behavioural change

The four catchment areas identified in this study are:

1. Diamond Bay
2. Bronte
3. Charing Cross
4. Bondi/Tamarama (control catchment area)

The Communication Strategy which follows proposes community education activities which we believe best address the demographics and characteristics of the communities and the scientific findings which need to be addressed within the separate catchment areas. The Strategy covers the first three study areas, the fourth being a control area, for which a community education program is not required.

What has emerged in analysing the various data supplied, is that people in the two residential study areas rate Stormwater as a high environmental concern, however most respondents clearly do not understand stormwater issues, because of their admitted behaviours. There is clearly a need to educate exactly these groups what stormwater is, why there are problems, and what to do in very practical ways to improve stormwater quality.
Issues
In preparing this Communication Strategy there remain some fundamental issues which have made some strategic choices difficult to categorically support.

Most importantly, there are discrepancies in some data comparisons between Census information and Survey Data. Where these discrepancies have arisen, we have tended to accept the census data, mainly because it represents a larger sample group than the social research data. It is important that some of the discrepancies are clarified by the Consortium, and advice given as to which pieces of data to respond to and base decisions on.

This document contains suggested strategies — some of which rely on additional funding and extended council support, including all stationery and postage costs, and other support as outlined in the strategy.

The expected outcomes of this Communication Strategy are based on the Community Education/Participation Program desired outcomes, which are to put a strategy in place, and measure any changes in behaviour which result in reduction of stormwater catchment pollutant levels.

It is important to understand that the recommendations contained in this document come from analysing social/scientific data, coupled with budgetary constraints, and realistic time frames. There are limitations to the extent to which behaviours can be changed, particularly with seasonal influences (such as autumn leaves) which need to be taken into consideration. These comments are made in the interest of managing expectations, and understanding constraints which include: time, resources, and untried effectiveness of such campaigns.

In terms of success, a key factor to the campaign will be the level of participation by the targeted stakeholders. Beyond this measure, the scientific/social results will be measured by the Stormwater Consortium.
Study area one: Diamond Bay

Features of study area significant to campaign

• Largely residential

• Highest income earners of all residential catchment areas in study
  (this does not align with census data)

• More residents earn an income (FT/PT) than other residential catchment
  areas in this study

• Largely owner occupied

• Longest occupancy of all residential catchment areas in study

• Highest ratio of ‘family with children’ of all residential catchment areas

• Highest response rate for ‘media’ information identified as Direct Addressed Mail

• High proportion of professional gardeners, however most residents in catchment area
  living in flat/apartment/unit

• 68% ‘adult’ or over 24, with 87% of those aged over 24 responding to survey

• 50/50% gender balance, however 76% female response to survey

• most residents are Australian citizens (84%) and are English speaking

Stormwater issues significant to campaign

• A combination of pollutants:

• According to James’ data it would appear that cigarette butts/plastics (gross litter) are
  the largest pollutant, followed by organic (leaf matter), metals and glass OR is it
  sediment????

• Pollutants from this catchment area are channeled into Diamond Bay
Study area one: Diamond Bay

Key Stakeholders (Campaign Audience)
- Women between the ages of 30 — 65 (high respondents to survey)
- Beach users (93%)
- Families
- Home owners
- Renters
- All residents either with or without a professional gardener

Assumed characteristics of Key Stakeholder (Campaign Audience)
- ‘house proud’ due to high ownership status
- not much perceived ‘spare time’ as most adults are in the work force
- not actively participating in organic/garden ‘waste management’ for their home/unit, as high proportion of professional gardeners employed
- high interest in finding out about their ‘environment’ — desire to receive specific, written, personally addressed information is higher than any other communication medium/mass media

Suggested Campaign Style: Direct Mail Campaign
This style of campaign is linked directly to the respondents request for direct communication/information delivery about their ‘environment’.
Campaign Strategy
In response to both the social and scientific research undertaken in this catchment area, a Direct Mail Campaign has been identified as the most effective strategy to communicate and educate the Diamond Bay key stakeholders. This campaign will utilise a number of communication resources — both primary and secondary. These include:

1 Personally addressed letter
This letter will be endorsed by all members of the study program (UNSW, Waverley Council, Stormwater Trust — EPA)
Should be UNSW letterhead — for continuity — Study was conducted by UNSW, and this letter will thank residents for taking part, and disclose results of that study.

Letter content will include:
- THANK YOU for caring enough about YOUR local environment to respond to our survey — these are some of the results…. (will focus on leaf matter)
- scientific information in letter format, which comes from someone with perceived authority
- it may also include something like a hotline number or something from the council to ‘get a bin’ (need council buy-in on this)
- need to confirm when are chuck out days (for items other than garbage)
- push house/environment proud thing
- this is what we found in your street…
- there are some really practical things you can do — like…
- we will be conduct a study of what ends up in the stormwater catchment from your area during the next ?? period — by telling you some of the problems, we hope that we will see a difference in your area

2 Other visual material
(depending on budget & additional council assistance)
simple postcards — new design — with instructions about key pollutants and what to do about them — this builds on the current EPA campaign, which has a mass media coverage. These cards should have a ‘local’ focus

fridge magnets — these could display ‘bin days’ ‘recycling days’ ‘what to do with your [various pollutants]...’
Study area one: Diamond Bay

Communication Tools
Personally Addressed letter
Flyer/Postcards
Fridge Magnets

SWOT Analysis
Strengths
• the campaign style is a direct response to survey results
• it provides the opportunity to talk directly to each resident in catchment area
• it builds on the existing EPA campaign, which has heightened general awareness of stormwater issues.
• it then goes one step further, offers more detailed, specific information which is based in local fact, and some everyday solutions — it therefore provides another avenue for impact than mass media generic campaign

Weaknesses
• not everyone responded to the survey
• paper material may end up as another stormwater casualty

Opportunities
• to educate respondents about a broad environmental issue
• to reduce stormwater pollution in Diamond Bay
• PR opportunity for Waverley Council, EPA & UNSW to be perceived as actively involving community in environmental management
• community feel more empowered — due to information sharing & education

Threats
• it may not be read — may be discarded
• desired behavioural change may not occur — ie, the pollutants measured after the campaign may not be positively affected
• community may still feel it is council’s responsibility
Study area one: Diamond Bay

Campaign Timeline Study Area 1: Diamond Bay

<table>
<thead>
<tr>
<th>Letter</th>
<th>week commencing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decide on signatories &amp; letterhead</td>
<td>10 April</td>
</tr>
<tr>
<td>Draft letter</td>
<td>17 April</td>
</tr>
<tr>
<td>Get Signatures</td>
<td>1 May</td>
</tr>
</tbody>
</table>

| Postcards | |
| Copy approved | 17 April |
| Design finalised & approved | 8 May |
| To print | 15 May |
| Back from printer | 22 May |

| Fridge magnets | |
| Concepts finalised | 1 May |
| Design finalised & approved | 8 May |
| To manufacturer | 17 May |
| Back from manufacturer | 22 May |

| Posters (same design as postcard) | |
| Concepts finalised | 17 April |
| Design finalised & approved | 8 May |
| To printer | 15 May |
| Back from printer | 22 May |

| Mailing | |
| To mailhouse | 29 May |
| Back from mailhouse | 5 June |
Study area one: Diamond Bay

Budget to cover the following:

*Letter* (paper, envelopes)
*Postcards* (4 types x 3000)
*Fridge magnets* (2 types x 3000?)
*Posters* (same design as postcard A3 size— 4 types x 50)
*Mailing* (mail house inserts + postage x 3000 items)
*Distribution* (posters)
Features of study area significant to campaign
Whilst understanding that the research reveals that Bronte and Diamond Bay have similar demographics in terms of age groups and family/single ratios, and are both largely residential, the Bronte study area is distinguished in the following ways:

- higher % of retirees and self employed
- higher proportion of houses & semis than Diamond Bay (compared with flats & units)
- identified mass media (TV) as first preference for media, followed by local paper, addressed mail & radio
- higher proportion of 0-25 age group (200 people) than Diamond Bay
- higher % of over 65s
- higher % of single people living alone
- large park in area
- beach in area
- most (75%) of respondents want more info about the environment

Stormwater issues significant to campaign
- problem with organic leaf litter
- general gross & invisible litter

Key Stakeholders (Campaign Audience)
- women aged 26-44 (represent one quarter of all survey respondents)
- beach users (93%)
- families
- home owners
- renters
Study area two: Bronte Bay

Assumed characteristics of Key Stakeholders (Campaign Audience)
• Young families
• Have interest in beach, due to close living proximity
• Mostly involved in their own garden waste management
• Obtain information via mass media (rated TV as highest) followed by local newspaper and then addressed mail/radio

Suggested Campaign Style: Multi Faceted Campaign
This style of campaign combines outcomes study results, with the features and facilities located within the catchment area ie beach and school.
Campaign Strategy

1 **Personally addressed letter**
   As per Diamond Bay strategy, however, interchange with detail specific to Bronte catchment results.

2 **Local Newspaper Campaign (lead up to beach event)**
   Editorially based, to cover the following: (may need assistance from Waverley Council PR)
   - study results with local celebrity photo opportunities — eg Gina Riley/ HG Nelson with local school children in Street with vacuum, or picking cigarette butts out of the beach
   - event information
   - schools activity

3 **School Based Event**
   **Junior Primary (ages 5–8)**
   Local school-based educational activity for young children (may be based on similar game/activity used in QLD).
   *‘Game’ or activities are aimed at young children to give them an understanding of stormwater — what it is, where it comes from, where it goes to, and what they can do to prevent/limit it. This activity would happen in week leading up to beach event.*

   **Older Primary (ages 9–12)**
   Similar activity, but aimed at an older audience.

4 **Community Beach Based Event**
   - community beach based event involving children/families
   - scheduled for June (takes into account school holidays and time to work into curriculum)
   - establish relationship with schools — need principal & teachers buy in
   - children play environment game for week leading up to beach event
   - children bring home letter/flyer to parents, inviting participation on the Sunday
   - need a local celebrity that children relate to, eg Angela Moore from Playschool
   - need a local celebrity that parents relate to eg HG Nelson or Steven Abbott (Sandman)
   - Possibly involve Tim Bailey
   - surf life saving club involved — maybe doing the sausage sizzle
   - formal call to action beyond the event = fridge magnets (not throw away) reinforcing ‘safe water practices’
   - kids get safe water practices showbag — magnets, postcards, tiny teddies
   - sausage sizzle for kids/family
   - important that it is a local community assisted free event
   - Need a rain contingency
   - Important to emphasise concept of positive local solution for a local problem

boccalatte design • 3 little queen st chippendale 2008 • tel/fax 612 93104309 • bigmouth@zip.com.au
Study area two: Bronte Bay

Required for Event:

**COUNCIL**
- PA system
- BBQs
- Garbage bins & bags
- Tressle tables

**LOCAL BUSINESS**
- Surf life savers
- Sausages, bread, sauce, coffee, serviettes

**OTHER**
- tiny teddies — arnott’s
- golden circle — fruit drinks & snack packs
- celebrities
- mayor
- game for children to play
- cancer council

**TAKE HOME GIVEAWAY**
- Cancer council — sunscreen
- Fridge magnet — waverly council to do garbo days — might have something existing
- Arnotts Biscuits: Tiny teddies
- Golden circle items
- postcards

**Communication Tools**
- Personally Addressed letter
- Media releases to local paper
- Postcards
- Fridge Magnets

Showbag & contents (see Takehome giveaway)

Campaign Timeline
SWOT Analysis

**Strengths**
- multi-faceted campaign has more potential to reinforce messages to larger demographic
- provides the opportunity to talk directly to each resident in catchment area
- builds on the existing EPA campaign, which has heightened general awareness of stormwater issues
- engaging children at school introduces an educational focus to the issues, which are then communicated and acted upon in the home

**Weaknesses**
- not everyone responded to the survey
- have ‘environmental issues’ be done to death in schools, thus weakening impact?
- time/resource constraints

**Opportunities**
- to reduce stormwater pollution in Bronte catchment area
- PR opportunity for Waverley Council, EPA & UNSW to be perceived as actively involving community in environmental management
- gives local community chance to actively participate
- to educate about a broad environmental issue

**Threats**
- rain on scheduled beach activity day
- event creates waste that may end up as stormwater
- desired behavioural change may not occur — ie, the pollutants measured after the campaign may not be positively affected
- community may still feel it is council’s responsibility
- school not interested in participating
- local businesses not interested in participating
Campaign Timeline Study Area 2: Bronte

Letter to household (as per Diamond Bay) 10 April
Decide on signatories & letterhead 10 April
Draft letter 17 April

Get Signatures 1 May
Letter to mailhouse 29 May
Letter posted 5 June

Schools Participation
Visit schools, talk to principal/teachers 1 May
Create ‘Game’ 1 May
Week of ‘Game’ participation 5 June
Letter to go to parents re: Event 5 June

Event organisation
Visit schools, talk to principal/teachers 1 May
Contact celebrities 8 May
Visit local businesses 8 May
Contact sponsors 8 May
Event Happens Sunday 11 June

Local papers
Write media releases (Waverley PR dept to assist) 8 May
Fax media releases building up as the event gets closer 15 May

Postcards
Copy approved 17 April
Design finalised & approved 8 May
To print 15 May
Back from printer 22 May

Fridge magnets
Concepts finalised 1 May
Design finalised & approved 8 May
To manufacturer 17 May
Back from manufacturer 22 May
Budget to cover the following:

- **Letter** *(paper, envelopes)*
- Postcard Printing (4 types x 3000)
- Fridge magnets (4 types x 3000)
- Mailing (mail house inserts + postage x 3000 items)
- Game construction
- Showbags *(EPA to supply?)*
- Photography
- Celebrities
Study area three: Charing Cross (commercial)

Features of study area significant to campaign
Still awaiting social research survey details about this group however what is currently known:

- Commercial businesses (survey main focus)
- Large NESB population
- Biggest problem with cigarette butts and gross litter (on streets)
- Stormwater ends up in Centennial Park, creating green algae issues
- Shops include hardware, a few restaurants, St Vincent de Paul, and a new housing development (may cause sediment issues)
- Need to know if they are residents as well, ie more invested in result of stormwater

Stormwater issues significant to campaign
- problem with cigarette butts — as they are on the street of a commercial area — who’s problem?
- general gross & invisible litter

Key Stakeholders (campaign audience)
- major component business retailers
- large NESB audience involved in business

Assumed characteristics of Key Stakeholders (campaign audience)
- to be determined once survey results are available

Suggested Campaign Style: On site signage campaign
This style of campaign involves business owners installing signage on their premises delivering messages to employees, and signage on the exterior of their business, delivering messages to pedestrian traffic.
Study area three: Charing Cross (commercial)

Campaign Strategy

Personally addressed letter
As per both residential areas, a personalised direct letter, which delivers results from studies undertaken in the specific study area.

Site based ‘Safety Card’
- graphic/symbol based materials, rather than text based addresses nesb issue
- site ‘signs’ would depict materials which businesses need to dispose, and the correct and incorrect disposal methods
- What are the fines (watchdog emphasis)

Exterior Site Signage
- Responsible business in the area - posters on exterior of businesses branded: eg ‘we are a stormwater aware business’ (needs to be endorsed with logos from Stormwater Study Consortium and Chamber of Commerce)
- The collective impact of each business displaying posters will strengthen the stormwater message
- Engage Chamber of commerce as supporter of campaign — both interior & exterior

Communication Tools

Personally Addressed letter

On site Safety Cards

Exterior Posters
Study area three: Charing Cross (commercial)

SWOT Analysis

Strengths
- graphic based site material addresses language barrier
- graphic based site material acts as ready reference for busy people
- exterior signage encourages participation of businesses, but puts responsibility back on pedestrian audience

Weaknesses
- difficult to get businesses to take responsibility for litter problems outside their premises
- are these businesses interested in stormwater issues?

Opportunities
- to reduce stormwater pollution in catchment areas
- unify the business community

Threats
- language barriers — need all business to buy in to idea
- desired behavioural change may not occur — ie, the pollutants measured after the campaign may not be positively affected
- businesses may still feel it is council’s responsibility
Study area three: Charing Cross (commercial)

Campaign Timeline Study Area 1: Charing Cross

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<tr>
<td>Letter to Businesses (as per Diamond Bay)</td>
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<tr>
<td>Contact Chamber of Commerce</td>
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Site Safety Cards

| Concepts finalised | 29 May |
| Design finalised & approved | 5 June |
| To manufacturer | 12 June |
| Back from manufacturer | 19 June |
| Delivered to businesses | 26 June |

Posters

| Concepts finalised | 29 May |
| Design finalised & approved | 5 June |
| To printer | 12 June |
| Back from printer | 19 June |
| Distribute to businesses | 26 June |

Budget to cover the following:

- Letter (paper, envelopes)
- Safety Cards
- Poster (same design as postcard A3 size—)
- Mailing
- Distribution (posters)