

## RCL Board Meeting July 2019 – Communications Update

### EVENTS AND MEDIA

*There are plenty of events to report from the past two months. Here is everything we've been involved with (In chronological order):*

#### Rainfall simulation demonstration

(29 May)

A rainfall simulation demonstration was held at the Botanic Gardens in West Mackay. The event was led by farmers and the local community and is part of a citizen science project to analyse water runoff from a regenerative cane demonstration plot. The aim is to find out if regenerative cane farming can improve the quality of water reaching the reef. The demonstration was covered by local media. The rainfall simulation project was supported by Reef Catchments, with funding from the Queensland Government



#### Mackay Marina Run

(June 2)

GO TEAM! Reef Catchments fielded a team of runners for this year's Mackay Marina Run. The Marina run is an annual event held at Mackay Harbour on a Sunday morning to raise money for the Leukemia Foundation. Our runners took part in the 5km corporate challenge and everyone who started also finished the course, so well done to all involved. This fantastic initiative for a good cause continues to be a highlight on the calendar.



#### St Lawrence Wetlands Weekend

(June 7 to 9)

Reef Catchments was well represented at the St Lawrence Wetlands weekend

The highlight of the event, which was organised by Isaac Regional Council was crowd favourite Costa Georgiadis, presenter of Gardening Australia on ABC TV. Costa could be seen throughout the event wearing one of our Reef Catchments branded caps.



This wonderful weekend aims to raise awareness of nationally significant coastal wetlands, sustainable practices and local farmers. Reef Catchments is the proud supporter of the sumptuous locally sourced lunch, the Greater Whitsunday Food Network's Farm to Plate Seafood Lunch, with 120 sitting down to take part, and celebrity chef Matt Golinski in the kitchen.



More than 720 people attended the weekend's activities, described as a "three-day nature adventure celebrating St Lawrence's exquisite food produce and the breath-taking backdrop which is listed in the Directory of Important Wetlands in Australia".





### Seagrass monitoring

(June 14 and 15)

14 volunteers joined Reef Catchments' Coasts and Biodiversity Project Officer at Clairview and St Helens beaches to collect data on local seagrass meadows. The monitoring is part of the Coastal team's Great Barrier Reef World Heritage Area (Islands) project, and the data will be contributed to the state-wide marine monitoring program.

### Mackay Show

(June 20-21)

June is showtime in Mackay and Reef Catchments was there in one of the agricultural pavilions, promoting sustainable agriculture, in particular, sustainable sugar growing. Spoke to the public about (among other things) the work we do with cane growers and by the time the sideshows were being packed away, all our Reef Catchments branded goody bags were gone.



### Litter trap audit

(July 4)

Mackay Mayor Greg Williamson joined volunteers for the latest audit of gross pollutant traps at Jubilee Park. This was a chance for the public to help sort what sort of rubbish that gets caught in these litter traps which sit in between the city's drainage system and the outlet into the waterways.

The Mayor used the opportunity to broadcast live on his Facebook account, speaking to his followers about the importance of keeping rubbish out of our waterways and discussing the project with our Coasts project officer Cass Hayward.

These audits are held on a quarterly basis and the data collected is used to figure out where debris may be coming from within the city, and to do something about it.



### Visit from Queensland Environment Minister

Leeanne Enoch

(July 16)

Reef Catchments hosted the Queensland Minister for Environment and the Great Barrier Reef, Leeanne Enoch on her visit to the Mackay region. The Minister joined a shed meeting with cane growers at Tony Bugeja's farm in Homebush before inspecting Disaster Recovery sites at Oaky Creek, Oakenden.



### Mackay-Whitsunday Healthy Rivers to Reef Partnership report card launch

(July 18)

The Mackay-Whitsunday Healthy Rivers to Reef Partnership has launched our region's latest waterway health scores. The launch event was held at the Mackay Surf Lifesaving club at Harbour Beach with about 50 people attending. All local media covered the release with reports going out through TV (Channel 7 news), ABC radio, and in the Daily Mercury both online and in print. Canegrowers chief executive Kerry Latter was the MC with guests including Mayor Greg Williamson and Mackay State MP Julianne Gilbert. Well done to Emma and the Healthy Rivers team for organising this event.

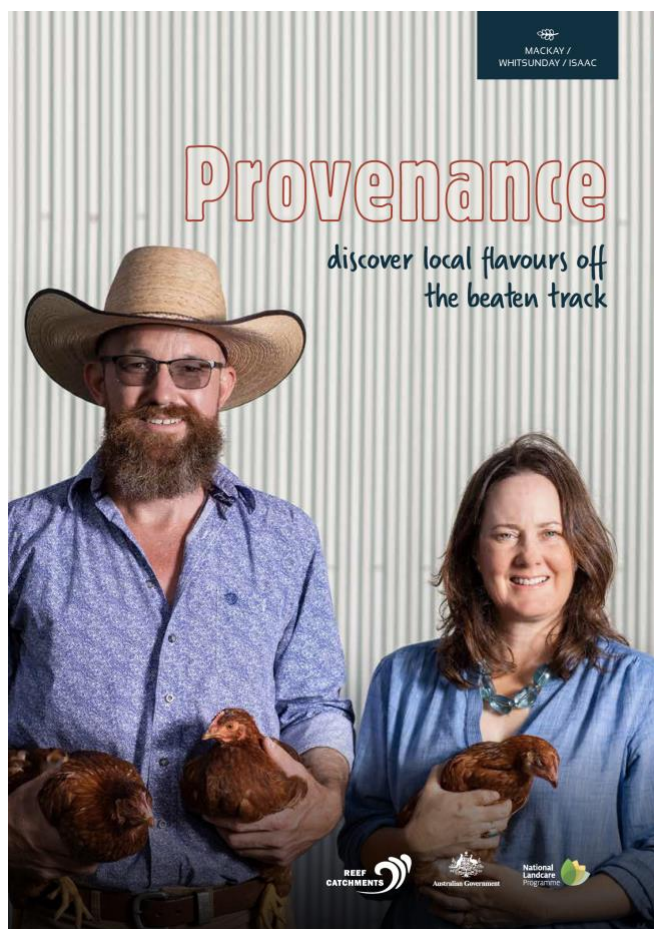


## PROJECT UPDATES

### Food Provenance – magazine

The long-awaited food provenance magazine, called PROVENANCE is complete, published, and now available. It provides the background story of a wide array of local food producers, covering things like how they got started, what their sustainable production practices are and of course, where to find their products.

Sustainable agriculture officer, Tegan McBride created and has led design and production of the magazine.



The magazine launch has featured a campaign of TV and radio advertising, along with video billboards in Caneland Central. 3000 full-colour copies have been printed and are being distributed throughout the region. The magazine is also available to view online, the details are on the Reef Catchments website.

Tegan is heading up a food provenance project (funded through NLP2), a new area of focus for Reef Catchments. This is the same project which saw Reef Catchments support, coordinate and have a strong presence at the St Lawrence Wetlands Weekend, mentioned above.

### Reef Trust 3 – video

The Reef Trust 3 showcase / achievements video is complete and available to view on the Reef Catchments homepage. The video features interviews with local cane farmers and extension officers, highlighting the outcomes of the Reef Trust program locally. The production of the video was a joint effort between Michael Boland, Ian Brooks, the comms team, and local commercial video production company, Tropical Exposure.

### Islands Project

More than a tonne of marine debris has been cleared from the islands off the Whitsunday as part of the Australian Government's National Landcare Program. This is the first year of a five-year, \$600,000 project, which is aimed at protecting, preserving and enhancing our islands.

Reef Catchments is delivering the islands project, along with key regional partners Eco Barge and Wild Mob.

Five trips out to the islands have been made so far and 42 volunteers with Eco Barge, an Airlie Beach-based not-for-profit environmental organisation which cleans up the marine environment, have visited 33.15ha of beaches throughout the Whitsunday islands and removed 1219kg of debris.

### DAF communications training

Reef Catchments communications team has received \$6500 to coordinate communications training for agricultural extension officers in our region. The workshop was held on 26<sup>th</sup> June and featured Rachel Hay from James Cook University. The full day's training covered a range of topics designed to increase extension and project officer confidence when connecting, communicating and building relations with landholders.

### COMMS STAFF UPDATE

Long-time Communications and Media Officer Jaime Newborn has left Reef Catchments after more than six years. Jaime has taken up a position in communications and media at Whitsunday Anglican school and will be sadly missed, although she has promised to drop by and see us from time to time. Jonathan Reichard, who has been with Reef Catchments for one year in a part-time capacity has now taken over all communications and media duties on a full-time basis.

### WEB ACTIVITY

Reef Catchments website has had 21,341 page views since January 2019.

The top 10 viewed website pages this year so far are:

- Homepage 3859 views (3050 unique)
- Community - Traditional Owners 966 views (816 unique)
- People (staff profiles) 690 views (634 unique)
- What is the current climate situation? 454 views (390 unique)
- Contact us - 453 views (387 unique)
- About Reef Catchments - 453 views (359 unique)
- Land - Syntropic Farming, could it work for you? 450 views (425 unique)
- Events - 324 views (231 unique)
- What is being done about climate change? - 272 views (240 unique)
- Species: Whitsunday Bottle Tree - 252 views (222 unique)

Since the start of this year, our total Facebook page likes has increased from 1583 to 1746, a 10.3% increase. Our page followers have increased from 1588 to 1932, an increase of 21.66%. (include in email, not with full report)