

# Obtaining Positive Community Involvement

Turning Talk into Action



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## How to engage others in your project

Successful Wetland Management & Restoration Requires positive relationships between landowners, local community, community groups and other organisations.

This sounds good ... BUT HOW?



## The plan is to have a plan!

Preparing a Communication, Education, Participation and Awareness (CEPA) Plan can turn talk into action

BUT Where do we begin?



## We have a vision! What next?

Developing the Plan – the framework:

- What timeframe should it cover?
- What questions should it address?
- Essential Content:
  - The vision
  - The Themes (ie Education, Conservation, Eco-tourism, Governance)
  - The strategic objectives for each theme
  - The Actions to meet these objectives
  - Timeframe, responsibility and budget for each action.



## Examples

### Strategic Objectives

#### Conservation example:

"Manage the Tarani wetlands to enhance ecological character and values of the site"

#### Education example:

"increase understanding of, and appreciation for wetlands values throughout the community"

#### Eco-Tourism Example:

"Identify and develop innovative, high quality and sustainable recreation and tourism opportunities"

#### Governance example:

"Meet legal responsibilities"



## Examples

### Actions

#### Conservation example:

"Pursue opportunities to secure resources to support volunteer conservation work on site"

#### Education example:

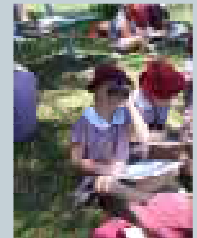
"work with educational institutions to develop programs that utilise the wetlands as a hands-on experience in education, training and research"

#### Eco-Tourism Example:

"Work with other wetland managers to develop a wetlands trail experience for visitors"

#### Governance example:

"Maintain and monitor a risk management strategy"





## Keeping the Plan Alive

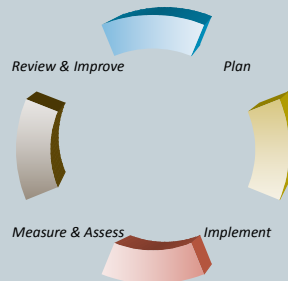
Plans should not live on shelves ...

Ideas to keep the plan alive:

- Maintain the relationships formed during the visioning workshop;
- Invite a sub-group to form a CEPA committee, ensuring representation from each of your strategic areas;
- Hold monthly or quarterly meetings to review progress;
- Identify grants and other funding sources to keep things moving.



## The planning cycle has no end...



## How to Fund Activities?

Long term goal of financial sustainability.  
Seed funding and activity specific:

- Government & Philanthropic organisations.
- Lottery Fund
- Local Government Grants
- NZ Community Trust
- Nature Heritage Fund
- Biodiversity Fund
- Lion Foundation
- A range of Environmental Trusts
- WWD
- Community Conservation fund



## Thinking eco-tourism?

Ecotourism is a blend of conservation and sustainable tourism enabling visitors to experience natural areas with minimal impact on our environment



## Thank you

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