



MARKET RESEARCH SUMMARY

Working with you to tell compelling stories about natural resource management in Queensland



How you are helping shape the future of NRM Regions in Queensland

Since its formation in 2002, NRM Regions Queensland (NRMQ) has worked hard to improve the state-wide delivery of regional NRM outcomes in partnership with industry, community and government.

To improve the way we communicate about outcomes, we commissioned research to understand our audiences - their attributes, how they access information, their preferred communication methods and their understanding of NRM.

Over a two-month period, 59 stakeholders were asked to provide feedback about natural resource management in Queensland. Regional NRM bodies worked with NRM Regions Queensland to identify stakeholders from across the following five categories:

- customers currently engaged with a regional NRM body
- customers not engaged with a regional NRM body
- customers previously engaged with a regional NRM body
- decision makers
- peak bodies.

Stakeholders were then randomly selected by the independent communications and engagement company Articulous.

For the purpose of this market research, customers are defined as those eligible to receive funding and other services from regional NRM bodies for natural resource management in Queensland.





What you told us

- NRM benefits everyone directly but more can be done to attract interest and enthusiasm from a wider audience
- Strong and effective natural resource management delivers economic, environmental, recreational and tourism benefits and more needs to be done to increase resources and funding opportunities to support NRM in Queensland.
- Although there were many opportunities for people to access information about natural resource management, there was a strong preference to increase online access while also hosting more in-person events.
- There is an exciting opportunity to engage more people through a streamlined process that makes it easier for individuals and organisations to apply for funding and grants.

Our new future

- We will strengthen the regional NRM brand in Queensland by improving the way we communicate about natural resource management in Queensland. This new narrative will reflect the aspirations and values of all Queenslanders and the importance we place on lifestyle and recreation as well as the environment and economy.
- We will continue to celebrate the work of the people and organisations who work to improve natural resource management through telling compelling stories that reach the people who matter most.
- We will demonstrate NRM successes over the short and long-term through developing key messages and improving the way we report on our impact.
- We will ensure consistency in communication across the sector so that stakeholders can access the NRM information they need when they need it.



*Thank you for helping us create a strong future for
NRM in Queensland.*

*By working together we will affect positive
environmental and social change across
Queensland .*