

Healthy Rivers, Healthy Communities



OUR COMMUNICATION & ENGAGEMENT APPROACH

Our Vision

Community understanding, trust and acceptance of Commonwealth water for the environment

Our Objectives

Awareness

Raise awareness and understanding of the benefits of water for the environment

Trust

Enhance trust in water for the environment management and decision-making process

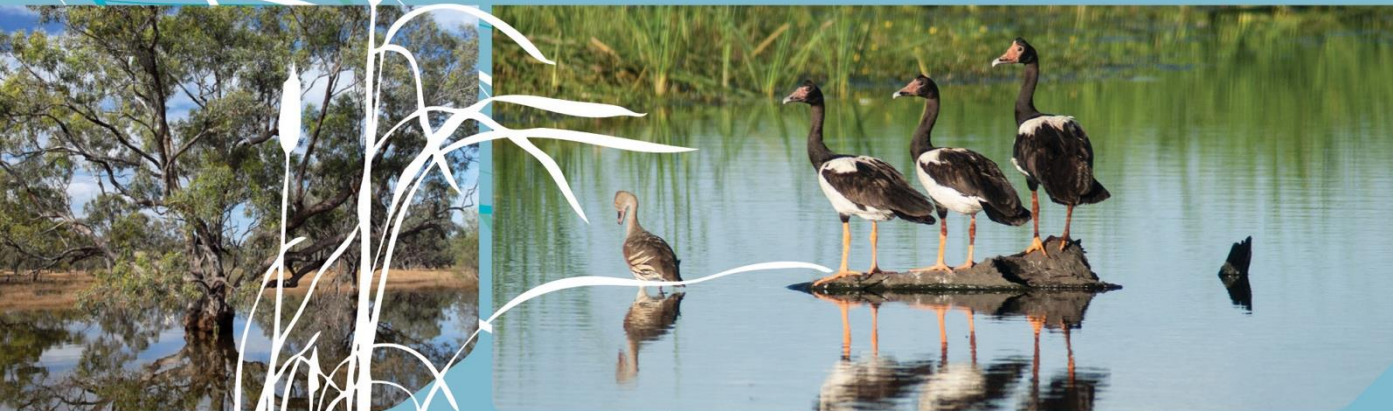
Acceptance

Build acceptance and normalise water for the environment as part of enduring and healthy river management in the Basin

Our Approach

Engagement + Communication + Media

- Provide tailored, timely information on water for the environment in plain-English, with a focus on local content, supported by regional and Basin-wide information
- Grow information distribution through Local Engagement Officers, local media, public relations and third-party networks
- Build trust through increased transparency and enhanced access with local target audiences through engagement and outreach activities
- Support champions within target audiences including First Nations, peak groups, local government, science, agriculture and recreation sectors
- Support CEWO's commitment to work with First Nations groups
- Work collaboratively to coordinate communication, engagement and outreach activities within CEWO and across other water agencies



Commonwealth Environmental Water Office

We pay respect to the First Nations of the Murray-Darling Basin, and acknowledge their enduring cultural, environmental, spiritual and economic connection to the rivers, wetlands and floodplains in the Basin.

PRIORITY ACTIONS FOR 2021-24

Provide tailored, timely information on:

- What water for the environment is and why it is needed
- Where, when and why water for the environment is delivered
- The benefits of water for the environment
- The volumes, locations and types of water entitlements the Commonwealth holds
- The role of the Commonwealth Environmental Water Holder

Grow information distribution:

- Redesign CEWO website so information is easily found, understood and shared
- Deliver information in formats preferred by CEWO's target audiences
- Connect through channels relevant to key stakeholders, including third-party networks and Local Engagement Officers
- Promote local stories about water for the environment through local media outlets and champions/influencers

Build trust through increased transparency and enhanced access:

- Build face-to-face relationships with local target audiences through engagement and outreach activities
- Build personal relationships with key stakeholders, including with a direct point of contact
- Share information and outcomes openly – on our successes, as well as where we could do better
- Support champions to build acceptance of water for the environment

Measure and review effectiveness in meeting the stated objectives with target audiences

The Commonwealth Environmental Water Office partners with others to deliver water for the environment across the Murray-Darling Basin. We aim to be:

Accountable

- We make information about our water holdings available to the public
- We measure and share the impacts of watering actions both positive and where improvements are needed

Visible

- We are accessible to local communities
- We ensure information about our water use can be easily found and understood

Collaborative

- We work with local communities, delivery partners, First Nations and scientists to plan and deliver water
- We work across state borders