

LEGISLATIVE COUNCIL

C795

QUESTION WITHOUT NOTICE
(Of which some notice has been given)

Tuesday, 12 August 2014

Hon Lynn MacLaren to the Minister for Fisheries.

I refer to a contract awarded to Marketforce on 23 October 2012, estimated at the time to be worth \$968,334 to implement a community engagement strategy for the management of shark hazards in Western Australia and ask -

1. Please table all 'milestone' reports produced to date as outlined in the tender specifications as being required of the contractor.
2. Please explain any changes to the contract from what was outlined in the advertised tender.
3. If no to 1) please give your reasons.

I thank the Hon. Member for some notice of this question.

(1)-(3) The tender specifications did not prescribe the specific nature of milestone reports; however, the Department has received two reports that have been accepted as Milestone Reports and which I table. The first report was received January 2013. The second report was received 11 September 2013.


MINISTER FOR FISHERIES

Department of Fisheries

STATEMENT OF WORK

For the development and implementation of a Community
Engagement Strategy for the management of Shark hazards
in Western Australia

Version: 1.0

Marketforce

1314 Hay Street, West Perth

Tel. 08 9488 9488 Fax. 08 9488 9444

1. Revision history

VERSION	NAME	DATE	COMMENT
1.0		21/01/13	Draft for discussion

2. External distribution

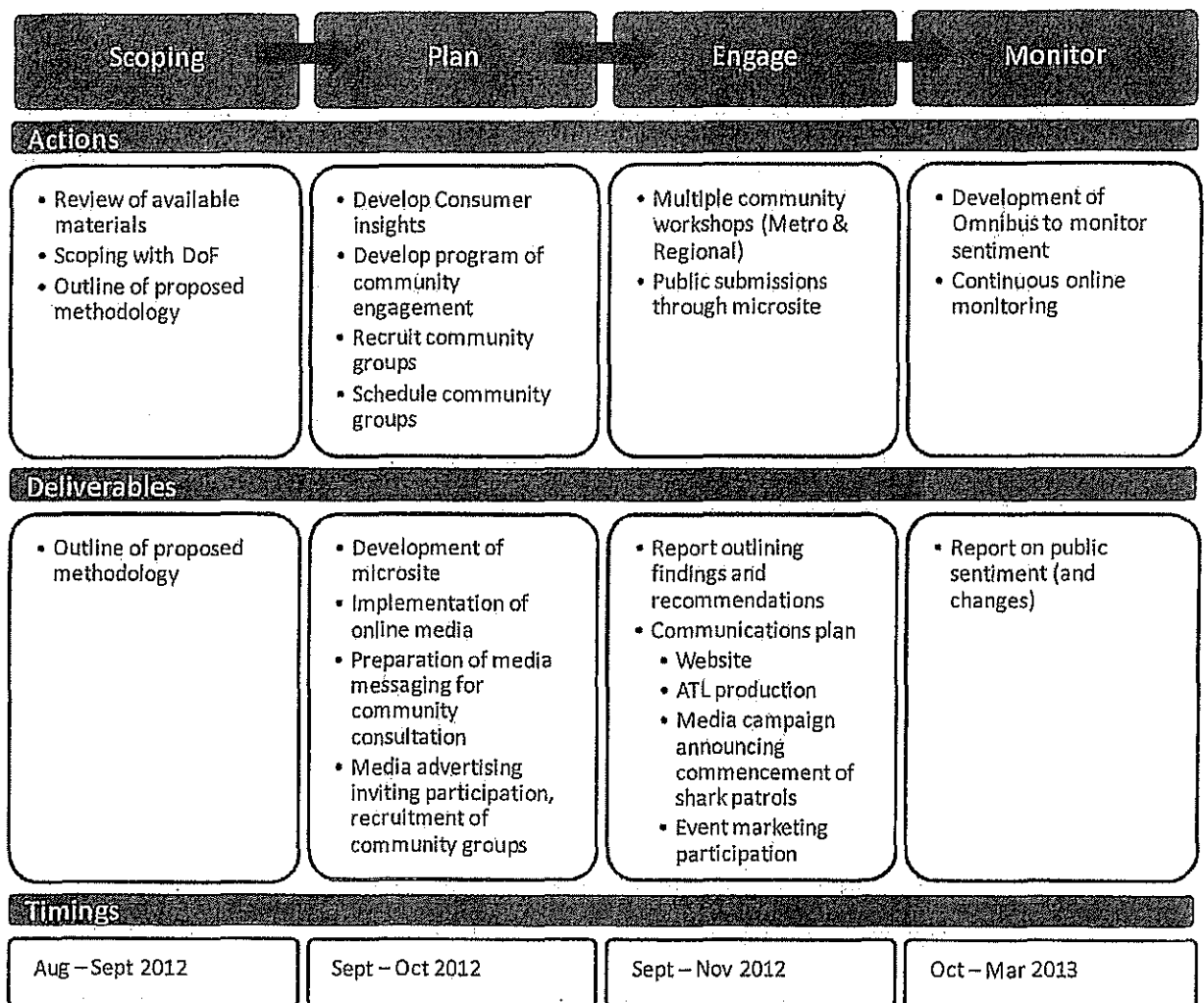
NAME	TITLE	COMPANY
	Communications Manager	Department of Fisheries

3. Purpose of document

The purpose of this document is to detail the cumulative scope of work and Marketforce deliverables contributing to the development and implementation of a Community Engagement Strategy for the management of Shark hazards in Western Australia

5. Original Project Plan

On submission of the tender, Marketforce proposed the following approach to this project:



7. Stakeholder engagement to date

Stakeholder engagement to date has included:

Minister's office

Face-to-face 12 November 2012

Various email correspondence to date

Key points of note:

- An objective is to identify points of basic improvement that can be made for all stakeholders
- A key goal should be to shift responsibility to the individual
- Need a public safety campaign that is not fear based
- Recognize that this is a complex issue with no one individual solution but rather a number of initiatives working together.
- Understand whether there is a reality to the suggestion that the community thinks the DOF is hiding something
- Would help to understand community sentiment

Suggestions / Actions required:

- meet with
- meet with introduced to via email.
- suggested a video be made outlining all the actions being taken by the government
- A strong desire for a phone app focusing on sightings and beach closures
- An overview of the project plan and next steps is required for a launch event on Jan 29, 2013

Notes

- A phone app has been delegated to SLSWA and is in development between DOF and SLSWA thus is excluded from this project.

External Facilitator

Face-to-face 5 December 2012

Key points of note:

- role to date has been to work with the minister's office to facilitate two forums that have had the following objectives:
 - o Communicate the UWA research findings in plain English
 - o Engage and empower the user group
- believes forums will be successful if they are anchored to a local community and bi-partisan in nature.
- has a wide network in the user group and would be a valuable facilitator for future forums

Department of Premier and Cabinet

Face-to-face 18 January 2012

Key points of note:

- The key message is that this is not about one particular approach but a collective group of strategies and activities

8. Immediate proposed next steps and timing

Action	Complete by	Indicative Budget
Implement Community Benchmark Research	1 March 2013	\$39,500
Continue one-on-one stakeholder engagement <ul style="list-style-type: none"> • Surfing WA () • SLSWA () • Tourism WA • Water Police • Dept. of Sport & Recreation () • WALGA () • RecfishWest () • Conservation Council WA () 	1 March 2013	\$25,520
Forum Scheduling, agenda and tools	31 March 2013	TBC
Forums Implementation	May 2013	TBC
Communications plan	June 2013	TBC

Ministerial Update
11 September 2013

**DEVELOPMENT AND IMPLEMENTATION OF A
COMMUNITY ENGAGEMENT STRATEGY FOR
THE MANAGEMENT OF SHARK HAZARDS IN
WESTERN AUSTRALIA**

Marketforce

OBJECTIVE	PROGRESS
Encourage community participation and partnerships through a range of methods	SLSWA App, website, research, forums, stakeholder engagement
Ensure participation from a variety of socially and culturally diverse backgrounds and interests	Website built to accessibility guidelines. No cultural or specific user groups identified. For further consideration on website optimisation.
Identify and engage all relevant stakeholders	Partly completed. Still to liaise with key emergency response and LGA's in conjunction with DoF.
Identify and assist in the understanding of areas of concern for the community	Achieved via representative research
Identify and plan the best methods to educate and raise awareness among key audience groups, including through the sharing of research findings	Achieved via representative research and website and campaign development
Manage community expectations of what scientific findings and government policy can realistically provide	In progress via website development and campaign implementation
Establish the best way of engaging the community and other stakeholders on a long-term basis	Ongoing development and optimisation of communication tools

FUTURE DIRECTION (AUG 2013 ONWARDS)

Engage (Phase 2)	Engage (Phase 3)	Engage (Phase 4)	Engage (Phase 5)	Engage (Phase 6)
Actions				
<ul style="list-style-type: none"> Website and content development 	<ul style="list-style-type: none"> Community engagement summer 2013/14 campaign directing to tools. Sentiment Monitoring 	<ul style="list-style-type: none"> Community engagement forums 	<ul style="list-style-type: none"> Website maintenance Summer Mass media campaign Monitoring Ongoing stakeholder engagement 	<ul style="list-style-type: none"> Website maintenance Summer Mass media campaign Monitoring Ongoing stakeholder engagement
Deliverables				
<ul style="list-style-type: none"> Shark specific website delivering upon community needs by November 2013. 	<ul style="list-style-type: none"> Mass communication campaign Sentiment monitoring report (frequency TBC) 	<ul style="list-style-type: none"> Forums in which to demonstrate action and engagement 	<ul style="list-style-type: none"> Campaign tracking report (via website analytics) Website optimisation 	<ul style="list-style-type: none"> Campaign tracking report (via website analytics) Website optimisation
Timings & Spend				
<p>Aug – Nov 2013 \$150,000 est</p>	<p>Nov – Feb 2014 \$180,000 est</p>	<p>Dec – Feb 2014 \$50,000 est</p>	<p>Mar 2014 – Feb 2015 \$170,000 est</p>	<p>Mar 2015 – Feb 2016 \$170,000 est</p>

BUDGET ESTIMATE REVIEW

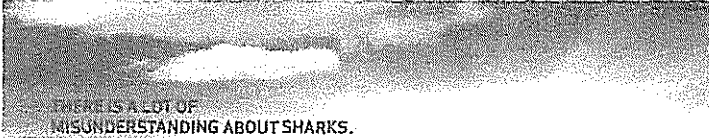
Scoping	Plan	Engage (Phase 1)	Engage (Phase 2)	Engage (Phase 3)
Actions				
<ul style="list-style-type: none"> ✓ Review of available materials ✓ Scoping with DoF 	<ul style="list-style-type: none"> ✓ Develop creative brief ✓ Develop community research brief ✓ Develop initial stakeholder engagement plan 	<ul style="list-style-type: none"> ✓ ATL community awareness campaign • Community benchmark research ✓ Key stakeholder meeting; 	<ul style="list-style-type: none"> • Community and Stakeholder engagement <ul style="list-style-type: none"> • Forums • Discussions • Collateral development for forums 	<ul style="list-style-type: none"> • Implement communications plan
Deliverables				
<ul style="list-style-type: none"> ✓ Immediate plan for next steps 	<ul style="list-style-type: none"> ✓ Community awareness creative concepts ✓ Community research proposal ✓ Initial stakeholder engagement 	<ul style="list-style-type: none"> • Research Report outlining findings and recommendations ✓ ATL communication campaign • Working updates on stakeholder engagement & resulting implications 	<ul style="list-style-type: none"> • Communications plan by stakeholder group <ul style="list-style-type: none"> • Key messages • Collateral / media recommendations 	<ul style="list-style-type: none"> • Measured against KPI's detailed on the communications plan
Timings & Spend				
Nov – Dec 2012 \$10,500 actual	Dec 2012 \$20,272 actual	Dec – Feb 2013 \$216,900 actual	Feb – Mar 2013	Apr 2013 -

The community research findings promoted us to re-evaluate this strategic direction


Budget	Estimated in Tender response	Actual
For program to March 2013	\$458,334	\$247,668

SUMMER 2012-2013 AWARENESS CAMPAIGN (RADIO & PRESS)

Government of Western Australia
Department of Fisheries



THERE'S A LOT OF MISUNDERSTANDING ABOUT SHARKS.



TO GET THE FACTS YOU NEED TO LOOK A LITTLE DEEPER.

Hype, commentary and publicity surrounding shark incidents can distort reality, so let's invite you to take a look at a different understanding of what's really going on - and what can be done for the future.

And right now, more is being done than ever. Monitoring in the air and on the water has been increased significantly, and a national surveillance network is being established. The WA Marine and Coastal Surveillance and the SurfLife SA and WA winter feed provide up-to-date information on shark sightings.


We have a long-standing tradition of being the go-to source for all things ocean, and we're proud to be the go-to source for all things shark. We're committed to providing the most accurate and up-to-date information on shark sightings and what can be done for the future.

KEEP INFORMED. KEEP ENJOYING THE OCEAN.

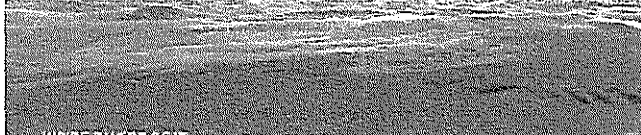
For more information on shark sightings and what can be done for the future, visit www.surf lifesavingwa.com.au or call 9442 8500.

Government of Western Australia
Department of Fisheries

Government of Western Australia
Department of Fisheries



ONGOING SHARK MONITORING IN WA.



WE'RE ON TOP OF IT.

There has been a lot of commentary lately about sharks in WA. And we understand the need to do as much as possible to provide accurate information about shark sightings and what can be done for the future.

We've significantly increased our shark monitoring in the air and on the water. We've also increased our surveillance and winter feed monitoring to provide up-to-date information on shark sightings.

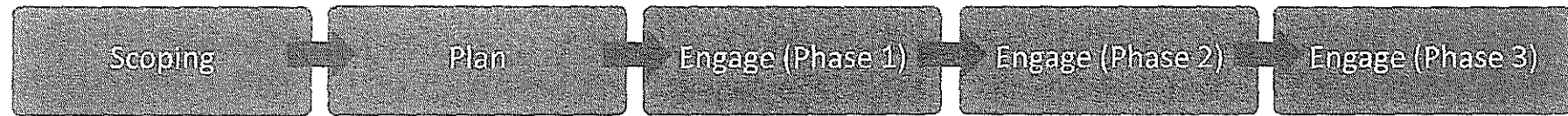
Plus, we've increased our shark monitoring in the air and on the water. We've also increased our surveillance and winter feed monitoring to provide up-to-date information on shark sightings.

KEEP INFORMED. KEEP ENJOYING THE OCEAN.

For more information on shark sightings and what can be done for the future, visit www.surf lifesavingwa.com.au or call 9442 8500.

Government of Western Australia
Department of Fisheries

Marketforce



Actions

<ul style="list-style-type: none"> ✓ Review of available materials ✓ Scoping with DoF 	<ul style="list-style-type: none"> ✓ Develop creative brief ✓ Develop community research brief ✓ Develop initial stakeholder engagement plan 	<ul style="list-style-type: none"> ✓ ATL community awareness campaign • Community benchmark research ✓ Key stakeholder meetings 	<ul style="list-style-type: none"> • Community and Stakeholder engagement <ul style="list-style-type: none"> • Forums • Discussions • Collateral development for forums 	<ul style="list-style-type: none"> • Implement communications plan
---	---	--	--	---

Deliverables

<ul style="list-style-type: none"> ✓ Immediate plan for next steps 	<ul style="list-style-type: none"> ✓ Community awareness creative concepts ✓ Community research proposal ✓ Initial Stakeholder engagement 	<ul style="list-style-type: none"> • Research Report outlining findings and recommendations ✓ ATL communication campaign • Working updates on stakeholder engagement & resulting implications 	<ul style="list-style-type: none"> • Communications plan by stakeholder group <ul style="list-style-type: none"> • Key messages • Collateral / media recommendations 	<ul style="list-style-type: none"> • Measured against KPI's detailed on the communications plan
---	--	--	--	--

Timings & Spend

<p>Nov – Dec 2012 \$10,500 actual</p>	<p>Dec 2012 \$20,272 actual</p>	<p>Dec – Feb 2013 \$216,900 actual</p>	<p>Feb – Mar 2013</p>	<p>Apr 2013 -</p>
---	-------------------------------------	--	-----------------------	-------------------

STATEMENT OF WORK 21/01/2013

- On 21/01/2013 a revised statement of work was tabled with the following recommendation:
 - Due to condensed timing governed by the onset of summer 2012-13, the following revised project plan has been implemented to date and is proposed for the remainder of the 2013 financial year.



Actions

<ul style="list-style-type: none"> • Review of available materials • Scoping with DoF • Outline of proposed methodology 	<ul style="list-style-type: none"> • Develop Consumer insights • Develop program of community engagement • Recruit community groups • Schedule community groups 	<ul style="list-style-type: none"> • Multiple community workshops (Metro & Regional) • Public submissions through microsite 	<ul style="list-style-type: none"> • Development of Omnibus to monitor sentiment • Continuous online monitoring 	<ul style="list-style-type: none"> • Summer Campaign • Sentiment listening • Website updates
--	---	---	---	---

Deliverables

<ul style="list-style-type: none"> • Outline of proposed methodology 	<ul style="list-style-type: none"> • Development of microsite • Implementation of online media • Preparation of media messaging for community consultation • Media advertising inviting participation, recruitment of community groups 	<ul style="list-style-type: none"> • Report outlining findings and recommendations • Communications plan <ul style="list-style-type: none"> • Website • ATL production • Media campaign announcing commencement of shark patrols • Event marketing 	<ul style="list-style-type: none"> • Report on public sentiment (and changes) 	<ul style="list-style-type: none"> • Media campaign leading to commencement of shark patrols • Report on changes in sentiment as a result of ongoing research initiatives
---	--	---	--	---

Timings & Cost

Aug – Sept 2012 \$23,320 est	Sept – Oct 2012 \$108,020 est	Sept – Nov 2012 \$241,540 est	Oct – Mar 2013 \$60,000 est	Annual Extension \$170,000 est
---------------------------------	----------------------------------	----------------------------------	--------------------------------	-----------------------------------

Contract Awarded
Nov 1, 2012

AGENDA

- Project delivery to date
- Project spend to date
- Future direction
- Delivery against project objectives