

# STAKEHOLDERS IN NRM

A summary of market research undertaken by Articulous, 2021

## PEAK BODIES

### WHAT INFORMATION IS ACCESSED:

land management, landcare, news, research

**HOW:** online, committees, newsletter, corporate partners, networking

### WHAT THEY WANT:

- Educational tools to educate people about benefits of NRM
- Collaboration: with local governments, private organisations, First Nations
- Government priorities to be aligned with community priorities

*"I don't know where to look for NRM information straight away. Need advice on, or online research, to find information channels that I need."*



## DECISION MAKERS

### WHAT INFORMATION IS ACCESSED:

projects, impacts, best-practice, emerging issues

**HOW:** online, networking, newsletters from peak bodies and think tanks, community meetings, social event

### WHAT THEY WANT:

- singular point of truth
- better demonstration of work and return on investment
- consistent messaging and approach between NRMs, peaks and conservation sector
- promotion of importance of NRM to wider audience
- proactive and regular engagement, including regular schedules of face-to-face meetings
- collaboration between regional NRM bodies and community-based organisations

*"I can't stress enough how important it is to speak to your audience. We get so much information coming through but unless it is particularly relevant to what we are doing, we just don't have time to consider it."*

## CUSTOMERS CURRENTLY ENGAGED

### WHAT INFORMATION IS ACCESSED:

Land management, grant writing

**HOW:** mostly online, workshops and events, networks.

### WHAT THEY WANT:

- More funding
- Focus on landholders who want to change, not the ones who don't
- Collaboration with other regional groups and between government, industry and community
- Clear starting point for landholders
- Highly value in-person and onground opportunities such as workshops, field days, farm visits, community education and courses
- Continued online access: emails, web resources, online forums
- Reduced information overload.
- Only some landholders were able to recall a success story about NRM in Queensland

*"Quality, synthesised products that are more accessible for others is what's most important, consistent language, tools and approaches."*

## CUSTOMERS PREVIOUSLY ENGAGED

### WHAT INFORMATION IS ACCESSED:

grants, projects, land management, animal control

**HOW:** online research, workshops and events, networks, direct contacts

### WHAT THEY WANT:

- More funding
- Positive outcomes of NRM work to be more wildlife promoted
- Happy with current frequency of contact but want more practical training and knowledge
- Generally have strong NRM support networks in place



## CUSTOMERS NEVER ENGAGED

### WHAT INFORMATION IS ACCESSED:

conservation, regenerative agriculture, pest plants and animals, catchment management

**HOW:** online, print, workshops and courses, visits

### WHAT THEY WANT:

- Engagement with whole community instead of only specific groups
- Use existing communication channels (such as rates notices) to reach people
- Experts to talk 'the right language' to affected people
- Promotion of best practice
- More practical, on-ground assistance, rather than theoretical
- Transparent information from trusted sources, without any spin
- Face-to-face interactions are valued

*As a land manager or producer, you want to cut straight to the chase, pick up the good stuff and learn from others' mistakes."*

# REGIONAL NRM CUSTOMER PROFILES



CUSTOMERS ARE THOSE WHO RECEIVE SERVICES OR FUNDING FROM REGIONAL NRM BODIES

## ON-GROUND

LANDHOLDERS, GRAZIERS, LAND MANAGERS

## COMMUNITY

LANDCARE, CATCHMENT, COMMUNITY GROUPS

## EXPERTS

DECISION MAKERS, PEAK BODIES, TECHNICAL ADVISORS, SCIENTISTS, LOCAL GOVERNMENT

	ON-GROUND	COMMUNITY	EXPERTS
MOTIVATORS	<ul style="list-style-type: none"> <li>• Protecting and enhancing landscape</li> <li>• Improved production</li> <li>• Understanding the land</li> </ul>	<ul style="list-style-type: none"> <li>• Land restoration</li> <li>• Landscape preservation for future generations</li> <li>• Being part of a collective effort</li> </ul>	<ul style="list-style-type: none"> <li>• Supporting economy</li> <li>• Better landscapes and healthier environments</li> </ul>
BARRIERS	<ul style="list-style-type: none"> <li>• Lack of government understanding of NRM work and issues</li> <li>• Funding (process, amount, restrictions, and distribution)</li> </ul>	<ul style="list-style-type: none"> <li>• Ambiguous governance structure of NRM</li> <li>• Lack of cohesion between NRMs</li> <li>• Bureaucracy</li> <li>• Funding (access, distribution)</li> </ul>	<ul style="list-style-type: none"> <li>• Governance structure of NRM</li> <li>• Lack of cohesion + direction across NRMs</li> <li>• Wide spread of information – need a unified knowledge base</li> </ul>
WHAT INFO IS NEEDED	<ul style="list-style-type: none"> <li>• Grants</li> <li>• Local news</li> <li>• Land management practices</li> <li>• Jargon-free and simple</li> <li>• Practical, on-ground demonstration</li> </ul>	<ul style="list-style-type: none"> <li>• Local news</li> <li>• Upcoming projects, events</li> <li>• Grants</li> </ul>	<ul style="list-style-type: none"> <li>• Land management</li> <li>• Reports, peer-reviewed</li> <li>• Technical advice</li> <li>• Policy</li> <li>• Funding</li> </ul>
HOW IT IS ACCESSED	<ul style="list-style-type: none"> <li>• Digital</li> <li>• Events</li> <li>• Direct phone or face-to-face</li> </ul>	<ul style="list-style-type: none"> <li>• Networking</li> <li>• Digital</li> <li>• Direct phone or face-to-face</li> </ul>	<ul style="list-style-type: none"> <li>• Networking</li> <li>• Digital</li> <li>• Direct phone or face-to-face</li> </ul>

