

This document is an attachment to the Goulburn Monitoring Evaluation and Research (MER) Plan and describes additional project services to be undertaken. Please visit [Monitoring, Evaluation and Research Plan - Goulburn River](#) to read the entire Goulburn MER Plan.

Visit [Monitoring, Evaluation and Research Program \(Flow-MER\)](#) to find out more about monitoring undertaken by the Commonwealth Environmental Water Office.

Note that all projects will comply with Covid-19 pandemic restrictions and may require changes to activity and timelines.

Schedule 6 –Work Order

Order

The parties have agreed in accordance with clause 7 the Agreement that the Provider will provide the Additional Project Services specified in this Work Order.

Goulburn MER Contingency – Goulburn River Story Map Project

Item	Description	Clause	Details
1.	Agreement description	N/A	Agreement for Additional Project Services in respect of Long-form Services Agreement Commonwealth Environmental Water Office: Monitoring, Evaluation and Research Services for the Goulburn River Selected Area – 18 March 2019
2.	Names of Parties to the Agreement	N/A	The Commonwealth of Australia as represented by the Department of Agriculture, Water and the Environment ABN 34 190 894 983 University of Melbourne ABN: 84 002 705 224
3.	Additional Project Start Date	1.1	From the date of approval by CEWO of the Work Order
4.	Additional Project Timeframe	1.1	From the date of approval by CEWO of the Work Order to 30 December 2022
5.	Category of Services	7	Engagement and Communications
6.	Additional Project Services	7	See Attachment A for project background This project is seen as a major initiative to engage with the lower Goulburn community about the Goulburn MER Program, including its monitoring activities, findings, and adaptive management.

			<p>This project will make use of a platform such as the Esri Story Maps to talk about the Goulburn River in a single format and location. It will target people in the community by using simple language and information and concepts conveyed by the creative use of maps, photos, video clips and cartoon diagrams.</p> <p><u>Stage 1</u> of the project will explore the feasibility of using this approach as an engagement tool and will include:</p> <ul style="list-style-type: none"> • Meetings with the Goulburn MER team as the project progresses • Exploring hosting options • Gathering existing information, photographs and videos from the Goulburn MER scientists and locating existing material used in websites, tweets, presentations and newspapers • Selection of the themes/content/messages to be developed-up into a prototype product and identification of new information to be developed • Input from communications experts to develop the design, plain language text and media features • Review by a range of stakeholder and incorporation of feedback as part of the development process • Product finalisation and a decision about its usefulness as a community engagement and communications tool. <p><u>Stage 2</u> of the project will proceed if there is agreement from the Goulburn MER Communications Working Group that the feasibility of the concept has been established and that ongoing investment is warranted. This stage will:</p> <ul style="list-style-type: none"> • Build and integrate a new set of themes/content/messages into the original product • Undertake further trials with a range of community groups and individuals, including of the entire product, and incorporate feedback to develop a final product • Publicise the site location and content • Provide ongoing updates to the product until end September 2022.
7.	Subcontractors	6.5	Streamology Pty. Ltd. 20 Iarias Lane, Bright, Vic. 3741 ABN 34 336 739 166

8.	Progress meetings and reports	11	<p>Meetings</p> <ul style="list-style-type: none"> • Meet with the Goulburn MER Comms Group as necessary to review progress, discuss feedback and make decisions about next steps. • Provide updates to each Working Group meeting. • Provide verbal updates to CEWO when required. <p>Reports</p> <ul style="list-style-type: none"> • Quarterly Outcomes Newsletter <ul style="list-style-type: none"> - promote the product through an ‘in the spotlight’ piece - provide updates highlighting interesting or new content and include the link. • Provide input to the Goulburn MER Annual Report
9.	Performance Criteria	12	<p>The following Performance Criteria will apply to the Additional Project Services specified in the Work Order:</p> <ul style="list-style-type: none"> - Must be undertaken in accordance with the Work Order. - Must be completed to a professional standard. - Must address relevant feedback provided by the CEWO.

Background

During 2020 and 2021 rolling Covid-19 lockdowns in Victoria have limited the organisation of engagement activities for the community including field trips, meetings and workshops. This is likely to remain the situation for the rest of 2021, and 2022 is unknown at this stage.

There have been significant media communications undertaken by the Goulburn Broken Catchment Authority under a separate MER contingency funding Work Order, as well as through the CEWO and Basin-scale social media sites, providing quality information to our stakeholders.

This project will complement existing media activity about the lower Goulburn River by locating the body of LTIM/MER information in a single location. Through carefully crafted text and visual aids the Goulburn River story will be told for local community members and groups to increase their knowledge and appreciation of how river flows contribute to a healthy river and enable enjoyable recreational activities.

The project will be managed by the University of Melbourne and the existing Goulburn MER Communications Working Group (GBCMA, UoM, CEWO) will provide direction and oversee its progress. Streamology will coordinate development of the product, including input from specialist media people, the Goulburn MER scientists will provide feedback and input as requested and the Goulburn Broken Catchment Management Authority will assist with providing information and the community trials and reviews.

As this is a new engagement venture, the project has been divided into two stages, with the first stage seen as providing proof of concept information prior to the second stage being implemented. This decision will be made by the Goulburn MER Communications Working Group, with relevant input as required. The second stage will include the development of a strategy to publicise the product and increase its use by the target group and this will continue through to the end of 2022.

In 2022 if it is possible to resume face-to face engagement activities these will be organised by the Goulburn Broken CMA and this on-line product will be available for use by participants before and after these events. A separate Work Order will be prepared for the GBCMA to plan and undertake face to face engagement activity, including conducting a community forum around July 2022.

The current project does not include a First Nations component, but this will be added at a later date if the opportunity and circumstance allow.