

Engaging Communities

Performance monitoring summary for the Healthy Waterways Strategy 2018

Overview

During the development of the Strategy, discussions in each catchment highlighted the importance and need to enhance the community's knowledge and connection to waterways. There was agreement that broader community understanding of the key issues facing our waterways, as well as supporting people to find a connection to waterways, will likely lead to greater involvement and action for our waterways. There are a number of performance objectives which relate to engaging communities that have been set regionally, as regional performance objectives (RPOs), and for rivers, wetlands and estuaries at the sub-catchment, as sub-catchment performance objectives (SCPOs).

Sub-catchment performance objectives were set for participation rates based on the number of participants in waterway improvement grants and citizen science programs, and is presented as a proportion of the population living within the management unit. The target was based on the trajectory of participation over the past 10 years with a 'stretch' factor. This includes a strong focus on increasing participation rates across rivers, wetlands and estuaries.

Along with participation, there are several RPOs aimed at increasing community knowledge and engagement around waterways, including development of key messages and stories, developing systems and pathways for sharing information and fostering and celebrating leaders in waterway management.

Typical actions for this group of performance objectives are tours, training, citizen science activities, volunteering, best practice farm management and community planting days. This groups aligns closely with the group Community Places.

Indicators for how this group of performance objectives will be evaluated are outlined below.

Performance indicators and data:

PO theme	Performance indicators	Data required to track progress	Timing	Who is involved in reporting
Increase participation rates around rivers, wetlands and estuaries	Percentage of population involved in grants and citizen science (related to waterways) over previous 5 years as a proportion of population within the sub-catchment	Melbourne Water’s Stream Frontage Management Program (SFMP), Rivers and Land Program, and Community Grants. Citizen science programs include participation in the Frog Census, Platypus environmental DNA sampling, Waterwatch, and Birdlife surveys.	Mid and end of strategy	Melbourne Water CMA Local Government
RPO-37 Participation rates in education, capacity building, incentive programs and citizen science activities have increased and enable greater levels of environmental stewardship for our waterways.	As above	As above Surveys	Annual from 2020 Mid and end of strategy	Melbourne Water CMA Local Government
RPO-38 Key messages, stories and resources for waterways and waterway health are collaboratively developed and broadly distributed, increasing community knowledge and engagement around waterways.	TBC	TBC	TBC	TBC
RPO-39 Systems and pathways to share knowledge and information between communities and stakeholders have been developed and expanded to empower	website collaboratively developed, annual HWS report, signage	progress report	Annual from 2020 Mid and end of strategy	Melbourne Water

PO theme	Performance indicators	Data required to track progress	Timing	Who is involved in reporting
communities to participate and influence waterway management (for example, digital portals, social media, Communities of Practice, signage programs).				
RPO-40 The profile of waterways is lifted, local connections to waterways are increased, and leaders in waterway management are celebrated and fostered.	Number of events Media articles TBC	Print, on-line, TV, radio and social media monitoring	Annual from 2020 Mid and end of strategy	Melbourne Water

Summary of the number of Performance Objectives within each theme:

Performance Objective theme	Regional	Rivers	Wetlands	Estuaries
Increase participation rates around rivers, wetlands and estuaries		66		
Regional Performance Objectives	4			

About this document

Delivering the Performance Objectives

Melbourne Water and partners will approach implementation of the many different Performance Objectives within this group according to each organisations obligations and delivery mechanisms and their associated capacity and capability to plan and deliver the required activities/works.