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WATER in the Landscape

WATER IN THE LANDSCAPE

Final Report – USP Project no. 2008/usw/0018

Appendix 4

Water in The Landscape Evaluation

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WSROC

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Water in The Landscape is a WSROC project supported by the NSW Government through its Environmental Trust

i. Evaluation Framework

WITL Program Evaluation

WSROC

Formed in 1973, the Western Sydney Regional Organisation of Councils (WSROC) represents 10 local councils in Western Sydney. WSROC provides a strong voice for the residents of Western Sydney to improve quality of life.

WSROC has a reputation for considered policy analysis and advocacy on a wide range of issues affecting the residents of Western Sydney. Our focus is on transport, employment and regional planning. WSROC is responsible for many improvements in these areas and has helped to create a number of the region's institutions and agencies.

WSROC also manages a number of projects, which are either funded jointly by its members or from external sources. One of the Projects currently run by WSROC is the Water in The Landscape Program (WiTL).

Water in the Landscape

Water in The Landscape is an initiative of the Western Sydney Regional Organisation of Councils (WSROC) and funded by NSW Environmental Trust. It is a 3 year, community awareness program for Western Sydney that focuses on the management of water resources and the environment, and the amenity for the people in the region that these resources support.

The Program design was informed by best practice international environmental awareness research and development. Its implementation is supported by a research partnership with the University of Western Sydney.

The Program uses a multiple pronged approach: cultural events, an interactive website and local and regional "conversations" to engage the Western Sydney community.

WiTL is looking for find a consultancy agency to deliver the evaluation research for the overall program.

Background and Challenges

The Water in The Landscape Program presents some particular challenges for evaluation. The Program's Objectives and anticipated Outcomes are (in brief) increasing awareness and learning by people in the community and to influence local governments (and other stakeholders) to respond in their planning and policy, both to community views and to the approach taken by the Program to community engagement.

The Western Sydney community is also both very large (1.7 million people) and very diverse in terms of cultural background, income, education and occupation.

The Program is multi-faceted, involving

1. a number of (15 at this time) **Cultural Projects** with the possibility of securing more (approx. 3 – 4) cultural projects
   The cultural projects are developed locally and focus upon places valued by people in the community. The Projects use creative and provocative ways to highlight the role of water in these places, including water in creeks and rivers, water for irrigation, stormwater and groundwater.
   The Cultural Projects are developed by NGOs, councils and academic institutions, with the Program and UWS providing support in capacity building and project refinement to ensure appropriate goals for environment awareness are delivered by each project. The Cultural Projects provide wide variety across art form, audiences and locations.

2. **local forums** - known as "Our People and Our Place Conversations"
   Water in The Landscape will also directly engage with the diverse Western Sydney community through community consultation forums.
   The Our People and Our Place Conversations project are aimed to reach people not already engaged in environmental issues and will bring a new standard to community engagement on environmental issues in Western Sydney.
   The Our People and Our Place Conversations project is managed by Straight Talk, award winning specialists in deliberative engagement processes.

3. **regional forums**, and
   The Our People and our Place conversations will lead up to two large forums that will inform and empower people to participate in policy for water in their landscapes.

4. **online information**, dialogue and exchange
   The Water in The Landscape website www.waterinthelandscape.org.au uses a variety of creative and interactive features designed to get people thinking about the important role that water plays in their lives and communities.
   The site engages directly with the people of Western Sydney by providing a platform for discussion and sharing of ideas.

Evaluation

Monitoring and evaluation plans are, or will be, developed for each component of the Program. The externally funded agencies delivering these projects will be required to collect data and report against these plans. However, this self-evaluation of individual components will not be sufficient or appropriate for the evaluation of the entire Program.

Evaluation Structure

In this context, the Program Evaluation could have the following elements

A. collation and analysis of data collected and evaluation reporting for each program component
B. assessment of the adequacy of component evaluation, particularly with respect to gaps

C. development of strategies to fill the identified gaps
D. evaluation of the linkages between each component and to what extent these linkages (and the extended time period for the project) facilitated learning on the part of participants
E. evaluation of the response by local governments and other agencies to community views on the issues raised and the processes used for engagement by the Program.

In developing these elements there would appear to be at least three cross cutting issues relevant to each of them

1. the **principles of public participation**, and particularly the degree that the overall program facilitated deliberation by participants
2. **cultural and institutional diversity** of participants and stakeholders in the Program
3. the **response of Local governments** and other stakeholders to the approach to community engagement used by the Program and how this **affected their preparedness to respond** to community views and willingness to adopt (or adapt) community engagement strategies.

Approach

In general terms the Evaluation should focus on the Program Objectives and the anticipated Outcomes. The Outcomes are more specific and detailed than the Objectives. Achievement of the Outcomes will represent delivery of one or more Objective.

Objectives and Outcomes Hierarchy

Objective 1: Improve community and stakeholder understanding of and appreciation for the value of clean and adequate water to quality of life and amenity.

I. **Outcome 1**. Improved community knowledge of urban water management issues and policies that encourage more sustainable supply and usage patterns for the region in the context of ongoing urban development and Climate Change

Objective 2: Promote the contribution of "water in the landscape" to quality of life and encourage innovative local responses

I. **Outcome 1**. Improved community knowledge of urban water management issues and policies that encourage more sustainable supply and usage patterns for the region in the context of ongoing urban development and Climate Change
II. **Outcome 2**: Development of community support for the retention or increase in water supplies from stormwater harvesting and recycling with identified benefits for local amenity, tourism, agriculture, recreation
III. **Outcome 6**: Stronger advocacy for the protection of regional amenity through the optimum retention of diverse land uses (including recreational waterways, agriculture/local food production, playing fields and gardening) arising from more informed public opinion, diverse ideas and cultural perspectives, being brought to the attention of decision-makers and the community generally

Objective 3: Secure community engagement and debate on these issues

I. **Outcome 3:** Increased input from the community to local and regional policy and practice that affects biodiversity, ecosystem integrity, waterway health and resilience

II. **Outcome 5:** Increased and ongoing community participation in local and regional decision-making through improvements in community engagement strategies being adopted by local and regional agencies

Objective 4: Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives

I. **Outcome 2**: Development of community support for the retention or increase in water supplies from stormwater harvesting and recycling with identified benefits for local amenity, tourism, agriculture, recreation
II. **Outcome 3:** Increased input from the community to local and regional policy and practice that affects biodiversity, ecosystem integrity, waterway health and resilience
III. **Outcome 5:** Increased and ongoing community participation in local and regional decision-making through improvements in community engagement strategies being adopted by local and regional agencies
IV. **Outcome 6**: Stronger advocacy for the protection of regional amenity through the optimum retention of diverse land uses (including recreational waterways, agriculture/local food production, playing fields and gardening) arising from more informed public opinion, diverse ideas and cultural perspectives, being brought to the attention of decision-makers and the community generally

Objective 5: Influence local government and other urban water managers

I. **Outcome 2**: Development of community support for the retention or increase in water supplies from stormwater harvesting and recycling with identified benefits for local amenity, tourism, agriculture, recreation
II. **Outcome 4**: Increased capacity amongst natural resource managers in the region, most particularly local governments, to contribute to both local and regional biodiversity, ecosystem integrity, waterway health and resilience
III. **Outcome 5:** Increased and ongoing community participation in local and regional decision-making through improvements in community engagement strategies being adopted by local and regional agencies
IV. **Outcome 6**: Stronger advocacy for the protection of regional amenity through the optimum retention of diverse land uses (including recreational waterways, agriculture/local food production, playing fields and gardening) arising from more informed public opinion, diverse ideas and cultural perspectives, being brought to the attention of decision-makers and the community generally

Objective 6: Capacity building of NGOs in developing and delivering environmental awareness projects

I. **Outcome 7:** Ongoing partnerships between WSROC, Member Councils, NSW State Agencies, universities, NGOs and other regional agency stakeholders on environmental issues, water management issues particularly

Strategic Questions to Frame the Evaluation

Given the above remarks with regard to Structure and Approach, the Evaluation should ask a number of strategic questions of the components of the Program with respect to the above Hierarchy, including:

1. Do the monitoring and evaluation plans of each component of the Program identify how they contributed to the Program Objectives?

2. What criteria and information gathering techniques will be / were used by each component of the Program to evaluate this contribution?

3. What will/did each component of the Program find difficult to evaluate?

4. To what extent did each component of the Program succeed with respect to these Objectives? [This information should be specific as possible and evidence based. If the evaluation plans of each component of the Program do not adequately describe this, then specific evaluation processes should be developed to fill this gap.]

5. Did the anticipated Outcomes actually occur?

6. If so, which components of the Program delivered these Outcomes?

7. What other Outcomes were delivered that contributed to the Objectives?

8. How did each component of the WiTL Program link with other components?

9. Did the linkages between the components of the Program contribute to the quantity (amount of time?) and quality? of engagement with the Program?

ii. Evaluation Methodology

Renshaw Hitchen & Associates
Solutions Management

Evaluation Plan

WSROC Water in the Landscape - Evaluation

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May 2012

Final version 6 June 2012

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1. Introduction

Water in The Landscape is an initiative of the Western Sydney Regional Organisation of Councils (WSROC) and funded by NSW Environmental Trust. It is a 3 year, community awareness program for Western Sydney that focuses on the management of water resources and the environment, and the amenity for the people in the region that these resources support. The Western Sydney community is very large (1.7 million people) and very diverse in terms of cultural background, income, education and occupation

Western Sydney Regional Organisation of Councils (WSROC) represents 10 local councils in Western Sydney and provides a strong voice for the residents of Western Sydney to improve quality of life. It has a reputation for considered policy analysis and advocacy on a wide range of issues affecting the residents of Western Sydney. The focus of WSROC is on transport, employment and regional planning. WSROC is responsible for many improvements in these areas and has helped to create a number of the region's institutions and agencies.

WSROC also manages a number of projects, which are either funded jointly by its members or from external sources. One of the Projects currently run by WSROC is the Water in The Landscape Program (WiTL).

The Program design was informed by best practice international environmental awareness research and development. Its implementation is supported by a research partnership with the University of Western Sydney.

The Program uses a multiple pronged approach: cultural events, an interactive website and local and regional "conversations" to engage the Western Sydney community.

The Water in The Landscape Program is multi-faceted, and has involved the following components:

1. **Cultural Projects.**

   These were developed locally and focussed upon places valued by people in the community. The 18 projects used creative and provocative ways to highlight the role of water linked to Western Sydney locations. They included water in creeks and rivers, water for irrigation, stormwater and groundwater. The Cultural Projects were developed by NGOs, councils and academic institutions. Support during the concept development and proposal stages

was provided by WiTL and UWS to ensure appropriate goals for environment awareness were delivered by each project. The Cultural Projects were chosen to be representative of a wide variety of art forms, audiences and locations.

2. **Local and Regional forums**

   WiTL has sought to directly engage with the diverse Western Sydney community through community consultation forums. The local forums aimed to reach people not already engaged in environmental issues and to bring a new standard to community engagement and consultation on environmental issues in Western Sydney. WSROC engaged the consultancy, Straight Talk, to assist in running the local forums and one regional forum. The local forums lead to a large regional forum that is designed to inform and empower people to participate in policy and planning for water management.

3. **Online information, dialogue and exchange**.

   The Water in The Landscape website www.waterinthelandscape.org.au uses a variety of creative and interactive features using social media tools designed to get people thinking about the important role that water plays in their lives and communities. The site enables engagement with the people of Western Sydney by providing a platform for discussion and sharing of ideas.

4. **Cross-sectoral and cross functional collaborative projects involving local government and NGO sectors**

   Engagement of local government officers from a range of functions within Councils and NGO's in collaborative activities that were outside their established networks.

The WiTL objectives and intended outcomes are broadly:

- to increase awareness and learning by people in the community and
- to influence local governments (and other stakeholders) to respond in their planning and policy, both to community views and to the approach taken by the Program to community engagement.

The specific objectives of WiTL are:

Objective 1:	Inform members of the community and stakeholder agencies of the issues facing water supplies and management
Objective 2:	Promote the contribution of "water in the landscape" to quality of life and encourage innovative local responses
Objective 3:	Secure community engagement and debate on these issues
Objective 4:	Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives
Objective 5:	Influence local government and other urban water managers
Objective 6:	Capacity building of NGOs in developing and delivering environmental awareness projects

The stated WiTL Outcomes are:

Outcome 1: Improved community knowledge of urban water management issues and policies that encourage more sustainable supply and usage patterns for the region in the context of ongoing urban development and Climate Change

Outcome 2: Development of community support for the retention or increase in water supplies from stormwater harvesting and recycling with identified benefits for local amenity, tourism, agriculture, recreation

Outcome 3: Increased input from the community to local and regional policy and practice that affects biodiversity, ecosystem integrity, waterway health and resilience

Outcome 4: Increased capacity amongst natural resource managers in the region, most particularly local governments, to contribute to both local and regional biodiversity, ecosystem integrity, waterway health and resilience

Outcome 5: Increased and ongoing community participation in local and regional decision-making through improvements in community engagement strategies being adopted by local and regional agencies

Outcome 6: Stronger advocacy for the protection of regional amenity through the optimum retention of diverse land uses (including recreational waterways, agriculture/local food production, playing fields and gardening) arising from more informed public opinion, diverse ideas and cultural perspectives, being brought to the attention of decision-makers and the community generally

Outcome 7: Ongoing partnerships between WSROC, Member Councils, NSW State Agencies, universities, NGOs and other regional agency stakeholders on environmental issues, water management issues particularly

2. Evaluation scope and objectives

The stated evaluation project objective from the brief is:

> *To deliver the final project evaluation for the overall Water in The Landscape Program, a three year community engagement project for Western Sydney which addresses water management issues and scheduled for completion late 2012.*
>
> and,
>
> *In general terms the Evaluation should focus on the Program Objectives and the anticipated Outcomes. The Outcomes are more specific and detailed than the Objectives. Achievement of the Outcomes will represent delivery of one or more Objective.*

This will involve drawing together data from each of the Program components into a coherent overall determination of the degree to which WiTL has met its intended objectives and outcomes.

Whilst externally funded agencies have reported against monitoring and evaluation plans these represent a self-evaluation of individual components that is not necessarily sufficient or appropriate for the evaluation of the entire Program.

WSROC has identified the following elements to be incorporated into the Program Evaluation:

A. collation and analysis of data collected and evaluation reporting for each program component
B. assessment of the adequacy of component evaluation, particularly with respect to gaps
C. development of strategies to fill the identified gaps
D. evaluation of the linkages between each component and to what extent these linkages (and the extended time period for the project) facilitated learning on the part of participants
E. Evaluation of the response by local governments and other agencies to community views on the issues raised and the processes used for engagement by the Program.
F. Capacity building and critical reflection workshop with NGOs involved in the cultural projects:

Purpose of workshop:

1. *to build their capacity to embed evaluation into future environmental education/awareness projects;*
2. *to share their learnings from their involvement in the WiTL program;*
3. *to enhance their ability to incorporate engagement in environmental issues in future cultural projects.*

Three cross cutting issues relevant to the workshop with NGOs

- *the **principles of public participation**, and particularly the degree that the overall program facilitated deliberation by participants*
- ***cultural and institutional diversity** of participants and stakeholders in the Program*
- *the **response of Local governments** and other stakeholders to the approach to community engagement used by the Program and how this **affected their preparedness to respond** to community views and willingness to adopt (or adapt) community engagement strategies.*

3. Key evaluation questions from the brief and key stakeholder interviews

The brief identified the following strategic questions that frame the evaluation:

The Evaluation should ask a number of strategic questions of the components of the Program with respect to the above Hierarchy, including:

1. Do the monitoring and evaluation plans of each component of the Program identify how they contributed to the Program Objectives?
2. What criteria and information gathering techniques will be / were used by each component of the Program to evaluate this contribution?
3. What will/did each component of the Program find difficult to evaluate?
4. To what extent did each component of the Program succeed with respect to these Objectives? [This information should be specific as possible and evidence based. If the evaluation plans of each component of the Program do

not adequately describe this, and then specific evaluation processes should be developed to fill this gap.]

5. Did the anticipated Outcomes actually occur?
6. If so, which components of the Program delivered these Outcomes?
7. What other Outcomes were delivered that contributed to the Objectives?
8. How did each component of the WiTL Program link with other components?
9. Did the linkages between the components of the Program contribute to the quantity (amount of time?) and quality of engagement with the Program?
10. What unanticipated and/or value-added outcomes were achieved by the project?
11. What sustainable outcomes are anticipated to be achieved past the end-life of the project?

Key stakeholder interviews were held on 19, 20 and 21March. The interviewees were chosen because they were considered to represent the diversity of stakeholder interests within WiTL. Following this, detailed analysis of program materials and monitoring reports were undertaken. This has enabled the evaluator to better understand the unique nature of the WiTL program concept, i.e. combining artist and cultural expression with community education for sustainability in order to build meaningful community engagement with local government policy and planning processes.

The people who were interviewed included:

WSROC – WiTL Program Managers
- Karin Bishop, Deputy CEO
- Zhan Patterson, Project Manager, WiTL
- Judith Bruinsma, Communications and Liaison Officer, WiTL

Sydney Metro Catchment Management Authority - WiTL Steering Committee member
- John Carse, General Manager

NSW Environmental Trust - Funding body
- Anne-Marie Poirrier and Chris Kennedy, Grants administrator,

<u>Cultural Projects</u>

Information and Cultural Exchange (ICE) - "Upstream – stories of water and place"
- Christian Tancred, Project Manager,

Fairfield City Council – Bibby's Place
- Lesley Unsworth, Place Manager - Bonnyrigg and Prairiewood, City Outcomes Department
- Heidi Axelson

Katoomba - 48 Green Hour Film
- Tom Papas, Producer, CEO

Blue Mountains Aboriginal Culture and Resource Centre – "Keep The Dragonfly Dancing"
- Joanna Clancy, contemporary Aboriginal choreographer and dancer

Cabramatta Community Centre - Training Gardens towards sustainable employment
- Suji Upasena, Social Enterprise & Employment Manager

Forums

Holiyd City Council – Local Forum

James Allsop, Senior Environmental Sustainability Officer
Environmental & Planning Services Department
Rita Milostnik, Waste and Sustainability Improvement Payment (WaSIP) Program Coordinator

Straight Talk - Consultancy WiTL local and regional forums

Lucy Cole-Edelstein, Director
Dave Woolbank, Senior Consultant

Key stakeholders were also asked what they would like to find out from the evaluation. Their ideas add valuable detail to knowing how to determine impacts. They have been interpreted as the following additional questions and it is proposed that these questions, if agreed, be integrated into the list of questions from the brief. The complete list will then be used to design the content of the data collection instruments listed in Section 4.2.

Additional evaluation questions derived from key stakeholder interviews

Short-term outputs

1. How many people participated in the WiTL projects and forums and what were their demographic characteristics?
    a. Age, gender, cultural / religious affiliations CALD, Indigenous, location?
2. How many people were reached by the activities beyond the immediate participants?
3. Did the program reach the desired population groups and what was learnt about reaching target audiences?
4. What opportunities are there for better targeting of projects and participants?

Funding body and program brand awareness

1. Were participants encouraged to recognise the organisations involved in the projects? i.e. Environment Trust, WSROC, Local Government Council, NGO, others?

Intermediate outcomes

Cultural projects

1. Resources:
    a. What resources were produced?
    b. How can they continue to best be used?
    c. What do they contribute to community engagement on water and environmental issues?
    d. Do these resources and the approach they take by approaching the environment through cultural meaning inspire people to find out more and share their views and experiences with other people.
2. In what ways have these activities increased receptivity of participants to be interested in water management issues that are not focussed on household efficiency or consumption reduction?

Forums

1. Processes:
    a. What processes were used that were improvements to current practice in Councils? i.e. that generated greater meaningful community consultation.
2. How likely is it that Councils will adopt new more effective community consultation processes used in WiTL?

3. Did the community participants:
    a. feel that their views were heard
    b. know that their ideas were considered and there were ways that their views would be integrated into Council planning processes?
    c. learnt anything about water management
    d. have a better understanding about how Councils work towards improving waterways?
    e. now expect different water management in their local environment e.g. in terms of water quality, stormwater management?
    f. have ideas about the role of Councils and the community to better manage water?

Both

1. What was the range of media used and in what ways did these engage participants?
2. What was the range of environmental literacy messages embedded in the projects?
3. What opportunities were there for deeper engagement in sustainability or community? i.e. with respect to environmental, economic, social and political impacts?
4. What were the social outcomes for participants? e.g. was there evidence of:
    a. Growth in self-confidence?
    b. A feeling of connection to community?
    c. Feeling supported and knowing how to get support?
5. What examples were there of a shift towards environmental citizenship, advocacy, or collective action? i.e. embodied in an 'activist model' of community engagement towards sustainability.
6. What were the common success factors ? i.e. the things that happened at different stages that were critical to the success of WiTL, both planned and unplanned.
7. How did the project affect the way participants see water? or relate to water in their environment?
8. What new partnerships and collaborations were achieved? And what was the potential for ongoing connections / networks towards greater community cohesion?
9. What new projects were created that were unplanned?
10. What value was added to projects in terms of social capital, linkages, relationships?
11. Was there an increase in community connectedness? e.g. intercultural, intergenerational?

WiTL Website

1. Resources:
    a. What resources were produced?
2. Engagement:
    a. To what degree has the WiTL website complemented the projects and increased community engagement?

Overall assessment of the Program

1. Were the projects relevant and achievable? i.e. the cultural projects and the forums?
2. Did the projects represent value for money and good outcomes?
    a. What does the Program consider to be value for money & good outcomes?

3. What lessons were learnt about Program management? What helped or hindered to projects and the program overall e.g.in relation to:
    a. The governance role of the Environment Trust
    b. The role played by the WSROC staff in relation to the sub-projects i.e. establishment; support during implementation, monitoring and evaluation.
4. Stakeholder engagement: Do stakeholders consider that the time they invested was worthwhile? What were the benefits, lessons learnt, and possibilities for improvement? How could the process have been improved for them?
5. Environmental outcomes: what observable environmental improvement have there been? and what are planned?

Program expansion and ongoing sustainability

1. What issues are there in relation to future projects using this approach which links sustainability with community development in relation to:
    a. How transferable are the concepts embodied in WiTL?
    b. Scalability?
    c. Replicability?

4. Describing the WiTL model and determining the data collection methodology

4.1. The WiTL model

WiTL has a set of Outcomes and Objectives but this does not yet constitute an explicit picture of how the Program works. This section attempts to provide a more comprehensive description of the 'WiTL Model', in terms of a logic flow or theory of action and cause-effect relationships. See Diagram 1 and Table 1.

In Diagram 1 you will see the Outcome boxes are shaded two tones of yellow. This is to indicate the degree to which the WiTL Objectives were intended to impact on the different outcome levels. The stronger yellow represents a greater intended impact than the light yellow. Simialry, the Cultural Projects boxes are shaded a darker and a lighter purple to indicate that these projects were intended to have the greatest impact at the lower level of early engagement where the intention was to provoke a response to water management issues that could potentially lead to people being interested in more of the technical aspects of the issues.

Table 1 presents a re-mapping of the WiTL Objectives as 'performance measures' against each of the Outcomes. There is also a suggestion of what the characteristics of success might look like for each outcome.

Diagram 1: WiTL hierarchy of intended outcomes

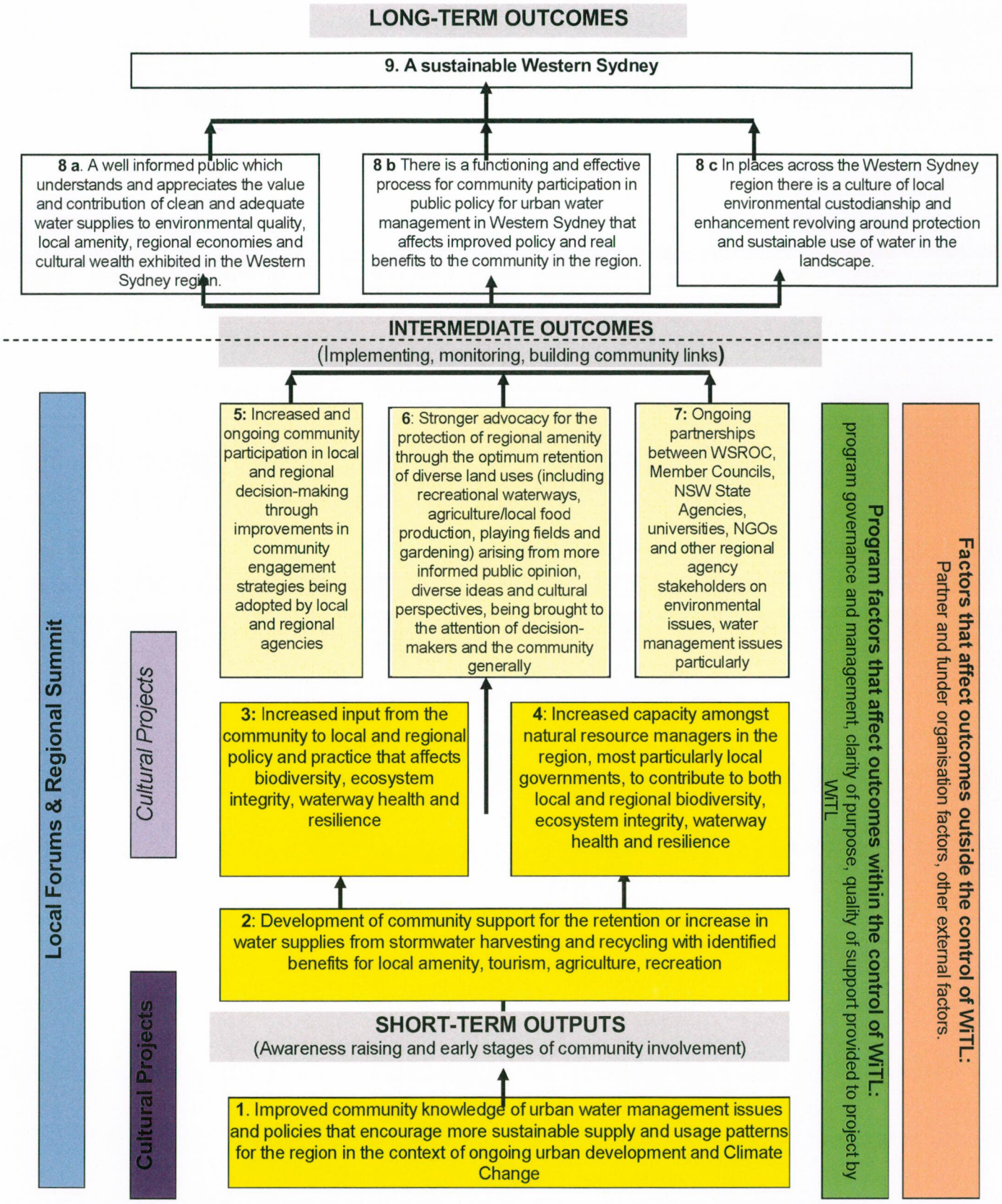

Table 1: WiTL Outcomes and Objectives

OUTCOME 1: Improved community knowledge of urban water management issues and policies that encourage more sustainable supply and usage patterns for the region in the context of ongoing urban development and Climate Change

Success criteria, definitions and explanations	Performance measures
Cultural Projects, Forums and WiTL website attract desired numbers and types of participants or audiences.	**Objective 1:** Inform members of the community and stakeholder agencies of the issues facing water supplies and management **Objective 2:** Promote the contribution of "water in the landscape" to quality of life and encourage innovative local responses

OUTCOME 2: Development of community support for the retention or increase in water supplies from stormwater harvesting and recycling with identified benefits for local amenity, tourism, agriculture, recreation

Success criteria, definitions and explanations	Performance measures
Cultural Projects, Forums and WiTL website attract desired numbers and types of participants or audiences.	**Objective 2:** Promote the contribution of "water in the landscape" to quality of life and encourage innovative local responses **Objective 4**: Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives **Objective 5**: Influence local government and other urban water managers

OUTCOME 3 Increased input from the community to local and regional policy and practice that affects biodiversity, ecosystem integrity, waterway health and resilience

Success criteria, definitions and explanations	Performance measures
Council officers integrate views of participants from consultative processes such as the Forums and Cultural Projects into policy and planning.	**Objective 3:** Secure community engagement and debate on these issues **Objective 4**: Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives

OUTCOME 4: Increased capacity amongst natural resource managers in the region, most particularly local governments, to contribute to both local and regional biodiversity, ecosystem integrity, waterway health and resilience

Success criteria, definitions and explanations	Performance measures
Council officers consider that consultative processes such as those used in the Forums and Cultural Projects have value. They build these processes into the way they undertake policy and planning.	**Objective 5**: Influence local government and other urban water managers

OUTCOME 5: Increased and ongoing community participation in local and regional decision-making through improvements in community engagement strategies being adopted by local and regional agencies

Success criteria, definitions and explanations	Performance measures
Council officers consider that consultative processes such as those used in the Forums and Cultural Projects have value. They build these processes into the way they undertake policy and planning.	**Objective 3:** Secure community engagement and debate on these issues **Objective 4**: Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives **Objective 5**: Influence local government and other urban water managers

OUTCOME 6: Stronger advocacy for the protection of regional amenity through the optimum retention of diverse land uses (including recreational waterways, agriculture/local food production, playing fields and gardening) arising from more informed public opinion, diverse ideas and cultural perspectives, being brought to the attention of decision-makers and the community generally

Success criteria, definitions and explanations	Performance measures
Council officers consider that consultative processes such as those used in the Forums and Cultural Projects have value. They build these processes into the way they undertake policy and planning. Local environmental and cultural groups become more involved in advocating for the environment.	**Objective 2:** Promote the contribution of "water in the landscape" to quality of life and encourage innovative local responses **Objective 4**: Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives **Objective 5**: Influence local government and other urban water managers

OUTCOME 7: Ongoing partnerships between WSROC, Member Councils, NSW State Agencies, universities, NGOs and other regional agency stakeholders on environmental issues, water management issues particularly

Success criteria, definitions and explanations	Performance measures
There are relevant and meaningful collaborative projects that continue to draw together representative from WSROC, Member Councils, NSW State Agencies, universities, NGOs and other regional agency stakeholders on environmental issues, water management issues	**Objective 6**: Capacity building of NGOs in developing and delivering environmental awareness projects

4.2. Proposed data collection methods

This section proposes a revised data collection methodology that recognises the evaluator's now more in-depth understanding of WiTL. It takes into account a review of:

- the performance reports provided for each of the Cultural Projects and the Forums;
- the content and features of the re-developed WiTL website
- WiTL final Business Plan and regular performance reports

The comments in the 'Purpose' column are a reflection of the terms of reference outlines in the brief, and re-stated in Section 2.

Proposed data collection instruments

Cultural Projects:

Instrument	Purpose
Compilation of evaluative data in Final Reports *Proposed date: July / August for projects already completed, others as they become available*	Collection of quantitative and qualitative data that will answer as many of the agreed questions as possible
Review of resources available on WiTL website for each Cultural Project *Proposed date: August*	To add data where there are gaps
Workshop with representatives from each of the projects, ideally including the project manager and 2 other participants. *Proposed date: to be confirmed in 17 October*	To focus on answering questions of Intermediate Outcomes, Overall assessment of the Program; and Program expansion and ongoing sustainability. • *to build their capacity to embed evaluation into future environmental education/awareness projects;* • *to share their learnings from their involvement in the WiTL program;* • *to identify benefits of the WiTL approach linking environment with culture and consider ideas for the future (e.g. ask, what did it mean for you? Others who were also involved?what might be ongoing ways you would incorporate WiTL approach?)* • *to enhance their ability to incorporate engagement in environmental issues in future cultural projects.* Process may include facilitation & involvement of Tom Colley.
Additional telephone and/or face-to-face interviews *Proposed date: September*	Up to 20 telephone interviews to follow-up on any gaps.

Forums and Regional Summit

Instrument	Purpose
Compilation of evaluative data in Final Reports *Proposed date: July / August – September*	Collection of quantitative and qualitative data that will answer as many of the agreed questions as possible
Review of any comments on WiTL website or social media (Tweets, Facebook?)	To add data if relevant
Follow-up email survey to non-Council participants who agreed to be contacted, *Proposed date:* within 1 month after Regional Summit forum (18 August)	To gauge awareness of WiTL, significance of its impact, suggestions for improvement and potential for ongoing collaboration
Follow-up email survey to Council staff who participated (including the ESO workshop 17 July) , within 1 month after Regional Summit forum *Proposed date:* within 1 month after Regional Summit forum (18 August)	To gauge responses to processes used and potential for integration into Council consultative approaches. To gain insights into significance of WiTL impact, suggestions for improvement.
Note: Evaluator will be present at Forums and follow-up emails will depend on Forum dates – some still to be finalised.	

Partnerships

Instrument	Purpose
Email survey to identified representatives of partner organisations & agencies. *Proposed date: in the week after the Summit on 18 August*	To gauge awareness of WiTL, significance of its impact, suggestions for improvement and potential for ongoing collaboration

WiTL Website

Instrument	Purpose
Web Analytics & statistics: unique visits, paths through site, length of time on site / parts of site, downloads, uploads, numbers of responses to resources and forum threads (ratings etc), tweet content analysis (themes), 'photo competition' and 'water stories' ability to generate traffic and interest in the site (as well as any other peaks in stats that have created interest). *Proposed date: August / September*	To determine community awareness of the WiTL website and the magnitude of website usage and degree to which the site is being used as a resource.

Proposed Case Studies

The following two topics are suggested as proposed case studies. The data will be a combination of what is gathered as part of the already outlined strategies, and in Case Study 1 at the ESO Workshop. They represent a thematic cross-cut to all WiTL activities. These themes have been

identified because they were mentioned by a number of stakeholders during the interviews, but had not been part of the brief.

Case Study1: The role of WiTL in leveraging change in Local Government consultative processes to achieve integration of sustainability issues into policy and planning.

Note: ESO Workshop date 17 July will be the opportunity to collect data

Case Study 2: The role of WiTL in promoting innovation in community-based education for sustainability and implications for future practice.

The idea is to look more closely at innovative practices e.g. the use of social media; the idea of Cultural Projects as a lever to engagement; the contribution of forum facilitators and their processes; and other activities that were considered innovative and worthwhile.

5. Timescale

The timescale milestones have not changed :

Phase 1: Establishment and Planning – Develop the evaluation Plan	This document
Phase 2: Designing and Implementing Data Collection	May to Mid October 2012
Phase 3: Reporting the findings	Interim Reports each month during Phase 2 Draft Final Report (mid November 2012) *Feedback to consultant & any revisions,* Final Report (by end November 2012)

Schedule of event dates:

May 16 Wednesday - Bungarribee Creek Forum Blacktown
May 31 Thursday – Greystanes Creek Forum Holroyd / Blacktown
June 5 Tuesday – Holroyd Forum
June 21 Thursday – Fairfield Forum
June 30 Saturday – Blue Mountains Forum
July 17 Tuesday – ESO Workshop
August 18 Saturday – Regional Summit
October 17 Wednesday – Cultural Projects Overview

iii. Evaluation Final Report

Renshaw Hitchen & Associates
Solutions Management

Final report

WSROC Water in The Landscape - Evaluation

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January 2013

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Zhan Patterson, Project Manager
Judith Bruinsma, Communications and Liaison Officer

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EXECUTIVE SUMMARY

Water in The Landscape (WiTL) has been an initiative of Western Sydney Regional Organisation of Councils (WSROC) and funded by NSW Environmental Trust. It was designed as a 3 year, community awareness program for Western Sydney that focused on the management of water resources and the environment, and the amenity for the people in the region that these resources support. The Western Sydney community is very large (1.6 million people) and very diverse in terms of cultural background, income, education and occupation.

WSROC has successfully demonstrated that WiTL has significant ability to reach substantial numbers of people through cultural projects, local community consultation forums and use of online social media tools. Most importantly, the processes used in both Forums and the Cultural Projects successfully engendered strong emotional relationships of participants to waterways and urban catchment management issues across multiple Western Sydney locations. Taken as a whole, this provides an excellent platform for further development.

The key findings and program achievements for each element of WiTL are summarised here.

The Cultural Projects

Overall, the evidence indicates that the Cultural Projects achieved a high degree of engagement from people of all ages and representative of the diversity of Western Sydney population. All of the projects implemented approaches that fulfilled the requirements of the WiTL funding by using what they described as, 'cultural tools'. They were able to embed their projects with a number of key messages designed to inspire people to find out more about urban water catchment management issues. This was in preference to the approach most often used of providing scientific or technical analyses of environmental issues.

A total of approximately 13,100 people across an extensive range of locations throughout Western Sydney participated in the WiTL 'cultural projects'. They represented a significant range of ages (from Primary School to Senior years), and included strong representation of Indigenous, and the many diverse CALD backgrounds of people in Western Sydney. It is likely that an estimated further 14,600 people were made aware of WiTL and the activities.

The majority of projects used cultural tools primarily for awareness raising of urban water management issues. Two projects, 'Crossing Waters – Bibby's Place' and 'Youth Leading Australia 3 day Congress', demonstrated how the ultimate purpose of WiTL of integrating cultural tools with participatory community consultation and collaborative decision-making processes could be achieved. It is likely that most of the processes developed through the remaining 15 projects have potential usefulness in a more strategic and integrated way that leads to addressing local water catchment issues.

There was strong evidence of positive social outcomes for participants in relation to enhancing community connection through intercultural and/or intergenerational dialogue.

The Forums and Regional Summit

The facilitated public participation processes that WSROC designed in consultation with Straight Talk and Councils were highly successful in engaging both local residents and the relevant Local Council officers in dialogue about specific urban water catchment management issues.

Participants in WiTL Local Forums felt their views were taken seriously and valued, and that the processes worked well. There was slightly less confidence that Councils would incorporate their views into local planning processes. Many commented that they hoped this would happen but would need to wait and see if this was the case. There were many comments from across all the local forums that indicated approval of Councils taking this approach to consulting the community.

Critical to the success of this element of WiTL were,

- The degree of planning and preparation undertaken in the lead up to each forum where WSROC worked closely with Straight Talk and individual councils which ensured seamless implementation and secured rich outputs;
- The use of an independent specialist facilitator who created a safe learning environment that yielded a high level of discovery and learning. The facilitator provided a buffer between Councils and the community which enabled more independent discussion and safeguard for Councils;
- The attendance of Council staff at each workshop to provide expertise and build relationships with the community.

Online information, dialogue and exchange

WiTL has successfully trialled, integrated and learnt from the use of all currently available online and social media tools. This represents significant learning and capacity building on the part of WSROC. It also provides a lighthouse example for both Local and State Government initiatives seeking to reach out to and engage diverse communities. There is significant potential for these learnings to be showcased and transferred to other Environmental Trust grant recipients in order to strengthen initiatives in environmental sustainability.

At least 3,709 individuals visited the WiTL website, and a high percentage, 42% returned multiple times. When people first looked at the site, they spent an average of 1:53 minutes and looked at around 2.5 pages each. Those who returned to the site stayed considerably longer, around 6:21 minutes and looked at an average of 6 pages each. The WiTL website was accessed from 518 separate locations in 78 countries across the world. A total of 4,344 visits were able to be attributed to specific locations. Of these, 3,658 (84%) of the visits were from locations primarily from Western Sydney. The WiTL YouTube channel achieved a very high degree of engagement and was very successful with 5,362 views of videos; over 108 hours of viewing and an average of 1.2 minutes per item. WSROC established a Facebook and Twitter presence; and used MailChimp to deliver regular e-newsletters. It is now well-placed to achieve greater strategic linkage of these tools.

Partnerships

Through WiTL, WSROC achieved a diverse range of partnerships as well as strengthening its relationships with its member Councils. It has been successful in extending its influence to a broad range of organisations and individuals across the Western Sydney region.

Partnerships were a key factor in successful implementation of the projects. Every 'cultural project' involved the establishment of new partnerships. Many reported that they had deepened relationships with existing partners.

WSROC partnered with some 48 organisations that actively contributed their expertise across environmental, cultural, community and Council issues.

Partnership development involved significant allocation of time and commitment. This was strongly encouraged and modelled by WSROC in their implementation of WiTL. WSROC invested significant support to its partner organisations. As the Program developed and confidence in the WiTL concept grew, partner organisations reciprocated with commitment. Collaboration between groups was acknowledged as a feature of WiTL and a requirement of funding from the Environmental Trust. Each organisation considered the processes involved were essential to successful achievement of objectives.

The approach to partnership development was based on common sense relationship building and getting the job done to achieve objectives. There is further opportunity to build on this by referring to the considerable body of work now available on techniques and approaches to successful partnership development.

Leveraging change in Local Government consultative processes

There was very positive feedback from both Council staff and community forum participants regarding the Forums. It is clear from the evidence that WiTL has the ability to leverage positive change in Local Government consultative processes and that doing this can increase the likelihood of behavioural change in sustainable practices in the community. This should encourage WSROC to promote greater commitment and take-up of these processes by its member Councils. Through the Forums and the Regional Summit, WiTL has made a highly significant contribution to the acceptance of this. Critical to the success has been,

- the participation of Council staff who presented themselves as credible and authentic in their expertise and genuine concern for community consultation; and
- the regular feedback of information once relationships were established.

Promoting innovation in community-based education for sustainability

The WiTL concept of achieving community engagement in urban catchment management through a combination of creative and consultative processes goes back to 1996 when Fairfield Council undertook the 'Restoring the Waters' project. WiTL expanded the concept to encompass a multiplicity of sites or 'places' across

the Western Sydney region. The two key elements of WiTL, the 'cultural projects' and Forums, promoted innovative community-based education for sustainability.

The cultural projects achieved significant innovation in two main ways. The first was to take a pre-existing capability within the organisation and customise it in some way to reflect WiTL objectives. The second approach was to develop a unique response that significantly challenged accepted practice and was ground-breaking. As a result the capabilities of the organisation and its partners were extended significantly. The results could not have been achieved without a high degree of collaboration that drew upon multi-disciplinary specialist expertise.

The Forums were significant in leveraging change in participatory consultative processes. WSROC and it member Councils now have increased their organisational capability and established a strong methodology by which to undertake these activities.

Combining both 'cultural projects' and Forums, whilst not new, represents a significant expansion and up-scaling of the concept. Through WiTL, WSROC now has an array of tools and approaches from which to draw on. WiTL has successfully demonstrated the viability of this approach and led the way in identifying opportunities for replication and ongoing refinement.

Another area of innovative practice was the integration of online and social media tools through the WiTL website. This functioned on a number of levels i.e. as an information channel; supporting project co-ordination; expanding opportunities for community engagement; as a repository for the products of WiTL.

Summary of recommendations

Recommendation 1: ***PROMOTING THE USE OF CULTURAL TOOLS***

WSROC and the Environmental Trust promote the use of cultural tools and the model established by WiTL in relation to engaging communities in decision making processes around environmental sustainability issues. This could be done by providing information about possible sources of funding and disseminating information about the products and key learnings of WiTL to relevant community based organisations and Local Government networks.

Recommendation 2: ***PROMOTING THE USE OF WiTL PRODUCTS***

WSROC promote the use of WiTL products as educational resources by approaching Education Service Australia. There may also be other opportunities in the post-secondary and tertiary sectors. Additionally, WSROC should consider showcasing some of the videos in 2013 through venues and events in Western Sydney and possibly other regions.

Recommendation 3: ***STRATEGIC FORWARD PLANNING WITH COUNCILS (A)***

WSROC continue to work with its Councils in strategic forward planning to link catchment management improvement activities with community engagement processes that include the use of cultural tools. Ideally this would funnel participants from different coordinated activities and stages into participative decision-making forums.

Recommendation 4: ***CAPACITY BUILDING IN IMPACT EVALUATION***

Whilst cultural projects were able to provide evidence of strong engagement in activities, they were not able to undertake longer-term impact evaluation. WSROC and the Environmental Trust will need to consider the degree to which they require this data and the appropriate resourcing commitment. Consideration should be given to funding evaluation support early in the project to undertake post-event longitudinal follow-up.

Recommendation 5: ***STRATEGIC FORWARD PLANNING WITH COUNCILS (B)***

WSROC continue to work with its constituent Councils to promote greater understanding of facilitated public participation in policy development and decision-making. The vehicle of environmental issues is a strategic way of doing this when linked with cultural tools such as those developed through Water in The Landscape. The lessons learned by using independent facilitators such as Straight Talk to manage the consultative processes should be showcased.

Recommendation 6: ***SHOWCASING USE OF ONLINE AND SOCIAL MEDIA***

The learnings from WiTL's use of online and social media tools be disseminated and showcased so that other similar programs can benefit.

Recommendation 7: ***ONGOING PARTNERSHIP DEVELOPMENT***

WSROC give consideration to developing a toolkit of resources and case study examples to help Council staff and future Cultural Projects in partnership development around environmental sustainability.

CHAPTER 1 CONTEXT

1.1. The Water in The Landscape Program model - nature, scope, origins and aims

Water in The Landscape (WiTL) has been an initiative of Western Sydney Regional Organisation of Councils (WSROC) and funded by NSW Environmental Trust. It was designed as a 3 year, community awareness program for Western Sydney that focused on the management of water resources and the environment, and the amenity for the people in the region that these resources support. The Western Sydney community is very large (1.6 million people) and very diverse in terms of cultural background, income, education and occupation. Box 1 presents a snapshot of demographic data from WSROC's 'Year in Review, 2010 -2011' (page 21)

Box 1. WSROC Western Sydney Population Snapshot - A multicultural community

- Western Sydney residents speak over 130 different languages;
- 35% were born overseas (10% higher than NSW average). Figures in some LGAs are much higher - around 60% in Auburn, 43.5% in Holroyd, 44.4% in Parramatta and 38.8% in Blacktown;
- 12% of our residents do not speak English well;
- 60% of new immigrants to Australia settle in Western Sydney, (Blacktown 12.2 % and Auburn, 11.1%);
- Over the past decade about 50% of arrivals were from Iraq (29.2%) and Sudan (19.6%);
- Most WSROC LGAs record below average SEIFA scores (socio economic index for areas) – except Blue Mountains and Hawkesbury; and
- There is a significant indigenous community - about 15,000 people dominated by a younger age group – 59% under 25 compared to 37% in rest of population. Conversely the older age group comprises only 2.4% compared to 9% in the general population.

WSROC represents 10 local councils in Western Sydney and provides a strong voice for the residents of Western Sydney to improve quality of life. It has a reputation for considered policy analysis and advocacy on a wide range of issues affecting the residents of Western Sydney. The focus of WSROC is on transport, employment and regional planning. WSROC is responsible for many improvements in these areas and has helped to create a number of the region's institutions and agencies.

WSROC also manages a number of projects, which are either funded jointly by its members or from external sources. WiTL has been one such project.

The Program design was informed by best practice international environmental awareness research and development. Its implementation was supported by a research partnership with the University of Western Sydney.

The Program used a multiple pronged approach: cultural events, local and regional 'conversations' and an interactive website to engage the Western Sydney community. The components of the Program were:

1. **Cultural Projects.**

These were developed locally and focussed upon places valued by people in the community. The 18 projects used creative and provocative ways to highlight the role of water linked to Western Sydney locations. They included water in creeks and rivers, water for irrigation, stormwater and groundwater. The Cultural Projects were developed by NGOs, individual artists, councils and academic institutions. Support during the concept development and proposal stages was provided by WiTL and UWS to ensure appropriate goals for environmental awareness were delivered by each project. The Cultural Projects were chosen to be representative of a wide variety of art forms, audiences and locations. WiTL defined 'cultural' in broad terms and considered that these projects should

> *... Support a range of cultural areas (i.e. art forms, social activities, recreational activities, historical connections, economic histories, Indigenous custodianship, diverse meanings, etc) with a view to reaching the widest possible audience.*[1]

2. **Local and Regional forums**

WiTL engaged with the diverse Western Sydney community through community consultation forums. The local forums aimed to reach people not already engaged in environmental issues and to bring a new standard to community engagement and consultation on environmental issues in Western Sydney. WSROC engaged the consultancy, Straight Talk, to develop and deliver facilitated consultative processes. The 5 local forums lead to a large Regional Summit. Each event was designed to inform and empower people to participate in policy and planning for water management.

3. **Online information, dialogue and exchange**.

The Water in The Landscape website www.waterinthelandscape.org.au includes a variety of creative and interactive features using social media tools designed to get people thinking about the important role that water plays in their lives and communities. The site enables engagement with the people of Western Sydney by providing a platform for discussion and sharing of ideas. Added to this were the WiTL YouTube Channel, an e-newsletter, a Facebook page, and Twitter feeds.

4. **Cross-sectoral and cross functional collaborative projects involving local government and NGO sectors**

Engagement of local government officers from a range of functions within Councils and NGO's in collaborative activities that were outside their established networks.

The WiTL objectives and intended outcomes were broadly:

- to increase awareness and learning by people in the community and

[1] Excerpt from Water in The Landscape Cultural Projects Selection Criteria (October 2011).

- to influence local governments (and other stakeholders) to respond in their planning and policy, both to community views and to the approach taken by the Program to community engagement.

The specific objectives of WiTL were:

Objective 1: Improve understanding of the community and stakeholder agencies of the issues facing water supplies and management.
Objective 2: Promote the contribution of "water in the landscape" to quality of life and encourage innovative local responses.
Objective 3: Secure community engagement and debate on these issues.
Objective 4: Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives.
Objective 5: Influence local government and other urban water managers.
Objective 6: Capacity building of NGOs in developing and delivering environmental awareness projects.

The stated WiTL Outcomes were:

Outcome 1: Improved community knowledge of urban water management issues and policies that encourage more sustainable supply and usage patterns for the region in the context of ongoing urban development and Climate Change
Outcome 2: Development of community support for the retention or increase in water supplies from stormwater harvesting and recycling with identified benefits for local amenity, tourism, agriculture, recreation
Outcome 3: Increased input from the community to local and regional policy and practice that affects biodiversity, ecosystem integrity, waterway health and resilience
Outcome 4: Increased capacity amongst natural resource managers in the region, most particularly local governments, to contribute to both local and regional biodiversity, ecosystem integrity, waterway health and resilience
Outcome 5: Increased and ongoing community participation in local and regional decision-making through improvements in community engagement strategies being adopted by local and regional agencies
Outcome 6: Stronger advocacy for the protection of regional amenity through the optimum retention of diverse land uses (including recreational waterways, agriculture/local food production, playing fields and gardening) arising from more informed public opinion, diverse ideas and cultural perspectives, being brought to the attention of decision-makers and the community generally
Outcome 7: Ongoing partnerships between WSROC, Member Councils, NSW State Agencies, universities, NGOs and other regional agency stakeholders on environmental issues, water management issues particularly

1.1.1. The WiTL model

The WiTL concept of achieving community engagement in urban catchment management through a combination of creative and consultative processes goes back to an earlier project undertaken by Fairfield Council in 1996. Colin Berryman, the WSROC officer who initiated the project, described the 'Restoring the Waters' project as being the catalyst in his thinking. This project involved the removal of 2.5km of concrete-lined stormwater channel and the reinstatement of a natural creek system. Artists worked with a number of community groups and local schools to undertake conceptually related projects that focussed on environmental themes about water and ecology and people's relationship to water.[2] Subsequent research conducted by the University of Western Sydney (UWS) with communities in the Western Sydney Region, and referenced in WiTL program documentation indicated that,

> '... the emphasis on technical information provided via experts as 'talking heads' is *likely to increase community resistance* to engagement ... This research called for a combination of visual and practical activity based methods to provoke people to question their values and attitudes prior to asking them to absorb information.'[3]

WiTL expanded the concept to encompass a multiplicity of sites or 'places' across the Western Sydney region. The 'WiTL Model' is shown diagrammatically in terms of a logic flow or theory of action and cause-effect relationships. Diagram 1 and Table 1 following it are an attempt to synthesise all the elements as stated in the 'Outcomes' and 'Objectives'.

In Diagram 1 you will see the Outcome boxes are shaded two tones of yellow. This is to indicate the degree to which the WiTL Objectives were intended to impact on the different outcome levels. The stronger yellow represents a greater intended impact than the light yellow. Similarly, the Cultural Projects boxes are shaded a darker and a lighter purple to indicate that these projects were intended to have the greatest impact at the lower level of early engagement where the intention was to provoke a response to water management issues that could potentially lead to people being interested in more of the technical aspects of the issues.

Table 1 presents the WiTL Objectives as 'performance measures' against each of the Outcomes. There is also a suggestion of what the characteristics of success might look like for each outcome. In the view of this evaluator, the WiTL Outcomes are ambitious and forward looking. They point to a bigger aim whereas the Objectives represent pragmatic targets appropriate for the first iteration of this program concept.

---

2 The major art piece was a landscape sculpture called 'Memory Line' that which involved marking the original location of Clear Paddock Creek by planting a sterile crop of ryecorn grass to remind people that there was once a creek there instead of a concrete channel. The Memory Line project culminated in the Festival of the Waters, where all the community art projects were displayed on site. For example, school children cut out and decorated cardboard shapes of creek creatures. They were then strung across the channel and displayed during the festival. By connecting the community with the past, the Memory Line Project reached a much larger audience and proved to be a very effective community consultation tool. http://www.bewsher.com.au/pdf/CNF19P_3.pdf

3 See Berryman, C. Burgin, B. Webb, T. (2011) 'A Multifaceted, Cultural Approach to community engagement: Case Studeis in Urban Water Management' page 2, unpublished paper delivered to Water convention 2011, Singapore, available from WSROC.

Diagram 1: WiTL hierarchy of intended outcomes

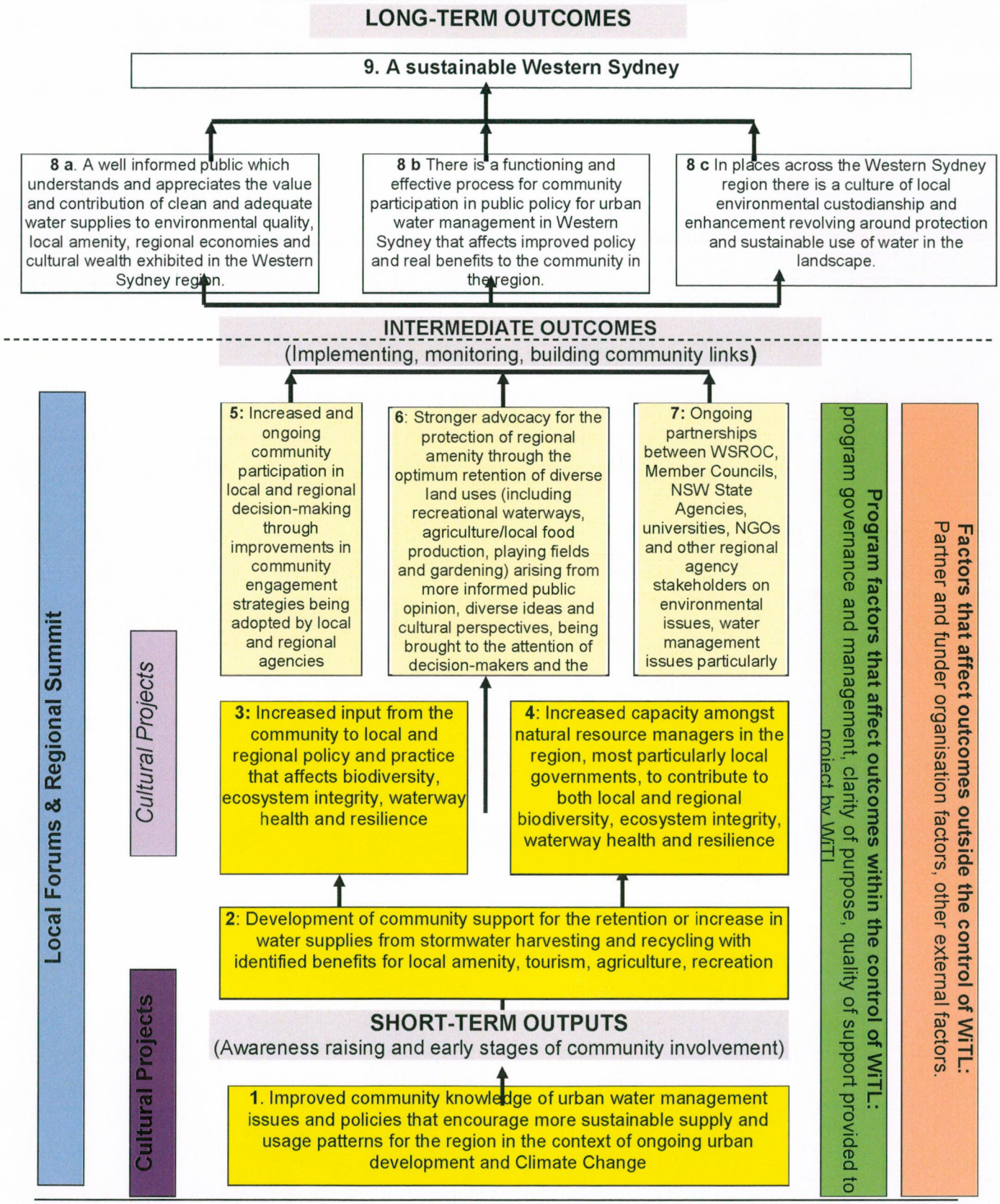


TABLE 1: WiTL Outcomes and Objectives

OUTCOME 1: Improved community knowledge of urban water management issues and policies that encourage more sustainable supply and usage patterns for the region in the context of ongoing urban development and Climate Change

Success criteria, definitions and explanations	Performance measures
Cultural Projects, Forums and WiTL website attract desired numbers and types of participants or audiences.	**Objective 1:** Improve understanding of members of the community and stakeholder agencies of the issues facing water supplies and management **Objective 2:** Promote the contribution of "water in the landscape" to quality of life and encourage innovative local responses

OUTCOME 2: Development of community support for the retention or increase in water supplies from stormwater harvesting and recycling with identified benefits for local amenity, tourism, agriculture, recreation

Success criteria, definitions and explanations	Performance measures
Cultural Projects, Forums and WiTL website attract desired numbers and types of participants or audiences.	**Objective 2:** Promote the contribution of "water in the landscape" to quality of life and encourage innovative local responses **Objective 4**: Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives **Objective 5**: Influence local government and other urban water managers

OUTCOME 3 Increased input from the community to local and regional policy and practice that affects biodiversity, ecosystem integrity, waterway health and resilience

Success criteria, definitions and explanations	Performance measures
Council officers integrate views of participants from consultative processes such as the Forums and Cultural Projects into policy and planning.	**Objective 3:** Secure community engagement and debate on these issues **Objective 4**: Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives

OUTCOME 4: Increased capacity amongst natural resource managers in the region, most particularly local governments, to contribute to both local and regional biodiversity, ecosystem integrity, waterway health and resilience

Success criteria, definitions and explanations	Performance measures
Council officers consider that consultative processes such as those used in the Forums and Cultural Projects have value. They build these processes into the way they undertake policy and planning.	**Objective 5**: Influence local government and other urban water managers

OUTCOME 5: Increased and ongoing community participation in local and regional decision-making through improvements in community engagement strategies being adopted by local and regional agencies

Success criteria, definitions and explanations	Performance measures
Council officers consider that consultative processes such as those used in the Forums and Cultural Projects have value. They build these processes into the way they undertake policy and planning.	**Objective 3:** Secure community engagement and debate on these issues **Objective 4**: Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives **Objective 5**: Influence local government and other urban water managers

OUTCOME 6: Stronger advocacy for the protection of regional amenity through the optimum retention of diverse land uses (including recreational waterways, agriculture/local food production, playing fields and gardening) arising from more informed public opinion, diverse ideas and cultural perspectives, being brought to the attention of decision-makers and the community generally

Success criteria, definitions and explanations	Performance measures
Council officers consider that consultative processes such as those used in the Forums and Cultural Projects have value. They build these processes into the way they undertake policy and planning. Local environmental and cultural groups become more involved in advocating for the environment.	**Objective 2:** Promote the contribution of "water in the landscape" to quality of life and encourage innovative local responses **Objective 4**: Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives **Objective 5**: Influence local government and other urban water managers

OUTCOME 7: Ongoing partnerships between WSROC, Member Councils, NSW State Agencies, universities, NGOs and other regional agency stakeholders on environmental issues, water management issues particularly.

Success criteria, definitions and explanations	Performance measures
There are relevant and meaningful collaborative projects that continue to draw together representatives from WSROC, Member Councils, NSW State Agencies, universities, NGOs and other regional agency stakeholders on environmental issues, water management issues	**Objective 6**: Capacity building of NGOs in developing and delivering environmental awareness projects

1.2. Intended contribution of the evaluation

The stated evaluation project objective was:

> *To deliver the final project evaluation for the overall Water in The Landscape Program, a three year community engagement project for Western Sydney which addresses water management issues and scheduled for completion late 2012.*
>
> and,
>
> *In general terms the Evaluation should focus on the Program Objectives and the anticipated Outcomes. The Outcomes are more specific and detailed than the Objectives. Achievement of the Outcomes will represent delivery of one or more Objective.*

This involved drawing data from each of the Program components into a coherent overall determination of the degree to which WiTL has met its intended objectives and outcomes.

WSROC identified the following elements to be incorporated into the Program Evaluation:

A. collation and analysis of data collected and evaluation reporting for each program component
B. assessment of the adequacy of component evaluation, particularly with respect to gaps
C. development of strategies to fill the identified gaps
D. evaluation of the linkages between each component and to what extent these linkages (and the extended time period for the project) facilitated learning on the part of participants
E. Evaluation of the response by local governments and other agencies to community views on the issues raised and the processes used for engagement by the Program.
F. Capacity building and critical reflection workshop with NGOs involved in the cultural projects:

Three cross cutting issues were also included for consideration in the evaluation:

- *the **principles of public participation**, and particularly the degree that the overall program facilitated deliberation by participants*
- ***cultural and institutional diversity** of participants and stakeholders in the Program*
- *the **response of Local governments** and other stakeholders to the approach to community engagement used by the Program and how this **affected their preparedness to respond** to community views and willingness to adopt (or adapt) community engagement strategies.*

1.3. Key evaluation questions

The WSROC WiTL evaluation brief identified an initial set of 'strategic questions' that framed the evaluation. These are listed as 'Set 1' of the key evaluation questions in Box 2. These questions focus on the following themes:

- Monitoring and evaluation: questions 1, 2, and 3
- Achievement against objectives: questions 4, 5, and 6
- Value adding and unintended consequences: questions 7 and 10
- Linkages between program components: questions 8 and 9
- Legacies and sustainability of the effort: question 11

The Evaluator also identified key evaluation questions as part of the key stakeholder interviews. These were integrated into the evaluation and are listed as Set 2 in Box 2. See Appendix 1 for a list of key stakeholders consulted.

Box 2. Key evaluation questions

Set 1: Strategic Questions for the WiTL Evaluation

1. Do the monitoring and evaluation plans of each component of the Program identify how they contributed to the Program Objectives?
2. What criteria and information gathering techniques will be / were used by each component of the Program to evaluate this contribution?
3. What will/did each component of the Program find difficult to evaluate?
4. To what extent did each component of the Program succeed with respect to these Objectives? [This information should be specific as possible and evidence based. If the evaluation plans of each component of the Program do not adequately describe this, then specific evaluation processes should be developed to fill this gap.]
5. Did the anticipated Outcomes actually occur?
6. If so, which components of the Program delivered these Outcomes?
7. What other Outcomes were delivered that contributed to the Objectives?
8. How did each component of the WiTL Program link with other components?
9. Did the linkages between the components of the Program contribute to the quantity (amount of time?) and quality of engagement with the Program?
10. What unanticipated and/or value-added outcomes were achieved by the project?
11. What sustainable outcomes are anticipated to be achieved past the end-life of the project?

Set 2: Key evaluation questions identified by WiTL stakeholders

Short-term outputs

1. How many people participated in the WiTL projects and forums and what were their demographic characteristics?
    a. Age, gender, cultural / religious affiliations CALD, Indigenous, location?
2. How many people were reached by the activities beyond the immediate participants?
3. Did the program reach the desired population groups and what was learnt about reaching target audiences?
4. What opportunities are there for better targeting of projects and participants?

Funding body and program brand awareness

1. Were participants encouraged to recognise the organisations involved in the projects? i.e. Environment Trust, WSROC, Local Government Council, NGO, others?

Intermediate outcomes

Cultural projects

1. Resources:
    a. What resources were produced?
    b. How can they continue to best be used?
    c. What do they contribute to community engagement on water and environmental issues?
    d. Do these resources and the approach they take by approaching the environment through cultural meaning inspire people to find out more and share their views and experiences with other people.
2. In what ways have these activities increased receptivity of participants to be interested in water management issues that are not focussed on household efficiency or consumption reduction?

Forums

1. Processes:
    a. What processes were used that were improvements to current practice in Councils? i.e. that generated greater meaningful community consultation.
2. How likely is it that Councils will adopt new more effective community consultation processes used in WiTL?
3. Did the community participants:
    a. feel that their views were heard
    b. know that their ideas were considered and there were ways that their views would be integrated into Council planning processes?
    c. learnt anything about water management
    d. have a better understanding about how Councils work towards improving waterways?
    e. now expect different water management in their local environment e.g. in terms of water quality, stormwater management?
    f. have ideas about the role of Councils and the community to better manage water?

Both

1. What was the range of media used and in what ways did these engage participants?
2. What was the range of environmental literacy messages embedded in the projects?
3. What opportunities were there for deeper engagement in sustainability or community? i.e. with respect to environmental, economic, social and political impacts?
4. What were the social outcomes for participants? e.g. was there evidence of:
    a. Growth in self-confidence?

b. A feeling of connection to community?
c. Feeling supported and knowing how to get support?

5. What examples were there of a shift towards environmental citizenship, advocacy, or collective action? i.e. embodied in an 'activist model' of community engagement towards sustainability.
6. What were the common success factors ? i.e. the things that happened at different stages that were critical to the success of WiTL, both planned and unplanned.
7. How did the project affect the way participants see water? or relate to water in their environment?
8. What new partnerships and collaborations were achieved? And what was the potential for ongoing connections / networks towards greater community cohesion?
9. What new projects were created that were unplanned?
10. What value was added to projects in terms of social capital, linkages, relationships?

WiTL Website

1. Resources:
   a. What resources were produced?
2. Engagement:
   a. To what degree has the WiTL website complemented the projects and increased community engagement?

Overall assessment of the Program

1. Were the projects relevant and achievable? i.e. the cultural projects and the forums?
2. Did the projects represent value for money and good outcomes?
   a. What does the Program consider to be value for money & good outcomes?
3. What lessons were learnt about Program management? What helped or hindered to projects and the program overall e.g.in relation to:
   a. The governance role of the Environment Trust
   b. The role played by the WSROC staff in relation to the sub-projects i.e. establishment; support during implementation, monitoring and evaluation.
4. Stakeholder engagement: Do stakeholders consider that the time they invested was worthwhile? What were the benefits, lessons learnt, and possibilities for improvement? How could the process have been improved for them?
5. Environmental outcomes: what observable environmental improvement have there been? and what are planned?

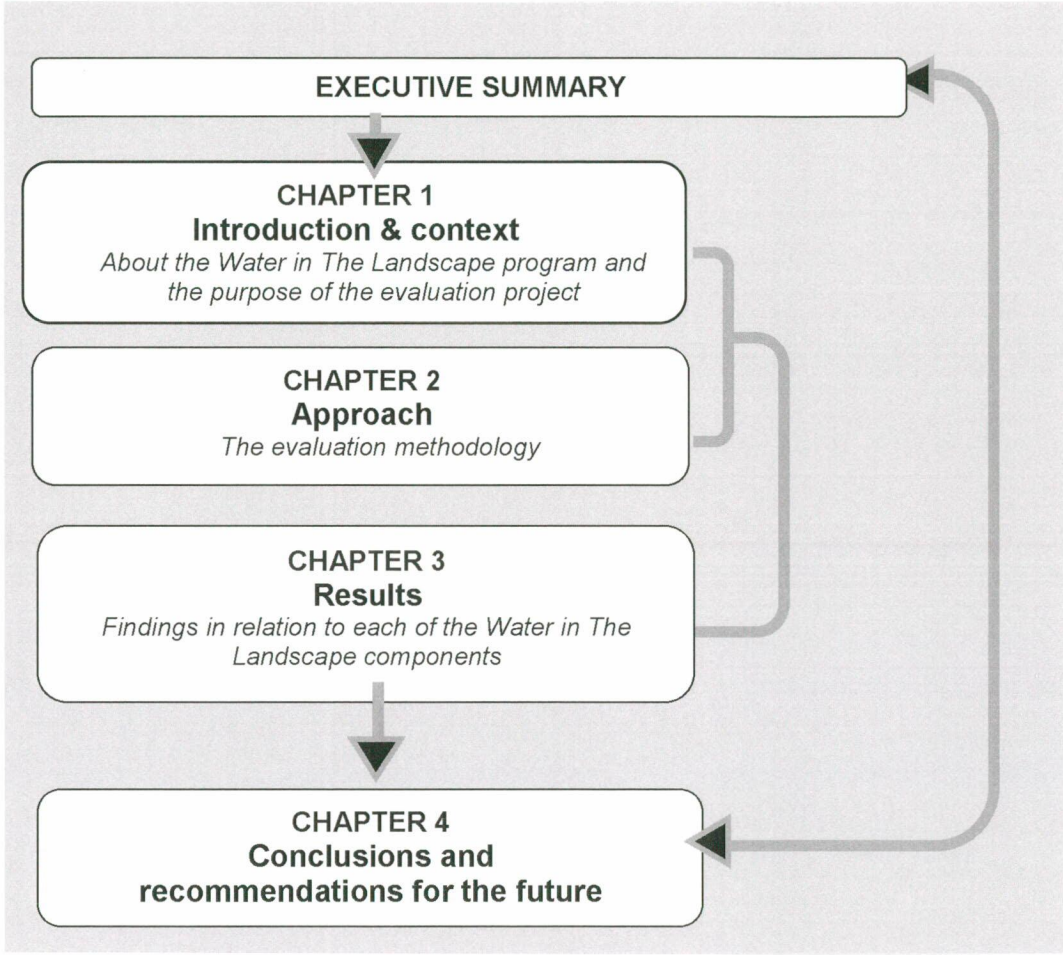
Program expansion and ongoing sustainability

1. What issues are there in relation to future projects using this approach which links sustainability with community development in relation to:
   a. How transferable are the concepts embodied in WiTL?
   b. Scalability?
   c. Replicability?

1.4. Report structure

A schematic representation of the report is provided in the diagram below.

Diagram 1: Evaluation report structure



CHAPTER 2 APPROACH

2.1. Design and procedure

The evaluation design incorporated the use of,

- Key stakeholder engagement through interviews with the evaluator which identified additional research issues of interest which were incorporated;
- Program Logic to create an explicit outline of the causal linkages among the various components of the program and locate all the research issues;
- Appreciative Inquiry (AI) as the framework for designing questions for the each of the data collection tools where qualitative information was sought. AI was used to generate deep reflection in a positive and engaging way.

The methodology adopted a mixed method approach (both quantitative and qualitative) that included data from individual project reports as well as primary sources e.g. through surveys, interviews, and direct evaluator observation.

2.1.1. Data collection instruments

This section lists each of the WiTL components and the data collection instruments that were used.

Cultural Projects

- Compilation of evaluative data in Interim and Final Reports – 18 sets of reports;
- Review of resources available on WiTL website for each Cultural Project – videos and photos relating to each of the 18 projects see www.waterinthelandscape.org.au
- Workshop with representatives from each of the projects – 10 participants representing 6 projects;
- Follow-up on additional information or clarification by email or telephone interview – emails received from 10 projects, telephone interviews (of 30 minutes to 1 hour duration) conducted with 4 projects.

Forums and Regional Summit

- Participant survey feedback completed at each Forum event – total of 97 participants all of whom completed feedback forms, 100% response rate.
- Debrief sessions at the end of each forum between the facilitators, from Straight Talk; council staff who participated; WiTL project staff; SES or other agency representatives.
- Environmental Sustainability Officers (ESO) from Councils workshop participants feedback - 17 respondents.
- Regional Summit morning feedback session – 34 community participants with 33 responding i.e. 97% response rate; 6 Council staff all of whom responded.
- Follow-up post Regional Summit survey (online or mailed-out) to 98 community participants with 35 respondents i.e. 36% response rate.
- Follow-up post Regional Summit survey Council staff who participated – 6 responded out of 9 invitees.

- Evaluator observation and digital video capture of Local Forums (5), Regional Summit (1) and ESO workshop (1).
- Analysis of Straight Talk report on *Water in The Landscape 2012: Review and recommendations on the 2012 public participation program*

Partnerships

- Email survey to identified representatives of partner organisations & agencies 6 respondents out of 6 invitees.
- Analysis of Cultural Projects final reports – 18 reports.

WiTL Website and other digital social media

- Analysis of user statistics for the WiTL website (Google Analytics); WiTL e-newsletter (MailChimp); WiTL YouTube Channel (YouTube statistics); Facebook and Twitter pages.
- Feedback about the WiTL website included in the post Regional Summit follow-up survey to participants, council staff and project partners.
- Comments provided by Judith Bruinsma, Communications and Liaison Officer, WiTL.

Case Studies

Data collection for the case studies was incorporated into the previous instruments. Two case studies looked at thematic cross-cuts to all WiTL activities. These themes were identified because they were mentioned by a number of stakeholders during the interviews, but had not been part of the original brief.

Case Study1: The role of WiTL in leveraging change in Local Government consultative processes to achieve integration of sustainability issues into policy and planning.

Case Study 2: The role of WiTL in promoting innovation in community-based education for sustainability and implications for future practice.

2.1.2. Limitations of the methodology and implications for conclusions

Use of self report data

The evaluation of cultural projects is heavily dependent on self-reported data drawn from each project's own evaluation reports. These were required as part of the contractual accountability processes. It was not possible for the evaluator to observe the projects first-hand. Additional visual evidence such as videos and photos available on the WiTL website have been used to complement project reports and determine an assessment of the degree to which engagement has occurred i.e. to triangulate the data.

Survey data and use of small data sets

Surveys were used to gather feedback from community participants and Council staff about the Forums, the Regional Summit; and from a handful of key stakeholder program partners. The sample sizes for each event were relatively small but sufficiently representative e.g. ranging from 17 to 25 for the Forum

community participants; 33 for community participants and 6 Council staff in the post Regional Summit follow-up; and 6 program partners.

Overall, all the Local Forums were represented in feedback and the post Regional Summit survey. Chart 1 shows the proportions of community participants who responded to each of the Local Forum feedback sheets. Chart 2 shows the proportions of those who were present at the Regional Summit; and Chart 3 shows the representation of respondents to the post Regional Summit survey by Local Forum.

Chart 1: Participant feedback from Local Forums *(n=97)*

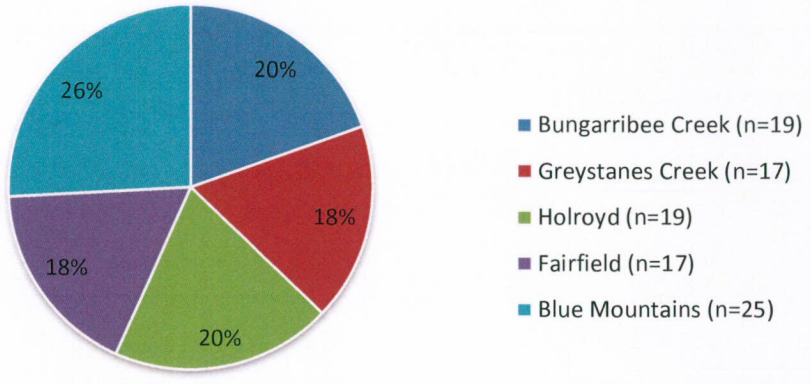


Chart 2: Regional Summit community participants - percentage of community participants who also attended Local Forums *(n=34)*

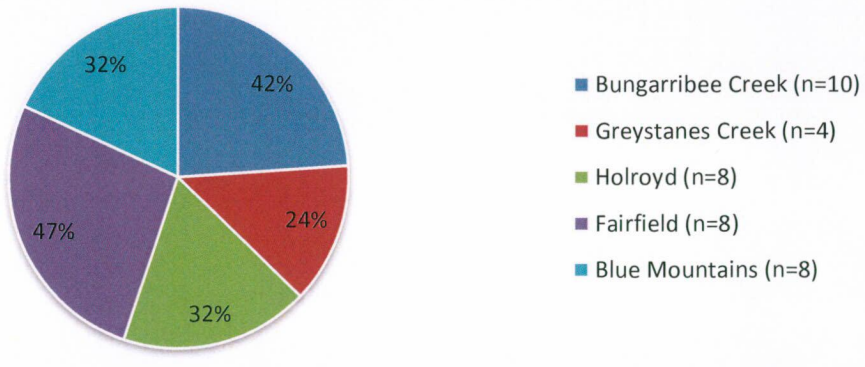
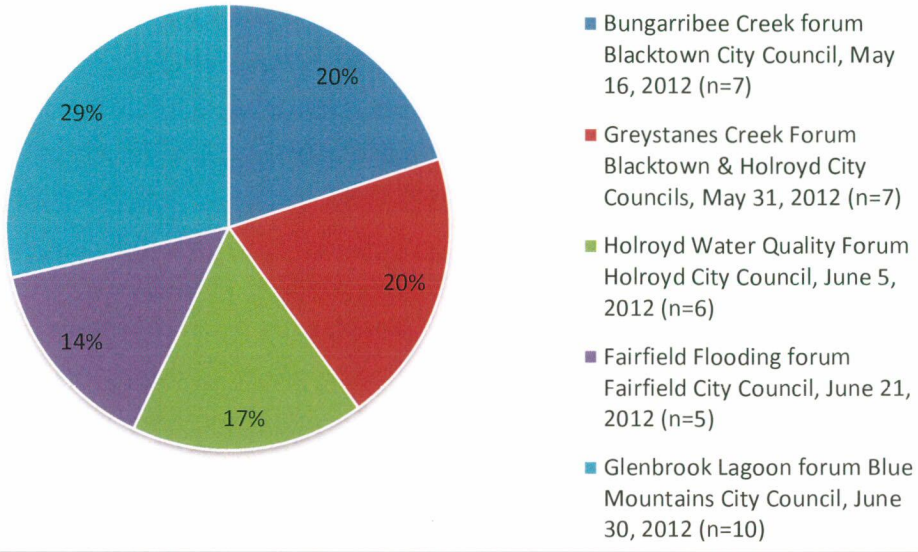


Chart 3: Post Regional Summit Survey - Follow-up with participants respondent numbers and percentages from each Local Forum



Where possible any assessments made have also drawn on direct observation of these events by the evaluator i.e. triangulated. Where this has not been possible, the comments have been identified as indicative of a possible trend. There have been some sections of surveys where the small response rates have meant that the data was not able to be used.

CHAPTER 3 RESULTS

The findings are presented in relation to each of the WiTL components with reference to the key evaluation questions and performance measures described in Section 1.3.

3.1. Cultural Projects

This section looks at the degree to which the Cultural Projects were able to reach people in Western Sydney who had not yet been engaged in water and related environment issues.

This part of the WiTL Program funded 18 projects for an initial budget of total of $410,000. A diverse range of concepts were included. As described earlier in Section 1.1 a broad definition of 'cultural' was applied.

3.1.1. What the Cultural Projects achieved

Overall, the evidence indicates that the Cultural Projects achieved a high degree of engagement from people of all ages and representative of the diversity of Western Sydney population. All of the projects implemented approaches that fulfilled the requirements of the WiTL funding by using what they have described as, 'cultural tools'. They were able to embed their projects with a number of key messages designed to inspire people to find out more about urban water catchment management issues, in preference to providing scientific or technical analyses of environmental issues. For a full description of the criteria that were used for funding the projects and the issues they were asked to consider, see Appendix 2.

Short-term outputs – Project activities and participant characteristics

A total of approximately 13,100 people across an extensive range of locations throughout Western Sydney participated in the WiTL 'cultural projects'. They represented a significant range of ages (from Primary School to Senior years), and included strong representation of Indigenous, and the many diverse CALD backgrounds of people in Western Sydney. An estimation of the numbers of people made aware of WiTL indicates that 5 projects had an 'extensive' reach of over 1,000 people; 9 projects had a 'mid-range' reach of between 200 and up to 1,000 people and the remaining 3 projects had a 'limited' reach of under 200 people. Thus, it is likely that an estimated further 14,600 people were made aware of WiTL and the activities. See Table 2.

Intermediate outcomes – The ways in which projects changed people

All projects reported successfully integrating environmental messages into their processes. A majority of projects (12) included WiTL messages in a broad approach; the remaining 5 focussed on targeted specific messages. Reporting of shifts in behaviour as a result of participation in WiTL projects was not well documented. Only half of the projects reported some evidence, 6 of these were quantified and able to be assessed as either small changes (4) or significant

changes (2); 3 more projects mentioned changes that have been noted as 'anecdotal'. This lack of data does not necessarily mean that shifts did not occur.

The majority of projects used cultural tools primarily for awareness raising of urban water management issues (i.e. 15 projects). 'Crossing Waters – Bibby's Place' and 'Youth Leading Australia 3 day Congress' were the two projects that integrated cultural tools with participatory community consultation and collaborative decision-making processes. This is ultimately the purpose of the WiTL model. It is likely that most of the processes developed through the 15 'non-integrated' projects have potential usefulness in a more strategic way that leads to addressing local water catchment issues.

A majority of the projects (12) clearly documented evidence of social outcomes in relation to enhancing community connection through intercultural and/or intergenerational dialogue. Whilst the remaining 5 projects did not provide evidence, this does not necessarily mean that shifts did not occur. See Table 3.

Intermediate outcomes – Partnerships and results for project proponents and WSROC

Every 'cultural project' involved the establishment of new partnerships as well as many reporting that they had deepened relationships with existing partners. Partnerships were a key factor in successful implementation of the projects. The projects achieved significant innovation in two main ways.

The first was to take a pre-existing capability within the organisation and customise it in some way to reflect WiTL objectives. This resulted in a high degree of organisational capacity building for 11 of the projects. Examples of this were: Crossing Waters – Bibby's Place; 48 Hour Film through the creation of a 'Green' focus; Upstream to Home; Our Water Our future; Regional Catchment Field Day;Youth Leading Australia; Remember the Story; Water Wise Trading Cards; The water closest to you; Crosscurrents; Keep the Dragonflies dancing.

The second approach was to develop a unique response that significantly challenged accepted practice and was ground-breaking. As a result the capabilities of the organisation and its partners were extended significantly. The results could not have been achieved without a high degree of collaboration that drew upon multi-disciplinary specialist expertise. Examples of these were: Documenting Places through CROWDTV; Locative River History – Georges River; Vertical Garden; Auburn Central place-making; South Creek Project; Water Journeys. See Table 4.

Tables 2, 3, and 4 are a synthesis of data from project reports. The tables provide a high level, broad brush impressionistic ranking of the achievements of each project against the criteria in the key evaluation questions. For greater detail see the companion document to this report, 'WiTL Cultural Projects Analysis of Reports'.

TABLE 2: Achievements of Cultural Projects: Short-term outputs – what the projects did, characteristics of participants

Project Name	Summary	Activities	Total Participants involved	Reach [1] *i.e. people made aware of project and WiTL*	Target audience engaged		
					Age cohort [2]	Location	Ethnographic cohort *e.g. CALD, Indigenous*
Crossing waters- Bibbys Place Fairfield City Council	To involve the diverse CALD community in the water sensitive design of public space	• Street BBQ • Young Artist Mentorship • Water Workshops • Water bus tour • Charette – 2 workshops • Street Party	2,188	Extensive	All	Fairfield	ALL - CALD, Indigenous, other
48 Hour Film Project 48 Hour Film	National short film competition, with entries focussed on Water in The Landscape. Filmakers were given 48 hours to produce a short film based on dialogue, a character and a single prop.	• Kick off event • 14 Teams submitted films and 10 were considered eligible for judging • Screening event • 9 prizes awarded • Awards night & Party	147 participants 130 at Screening & party	Extensive 1,629 YouTube views (16 Nov 2012) and use of traditional media	2, 3, 4, 5, 6, 7	Western Sydney Region	ALL
Upstream to Home Information and Cultural Exchange	Using "digital storytelling", the project worked with recently-arrived groups of refugees and migrants to share personal stories highlighting different perspectives on water in urban / suburban settings and the natural	• 7 workshop training sessions in digital story-telling • Showcase event Blacktown Hoyts cinema as part of Refugee Week 2011	10 participants	Mid-Range 250 at Screening YouTube views: 294 & use of traditional media	2, 3, 4, 5, 6	Blacktown	CALD Refugee / Migrant

Project Name	Summary	Activities	Total Participants involved	Reach [1] *i.e. people made aware of project and WiTL*	Target audience engaged		
					Age cohort [2]	Location	Ethnographic cohort *e.g. CALD, Indigenous*
	environment.						
Vox Pops Onyx Management Group	Creation of "Vox Pops" (short videos where people share their opinion) on water management or other related issues at Cultural Projects and local forums.	14 videos representing three WiTL projects: Crossing Waters, Bibbys Place 48 Green Hours Crowd TV documentary making	This project was commissioned by WiTL to document 3 other projects. These columns and following tables do not apply to it.				
Documenting Places through CROWDTV UTS and Australian Documentaries	Professionally produced documentary collaboratively constructed by the community via online sessions. A world first.	• DVD • CrowdTV website with interactivity events that relate to each stage of production. Individuals were able to become a Team Member and then contribute to each stage, i.e. blogs, upload ideas, vote on script sections. • Facebook • Twitter • 2 community Workshops • E-newsletters sent to participants • 24 Documentary ideas / forum posts • 21 audio submissions • 12 image submissions	Launch screening to 60 people 180 Online members 2,349 unique visitors	Extensive YouTube views: 264 & use of traditional and social media networks	3, 4, 5, 6, 7	Western Sydney – range of different locations for workshops, screening and shooting	ALL

Project Name	Summary	Activities	Total Participants involved	Reach [1] *i.e. people made aware of project and WiTL*	Target audience engaged		
					Age cohort [2]	Location	Ethnographic cohort *e.g. CALD, Indigenous*
		• 52 blog posts by CrowdTV team • 326 comments • 34 wiki pages • 371 votes • 6,170 website visits (with an average of 6 pages per visit) • 37,489 page views • Average time on site: 6.19 minutes					
Our Water Our Future – It's up to us Nepean Community & Neighbourhood Services	Photo and video artwork "looking to the future" created by young people from Glenmore Park, focusing on the area's water bodies	• Competition incorporated into Year & English, Art and Science curricula • Information and discussion workshops with students • 5-day filmmaking course for 12 – 17 year olds • Public exhibition and awards celebration	31 Year 7 students and their Teachers	Mid-range YouTube views: 579 60 people attended the Awards Night (students, families and friends)	2	Penrith	*Glenmore Park High School enrollments include Indigenous (4%) and Language background other than English (14%)*
Regional Catchment field Day Blacktown and Penrith City Councils	A catchment field day for stage 3 school students of Penrith and Blacktown, highlighting the role each member of the community plays in catchment health.	2 annual events six activity stations included hands on activities, games, group work, scenarios, observation tasks, and practical work **Station 1:** Life size environmental board game (called '*Eco Pursuit*')	about 360 students and 24 teachers of Stage 3 students & teachers(Years 5 and 6) from	Mid-range	1	Penrith Blacktown	ALL

Project Name	Summary	Activities	Total Participants involved	Reach [1] *i.e. people made aware of project and WiTL*	Target audience engaged		
					Age cohort [2]	Location	Ethnographic cohort *e.g. CALD, Indigenous*
		Station 2: Water Pollution investigation (called '*Enviro-Investigators*') **Station 3:** Macro invertebrate sampling and identification **Station 4:** A Biodiversity/Bush Walk **Station 5:** Litter count at a Gross Pollutant Trap (GPT) **Station 6:** Mobile Native Nursery activity	primary schools within the Blacktown and Penrith Local Governmen t Areas				
Youth Leading Australia 3 Day Congress OzGreen	3 day conference event by and for young people of Western Sydney, using a sustainability learning and leadership program by OzGreen.	Action Research Field Work with 5 school groups: Youth Leader Facilitator Training YLA Congress at Nirimba Education Precinct Youth-led Community Forum Student School Environmental Action Plans (5)	60 students 10 Teachers 4 YLA Facilitators 55 young people at Congress representing 13 organisations (schools, universities, local government and environmental organisations) 20 participants	Mid-range, possibly Extensive Students represented 5 schools each with approximately 800 students and a broader school community. 37 schools initially approached, information disseminated through environmental	2	5 high schools in Western Sydney Arthur Phillip, Cambridge Park, Hurlstone Agricultural High School, Kingswood High and Cerdon College.	ALL

Project Name	Summary	Activities	Total Participants involved	Reach [1] *i.e. people made aware of project and WiTL*	Target audience engaged		
					Age cohort [2]	Location	Ethnographic cohort *e.g. CALD, Indigenous*
			in Youth-led Forum	educator & activist networks, presentation at World Environmental Educators Congress, Brisbane 2011			
Locative River history - Georges River Liverpool City Council	Project will virtually (online and 3G) link physical features of the environment to oral and visual historical records, archival audio, oral histories and music related to local cultural contexts to explore the living history of the Georges River.	1. Recruitment of participant groups: District Historical Society, Miller Technology High School, Hoxton Park High School; Street Uni Youth Service; Made on the Kitchen Table Cooperative (a group of 12 Aboriginal producing art, multimedia and craft wares in Liverpool); members from the Liverpool and Districts Historical Society, artists' group, multicultural group and local residents 2. Community music and art workshops (6) to generate content. 3. Songs and stories	64 artefacts listed i.e. at least 64 participants	Limited Likely to increase, project recently completed 107 people attended Project Launch curated journey & boat tour Use of traditional media	ALL	Georges River	ALL

Project Name	Summary	Activities	Total Participants involved	Reach [1] *i.e. people made aware of project and WiTL*	Target audience engaged		
					Age cohort [2]	Location	Ethnographic cohort *e.g. CALD, Indigenous*
		collected from local residents and studio recorded 4. Technical expertise in geo-tracking interfaces – Assoc Prof Bert Bongers, UTS Design, Architecture and Building 5. locative technology workshops 6. feedback technical platform & website functionality (30 users) 7. Conference presentation - Communities and Technology Conference (CT2011) in Brisbane in July, 2011 8. Project launch with boat tour (October 2012)					
Remember the Story... Hands, Heart and Feet	Performances, including audience participation, developed and staged involving a story, drumming and dance interpretation of the story especially for	16 performances to range of groups including schools, festivals, events, WiTL Summit 2 performance works - The Half Girl & the River (most performed) & a second work Water of Life	Over 2,000 School & event performances, likely to be more as not all festival / events	Extensive YouTube views: 509 Broader school community, use of local media	ALL	Various across Western Sydney	ALL

Project Name	Summary	Activities	Total Participants involved	Reach [1] *i.e. people made aware of project and WiTL*	Target audience engaged		
					Age cohort [2]	Location	Ethnographic cohort *e.g. CALD, Indigenous*
	primary and early secondary school children.	(performed to 150 people) Water Education worksheets	quantified	channels			
Water Wise Trading Cards Holroyd City Council	Create and implement a tool kit linked to Council' sustainability education, which includes a series of trading cards that can be used to engage primary school aged children.	Facilitated 'WaterWise' workshop delivered as part of Holroyd council's annual Sustainability Expo Picture books of student 'water monster' or 'ways to stop water pollution' images EOI Artist's brief to design, develop, deliver the resource.	200 4th & 5th grade students attended the sustainability expo. (4 Schools) 30 packs per school were distributed to 10 targeted primary schools in Holroyd,	Extensive Students represented 14 schools each with approximately 800 students and a broader school community.	1	Holroyd and Parramatta	ALL
Vertical Garden Blue Mountains Grammar School	A vertical garden which functions as a tool for units of study about the micro-organisms and 'mini-beasts' living within it.	Sourcing contractor to build garden Construction of garden Workshop with teachers on using the garden in the curriculum Formal launch/opening of garden	12 Students from Mrs Gerrard's HSIE class submitted the proposal and worked with 3	Mid-range Blue Mountains Grammar Junior School Community School	1	Blue Mountains Grammar School	BMG Students, *enrollments include Indigenous (1%) and Language background other than English (3%)*

Project Name	Summary	Activities	Total Participants involved	Reach [1] *i.e. people made aware of project and WiTL*	Target audience engaged		
					Age cohort [2]	Location	Ethnographic cohort *e.g. CALD, Indigenous*
			experts 143 attended the Opening Ceremony	population = 642 Mentioned in NSW Parliament by Local Member, Mrs Roza Sage			
The water closest to you Annie Bolitho Associates	Work with partner organizations to develop striking documentation of chosen water and landscape assets, and bring to light elements of an urban catchment through close, personal relationships of individuals with water and place	Bookmaking 2 Workshops Fairfield Museum & Gallery Community Day 31 March 2012 1 workshop Hawkesbury Earthcare Centre 20 April 2012	18 children between 5 and 11 years old and about 20 associated adults and Museum volunteers	Limited	1, 2, 3, 4, 5, 6, 7	Fairfield Hawkesbury	ALL
Auburn Central place-making Auburn Community Development Network	Art installation drawn from junk from the local area, drawing attention to a consultation day once a week in Auburn Central over the duration of three months, revolving around pop up tea salons	6 'Tea Salons' held – outdoor lounge space Seedlings, information (water saving, water usage handed out in different languages)	Average 100 people per day x 6 = 600 60 people in 'water bottle activity' Additional 40 children in 2 workshops during	Mid-range Despite being aware of the tea salons the local media did not take interest in the tea salons which might be because it was the time of election.	ALL	Auburn	ALL

Project Name	Summary	Activities	Total Participants involved	Reach [1] *i.e. people made aware of project and WiTL*	Target audience engaged		
					Age cohort [2]	Location	Ethnographic cohort *e.g. CALD, Indigenous*
			school holidays				
CrossCurrents Bankstown City Council	Festival on the Georges River as part of National Water Week, involving local CALD community (particularly Chines and Pacific Island communities) in a range of interactive and educational activities around the theme of water and Australia's water resources.	Stages 2 & 3 of existing strategy • The Stories of Water workshops program with Pacific Islander, & Chinese groups • Bilingual water education • Cross-cultural excursion to Warragamba Dam • The Crosscurrents Arts & Environmental Festival.	60 Community members participated in the workshops, more than 1,000 attended the festival	Mid-range possibly Extensive Use of online & social media Use of traditional media	ALL	Georges River Bankstown	ALL
South Creek Project Greening Australia	Kingswood High School students and their teachers worked with the Centre for Research on Computer Supported Learning and Cognition (University of Sydney) to develop a series of units of work, teaching and learning materials about water management.	Field work sessions with the students to do site restoration work at South Creek (work included activities such as tree planting, carbon measurement, water testing and a flora survey) Design session at the design studio of Sydney University's Centre for Research on Computer Supported Learning and Cognition (CoCo). Students worked on developing their own online resource around water	18 students Teacher USyd CoCo Greening Australia Elevator (Web designers)	Limited	2, 4, 5	South Creek Kingswood High School Sydney University's Centre for Research on Computer Supported Learning and Cognition	*Kingswood High School enrolments include Indigenous (9%) and Language background other than English (22%)*

Project Name	Summary	Activities	Total Participants involved	Reach [1] *i.e. people made aware of project and WiTL*	Target audience engaged		
					Age cohort [2]	Location	Ethnographic cohort *e.g. CALD, Indigenous*
		management. Research by CoCo on project-based environmental learning					
Keep the Dragonflies dancing Jo Clancy	An Indigenous dance performance about Blue Mountains ecosystems. 6 School performances and 2 public performances.	Creative development – site visits, choreographic and music development, soundtrack narrative, consultation with local Aboriginal Elders, Aunty Carol Cooper and Uncle Graeme Cooper, regarding inclusion of cultural content in performance and workshop. Costume, set, prop and stage design. Development of information handouts BMCC 300 'Save our Swamps! Save our Giant Dragonfly! Save our Species!' postcards for distribution. An activities sheet for Teacher's to take back to school and work with in the classroom is in development by Sandy Holmes, Jasmine Payget and Jo Clancy	325+ people seeing the work 3 public / Festival performances and 3 schools performances	Mid-range possible Extensive YouTube video – 141 hits Use of traditional media networks in the Blue Mountains and Aboriginal communities specifically	2, and ALL	Blue Mountains	Indigenous specific & general to ALL cohorts
Water Journeys Cabramatta Community Centre	Community garden used to provide training in horticulture incorporating multicultural water management	Community gardens at 2 linked sites: Fairfield High School (FHS) and the Hoxton Park Community Farm. Water Journey will utilize viable water management solutions including cross	Approx 30 newly arrived clients involved in the FHS garden every	Mid-range	2, 3, 4, 5, 6	Fairfield Hoxton Park	CALD specific

Project Name	Summary	Activities	Total Participants involved	Reach [1] *i.e. people made aware of project and WiTL*	Target audience engaged		
					Age cohort [2]	Location	Ethnographic cohort *e.g. CALD, Indigenous*
	practices. Training is aimed at students and refugees interested in pursuing a career in horticulture. The garden will be established at two sites: Hoxton Park Community Farm and Fairfield High School	cultural water purification and cooling systems and appropriate cultural practices piloted at FHS. As the training site for the broader western and south western Sydney sustainable farming community it will be a role model for utilizing and demonstrating sustainable water management practices and cultural solutions in horticulture. It is envisaged that Water Journeys will educate students and teachers and train newly arrived refugees on sustainable horticultural practices.	6 months. It is estimated that 200 adult participants in High School groups would be involved directly in the project in the first year.				

Summary of achievements:

A total of approximately 13,100 people across an extensive range of locations throughout Western Sydney participated in the WiTL 'cultural projects'. They represented a significant range of ages (from Primary School to senior years), and included strong representation of Indigenous, and the many diverse CALD backgrounds of people in Western Sydney. An estimation of the numbers of people made aware of WiTL indicates that 5 projects had an extensive reach of over 1,000 people; 9 projects had a mid-range reach of between 200 and up to 1,000 people and the remaining 3 projects had a reach of under 200 people. Thus, it is likely that an estimated further 14,600 people were made aware of WiTL and the activities.

Notes about the rating scales:

1. '**Reach**' was ranked using the following scale: **Extensive** = estimated numbers greater than 1,000; **Mid-range** = estimated numbers between 200 and up to 1,000; **Limited** = estimated numbers less than 200.
2. The ranking for **Age Cohorts** is based on the population labels used by the Australian Bureau of Statistics i.e.
    1. Pre-schoolers to Primary schoolers (4 to 11)

Project Name	Summary	Activities	Total Participants involved	Reach [1] *i.e. people made aware of project and WiTL*	Target audience engaged		
					Age cohort [2]	Location	Ethnographic cohort *e.g. CALD, Indigenous*

2. Secondary schoolers (12 – 17)
3. Tertiary education & independence (18-24)
4. Young workforce (25 -34)
5. Parents & homebuilders (35 – 49)
6. Older workers & pre-retirees (50-59)
7. Empty nesters & retirees (60 -69)
8. Seniors (70 – 84)
9. Frail aged (85 & over)

TABLE 3: Achievements of Cultural Projects: Intermediate outcomes – the ways in which projects changed people

Project Name	Environmental messages & *evidence of shifts in participant perception or behaviours* [1]	Products [2]	Evidence of social outcomes [3]
Crossing waters- Bibbys Place Fairfield City Council	Specific to place *Anecdotal*	Integrated	Yes
48 Hour Film Project 48 Hour Film	Broad *Quantifiable – small (filmmakers)*	Stand Alone	Yes
Upstream to Home Information and Cultural Exchange	Broad *Quantifiable – small (filmmakers) & ICE staff*	Stand Alone	Yes
Vox Pops Onyx Management Group	N/A		
Documenting Places through CROWDTV UTS and Australian Documentaries	Broad *No evidence*	Stand Alone	Yes
Our Water Our Future – It's up to us Nepean Community & Neighbourhood Services	Broad *No evidence*	Stand Alone	Yes
Regional Catchment field Day Blacktown and Penrith City Councils	Broad *No evidence*	Stand Alone	Evidence was not collected but activities involved team work

Project Name	Environmental messages & *evidence of shifts in participant perception or behaviours* [1]	Products [2]	Evidence of social outcomes [3]
Youth Leading Australia 3 Day Congress OzGreen	Broad *Quantifiable – significant (Action Plans)*	Integrated	Yes
Locative River history - Georges River Liverpool City Council	Broad *No evidence*	Stand Alone	Yes
Remember the Story... Hands, Heart and Feet	Broad *Anecdotal*	Stand Alone	Evidence was not collected
Water Wise Trading Cards Holroyd City Council	Broad *Quantifiable – small (teacher feedback of students)*	Stand Alone	Evidence was not collected
Vertical Garden Blue Mountains Grammar School	Specific *No evidence*	Stand Alone (partly) – the garden has been integrated into teaching and learning modules & is therefore a catalyst for further sustainability awareness.	Evidence was not collected but students interacted with landscape experts
The water closest to you Annie Bolitho Associates	Broad *No evidence*	Stand Alone	Yes
Auburn Central place-making Auburn Community Development Network	Broad *No evidence*	Stand Alone	Yes
Crosscurrents Bankstown City Council	Broad *Quantifiable – significant changes*	Stand Alone	Yes
South Creek Project Greening Australia	Specific *Quantifiable – small (teacher feedback of students)*	Stand Alone	Evidence was not collected but students collaborated with academics
Keep the Dragonflies dancing Jo Clancy	Specific *Anecdotal – documentation of post-performance feedback*	Stand Alone	Yes, specifically Indigenous intercultural - with Aboriginal Elders who gave Welcome to County at each performance; brought first-hand experience Aboriginal culture to community

Project Name	Environmental messages & *evidence of shifts in participant perception or behaviours* [1]	Products [2]	Evidence of social outcomes [3]
Water Journeys Cabramatta Community Centre	Specific *No evidence*	Stand Alone	Yes

Summary of achievements:

All projects reported successfully integrating environmental messages into their processes. A majority of 12 projects included WiTL messages in a broad approach; the remaining 5 focussed on targeted specific messages. Reporting of shifts in behaviour as a result of participation in WiTL projects was not well documented. Only half of the projects reported some evidence, 6 of these were quantified and able to be assessed as either small changes (4) or significant changes (2); 3 more projects mentioned changes that have been noted as 'anecdotal'. This lack of data does not necessarily mean that shifts did not occur.

The majority of projects used cultural tools primarily for awareness raising of urban water management issues (i.e. 15 projects). 'Crossing Waters – Bibby's Place' and 'Youth Leading Australia 3 day Congress' were the two projects that integrated cultural tools with participatory community consultation and collaborative decision-making processes. This is ultimately the purpose of the WiTL model. It is likely that most of the processes developed through the 15 'non-integrated' projects have potential usefulness in a more strategic way that leads to addressing local water catchment issues.

A majority of the projects (i.e. 12) clearly documented evidence of social outcomes in relation to enhancing community connection through intercultural and/or intergenerational dialogue. Whilst the remaining 5 projects did not provide evidence, this does not necessarily mean that shifts did not occur.

Notes about the rating scales:

1. Environmental messages & evidence of shifts in participant perception or behaviours: ranking for nature of messages: **Broad** = included broadly all WiTL messages; **Specific** = focused on targeted and specific messages; Evidence of shifts in behaviour ranked by **No Evidence**, **Anecdotal**, **quantifiable small changes, quantifiable significant changes**
2. Products: the degree to which the products of the project present an **integrated approach** to using cultural tools blended with community consultation and collaborative decision-making; or whether the product was **stand alone** and not linked with other processes.
3. Evidence of social outcomes; in terms of enhancing community connection through intercultural and / or intergenerational dialogue – **Yes / No**.

TABLE 4: Achievements of Cultural Projects: Intermediate outcomes – partnerships and results that occurred for project proponents and WSROC

Project Name	Partnerships[1]	Innovation, capacity building, and any legacies[2]
Crossing waters- Bibby's Place Fairfield City Council	Yes	Creative combination of cultural and consultative tools successfully integrated. An excellent model for replication.
48 Hour Film Project 48 Hour Film	Yes	Took an existing concept, 48 Hour film competition, and created a new 'Green' version that has continued and grown by attracting sponsorship (e.g. NRMA). Next year this will become a global competition in April 2013 to coincide with Earth Hour.
Upstream to Home Information and Cultural Exchange	Yes	Used the 'ICE' approach to incorporate the theme of water and environment.
Vox Pops Onyx Management Group	N/A	
Documenting Places through CROWDTV UTS and Australian Documentaries	Yes	Significant innovation in collaborative documentary filmmaking through the use of social media, with the focus on water and environment. Both product and process have high potential legacy.
Our Water Our Future – It's up to us Nepean Community & Neighbourhood Services	Yes	Used water and environment themes as an opportunity to connect community services organisation with local schools and community. Extended capacity in ability to successfully outreach to schools.
Regional Catchment field Day Blacktown and Penrith City Councils	Yes	Expansion and strengthening of existing program that built on earlier innovation and enabled further improvement / development.
Youth Leading Australia 3 Day Congress OzGreen	Yes	Built on existing model of YLA Congress, enabled expansion to Western Sydney schools that included the development and implementation of Environmental Action Plans. Some students have also gone on to more leadership training. YLA Congresses will continue to be held annually in Western Sydney.
Locative River history - Georges River Liverpool City Council	Yes	Significant capacity building and innovation through application of locative and 'App' technologies to provide interactive experience with place and historical documentation. Provides a legacy of product that will continue to be added to as well as leading the way for similar projects nationally and internationally.
Remember the Story... Hands, Heart and Feet	Yes	Draws on existing performance approach (i.e. kinaesthetic theory) with innovation through the inclusion of water and environmental themes. Has been a significant experience for the organisation inspiring them to further works with

Project Name	Partnerships[1]	Innovation, capacity building, and any legacies[2]
		strong environmental themes.
Water Wise Trading Cards Holroyd City Council	Yes	Expansion of existing concept into water themes. Product great for replication/distribution
Vertical Garden Blue Mountains Grammar School	Yes	Significant innovation for the school community in using sustainable water mechanisms to feed the vertical garden. Built capacity in undertaking environmental projects involving funding, technical expertise, and student leadership. The landscape experts were challenged by the students to create additional features. The garden's legacy is as a focus of new teaching and learning modules for integration into the curriculum. Could be used as a showcase for other schools and organisations wanting to install vertical gardens, perhaps for the elderly?
The water closest to you Annie Bolitho Associates	Yes	Expansion of existing methodology, could be very useful activity with potential broader application.
Auburn Central place-making Auburn Community Development Network	Yes	Innovative event / installation through the inclusion of water and environmenta themes. Stimulated informal dialogue in the 'open-air lounge room'. Challenged the boundaries for the Council of what is an event.
Crosscurrents Bankstown City Council	Yes	Expansion and strengthening of existing program that built on earlier innovation and enabled further improvement / development. Legacy is that the program will continue and is now a biannual event
South Creek Project Greening Australia	Yes	Significant innovation in 'piloting project-based' environmental learning that is considered to have high potential by the Department of Education representative on the project because it links with the new Australian Curriculum focus on Sustainability.
Keep the Dragonflies dancing Jo Clancy	Yes	Enabled the realisation of an idea through an existing creative process (i.e. Dance). Highly innovative by including traditional Aboriginal dance with water and environmental knowledge. This project had a strong content and cultural base. It will continue to be performed and improved.
Water Journeys Cabramatta Community Centre	Yes	Significant innovation combining cultural practices in water management with longer-term Migrant Settlement, Employment, and community development strategies.

Summary of achievements:

Every 'cultural project' involved the establishment of new partnerships as well as many reporting that they had deepened relationships with existing partners. Partnerships were a key factor in successful implementation of the projects. The projects achieved significant innovation in two main ways. The first was to take a pre-existing capability within the organisation and customise it in some way to reflect WiTL

Project Name	Partnerships[1]	Innovation, capacity building, and any legacies[2]

objectives. This resulted in a high degree of organisational capacity building for 11 of the projects. Examples of this were: Crossing Waters – Bibby's Place; 48 Hour Film through the creation of a 'Green' focus; Upstream to Home; Our Water Our future; Regional Catchment Field Day;Youth Leading Australia; Remember the Story; Water Wise Trading Cards; The water closest to you; Crosscurrents; Keep the Dragonflies dancing.

The second approach was to develop a unique response that significantly challenged accepted practice and was ground-breaking. As a result the capabilities of the organisation and its partners were extended significantly. The results could not have been achieved without a high degree of collaboration that drew upon multi-disciplinary specialist expertise. Examples of these were: Documenting Places through CROWDTV; Locative River History – Georges River; Vertical Garden; Auburn Central place-making; Couth Creek Project; Water Journeys.

Notes about the rating scales:

1. Partnerships – whether the project required partnerships for successful implementation
2. This section provides a qualitative comment about the degree of innovation i.e. how significant a shift it was for the project proponents to achieve the intended objectives, the implications of this on organisational capacity building as well as any resulting legacies.

Intermediate outcomes – Capacity building in project management and evaluation

As part of their agreement with WSROC, each of the cultural projects undertook to monitor and evaluate their projects against agreed performance measures. This resulted in a range of approaches to data collection with varying degrees of success in being able to provide evidence for achievement. All projects used a mixed method approach of both quantitative and qualitative data. They reported participant numbers for smaller activities such as workshops and audiences and estimated numbers of larger events such as festivals. Projects that used online surveys generally received small response rates.

Approaches included:

- Pre and / or post activity participant surveys e.g. 48 Hour Film Project, Documenting Places through CROWDTV, Youth Leading Australia 3 Day Congress, Water Wise Trading Cards, Bibby's Place
- Documentation of debrief discussion session e.g. Remember the Story, Keep the Dragonflies dancing, Documenting Places through CROWDTV.
- Video and photo documentation of activities including participant interviews e.g. CrossCurrents, Upstream to Home.
- Documentation of testimonials
- Analysis of participants creative responses as an indication of increased knowledge of water issues and / or behaviour change
- Web traffic data collection e.g. Documenting Places through CROWDTV, Living Streams
- Tracking media reporting of the project with examples of both traditional and social media e.g. Documenting Places through CROWDTV, CrossCurrents, 48 Hour Film Project, Upstream to Home, Remember the Story, Keep the Dragonflies dancing

The level of detail varied considerably for evidence that demonstrated engagement during projects. It was not possible for the evaluator to gauge whether there had been longer term post project impacts because of lack of evidence. This does not necessarily mean that people's knowledge, attitudes or behaviours had not changed. Interviews with project officers indicated that projects did not consider that the funding they received was sufficient to do post-project follow-up research. Nor did projects feel that they had the expertise needed to undertake this task.

3.1.2. What was learnt about engagement through using cultural tools

Representatives from the Cultural Projects who participated in the final evaluation workshop discussed three key themes in relation to what they valued most about the WiTL experience. These were:

1. Connecting with people who are usually hard to engage
2. The importance of challenging people's thinking about environmental issues
3. Increasing the credibility of using cultural tools by demonstrating tangible outcomes and products to auspicing and funding organisations

Box 3 lists the range of comments made under each of above themes. The comments indicate both key learnings and highlight the usefulness of cultural tools in achieving engagement of diverse cultural and age groups. Project officers expressed the realisation of the potency and and universality of 'water' as a focus for creative arts and performance processes. The act of sharing stories in an emotionally 'safe' and trusting environment, that often included the use of interpreters, and being able to value one another's experiences was deeply moving for participants and project officers alike. They agreed that through WiTL's use of cultural tools they had successfully developed the means to add value to Local Government consultative processes.

Box 3. The value of WiTL

1. Connecting people who are usually hard to engage through:
   - Using creative arts and performance processes as a gentle tool that has spontaneity and can provoke reactions about a shared topic and process in order to connect people
     - Drawing in an audience by: drumming performances in public spaces; creating an outdoor lounge setting; using recycled materials and found objects as a sculpture and conversation starter
     - fun props to engage audiences on environmental issues e.g. a giant board game
     - photo gallery images of polluted creeks
     - Connecting with water through activities that draw on kinaesthetic senses e.g. guided visualisation while feeling water in bowl that leads to discussion about the meaning and symbolism of water in our lives; a 'back to basics' approach e.g. refer to water in our body to trigger experiences out of own comfort zone
   - Using water as a universal substance to connect cultures and for cultural exchange e.g.
     - as a sharing point that enabled people to reconnect with their river or other body of water e.g. Georges River, Warragamba Dam
   - Use of contemporary social media
   - Involving the 'gatekeepers' of established groups and overcoming their feelings of being threatened e.g. initially meeting with Samoan groups at their church and responding to their need for child care
   - Using interpreters and encouraging participants to speak in their native languages where they are not fluent in English
   - Valuing the experiences and expertise of people so that they become integral to the process and feel ownership of the project e.g.
     - Using personal linkages, tapping into personal experiences
     - Being humble when hearing people's stories different concepts, giving people time and space and respect to share stories with focal point of water e.g. valuing Elders' stories; migrants from war zones linked their stories through water
     - "Lifting status" – community being invited to be part of process – sense of belonging
     - Recognise that people take pride in sharing stories and are often eager to do this
     - Use the knowledge of migrants in a local context in Australia e.g. African farmers and their knowledge of dry and wet season water management; integrate use of technologies that participants bring to practical projects such as gravity feeding water
     - Stories of farmers knowledge and sharing of knowledge brought to Australian society

- Providing different ways and a range of opportunities to engage

2. The importance of challenging people's thinking about environmental issues
   - Recognise how many agendas can come together to create bigger impacts
   - Use issues such as food security in the future in raising awareness of how water is being maintained and the impact of this for the future
   - Recognise that it may be necessary to 'push the boundaries' with stakeholders and participants in order to achieve the objectives of these projects
3. Increasing the credibility of using cultural tools by demonstrating tangible outcomes and products to auspicing and funding organisations through:
   - Efficient project management and planning e.g. scheduling, fitting in people with all different timeframes
   - Establishing meaningful and productive partnerships with the target communities, relevant organisations, Local Government departments and/or teams, and Councillors or Executive Management to garner support
   - Recognise that it takes time to engage target communities and that it is important to keep in touch with networks to be able to keep this approach alive

Participants expressed a strong commitment to undertaking similar projects in the future. They proposed that this approach continue because they felt they had proved its usefulness in cross-cultural interactions and reaching hard to reach Indigenous and CALD communities. They asked that more work done by WSROC with Councils to appreciate the value of cultural outcomes as well as environmental awareness outcomes. This would give greater validity for activities that draw the environment and arts together. It was acknowledged that these sorts of projects are often viewed as pioneering and risky to fund but there should be greater acceptance of skills and capabilities available.

The WiTL Cultural projects have been highly successful in providing WSROC and its member Councils with a range of community engagement tools that can now be strategically linked with collaborative and consultative processes to address environmental improvements.

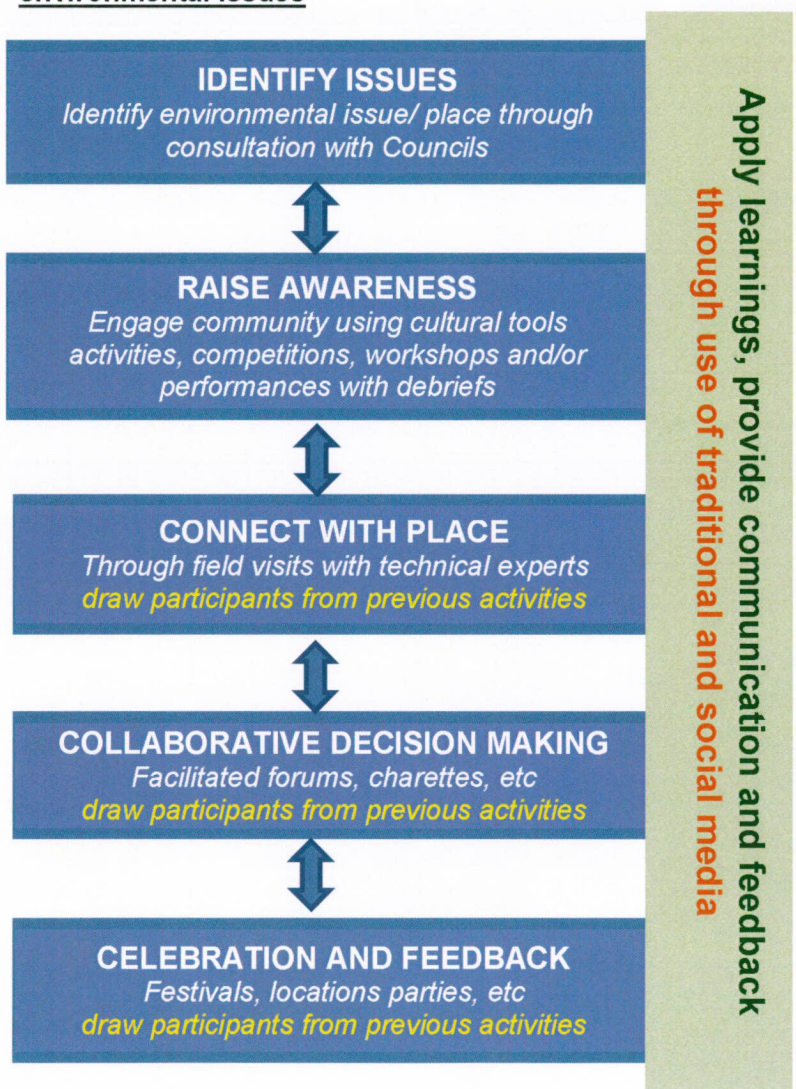
Examples of creative processes that would be replicable include: the book-making in 'The water closest to you'; video-making (Upstream to Home, Our Water Our Future); culturally relevant creative arts from Crosscurrents (Chinese lanterns, Samoan weaving); meditation on water (introductory process from Crosscurrents); CrowdTV (community developed documentary).

Examples of performances that would achieve greater awareness and are ready for re-staging include: Remember the Story (drumming and dance); Keep the Dragonfly Dancing (dance).

There are also numerous videos that could be shown in venues across locations to a range of audiences as part of general entertainment or specific events e.g. as shorts before a feature film at local cinemas; or as part of Local Council events. The videos also represent excellent potential for teacher use as educational resources in schools to support the newly developed Australian Curriculum in Geography and Sustainability. To make resources available would require contacting Education Services Australia (see http://www.esa.edu.au/) and discussing negotiating for them to be free for educational non-commercial use. There may also be potential for their use in post-secondary and tertiary education. Another resource with educational potential is the set of trading cards developed by Holroyd Council.

Diagram 2 is a suggestion for a strategic linkage process with the intention that participants of community consultations are drawn from each of the previous stages. Each of the typical WiTL project phases are now connected in a logic flow with regular feedback loops through a communications strategy. This is designed to ensure that learnings are applied where relevant. Project phases are interconnected and are likely to inform one another in a range of ways e.g. 'connecting with place' could lead to more 'awareness raising' and 'collaborative decision making'.

Diagram 2: Strategic linkage of community engagement and environmental issues



Recommendation 1: WSROC and the Environmental Trust promote the use cultural tools and the model established by WiTL in relation to engaging communities in decision making processes around environmental sustainability issues. This could be done by providing information about possible sources of funding and disseminating information about the products and key learnings of WiTL to relevant community based organisations and Local Government networks.

Recommendation 2: WSROC promote the use of WiTL products as educational resources by approaching Education Services Australia. There may also be other opportunities in the post-secondary and tertiary sectors. Additionally, WSROC should consider showcasing some of the videos in 2013 through venues and events in Western Sydney and possibly other regions.

Recommendation 3: WSROC continue to work with its Councils in strategic forward planning to link catchment management improvement activities with community engagement processes that include the use of cultural tools. Ideally this would funnel participants from different coordinated activities and stages into participative decision-making forums.

Recommendation 4: Whilst cultural projects were able to provide evidence of strong engagement in activities, they were not able to undertake longer-term impact evaluation. WSROC and the Environmental Trust will need to consider the degree to which they require this data and the appropriate resourcing commitment. Consideration should be given to funding evaluation support early in the project to undertake post-event longitudinal follow-up.

3.2. Forums and the Regional Summit

This section looks at the degree to which WiTL achieved community engagement through the forums and the Regional Summit. It also includes what was learnt by Councils and WSROC in relation to the facilitated public participation processes that were used.

3.2.1. Local Forums

WiTL contracted 'Straight Talk', a consultancy specialising in leading practice community engagement, to facilitate the five community forums and the larger Regional Summit. They also conducted an Environmental Sustainability Officer (ESO) Workshop which explored sharing the outcomes of the Forums in relation to capacity building and sustained education through community engagement. Straight Talk's role for the Forums was to involve local people in a process of awareness raising, discussion and participation on how water management affects amenity and value of local places and environmental assets for people across the region.

Straight Talk customised each forum process in consultation with WiTL and the relevant Council staff. The processes were described as being, '...highly participatory and, where appropriate, deliberative in nature.'[4] The forums used engagement techniques that were designed to deepen participant knowledge and understanding of issues and encourage participatory and collaborative decision making around local urban catchment management issues. These focused on education, awareness raising, ideas generation, policy prioritisation and preferred actions.

Recruitment of participants involved randomly selected, and most likely to be 'unengaged' local householders. Community participants were offered an incentive payment for their attendance. WiTL was advised by Straight Talk that this is common practice. Some participants were so impressed by the process that they refused to take the incentive payment. In the words of one man who did this from Forum 2, 'What you people are doing here today, its magic!'

Planning for each forum involved WiTL and Straight Talk in meetings with relevant Council staff to agree on the focus and objectives. The Council staff that WiTL recruited combined both catchment management and sustainability education areas e.g. the Waterways Rehabilitation Officer and Waterways Support Officer (Blacktown); Catchment Management Coordinator and Officer (Fairfield); Community Engagement and Education Program Leader-Environmental Sustainability and Sustainability Education Officer (Blue Mountains); Senior Environmental Sustainability Officer and Waste and Sustainability Improvement Payment Program Coordinator (Holroyd). The WiTL project officers and Council staff who were interviewed as key stakeholders mentioned the fact that there is no consistency between Councils in position descriptions and teams. This made identification of the most relevant officers for the WiTL project a challenge. Often staff do not have sufficient cross-functional knowledge to know who to suggest. The issue of community consultation in order to contribute to more robust planning was one that staff were grappling with.

During the post-Forum debrief sessions the following themes were discussed:

[4] Quote from Straight Talk 'Project management plan' for the Water in The Landscape – deliberative engagement process'

- The processes used exceeded the expectations of Council staff i.e. they considered that the process had 'high validity'; was 'more grounded' than they initially thought; and was worth doing.
- The information was valuable and would be used to complement technical fieldwork that had been undertaken i.e. it adds 'robustness' to the data.
- The presence of technical experts from Council added credibility and meant that residents could learn first-hand about water catchment management and the issues Councils are working on. It also contributed to overcoming initial mistrust of Councils actually acting on their views (based on previous experiences) and by the end of the process they appeared more positive towards trusting Councils would include their views in planning.
- There was a sense of social connectedness and emotions of ownership in relation to places being discussed. This was seen as being a result of independent facilitation.
- It provided valuable insights into community expectations that it is Council and someone else's responsibility to take action in solving water quality issues. The realisation that there is more work to do in improving active citizen engagement and responsibility in relation to environmental issues.

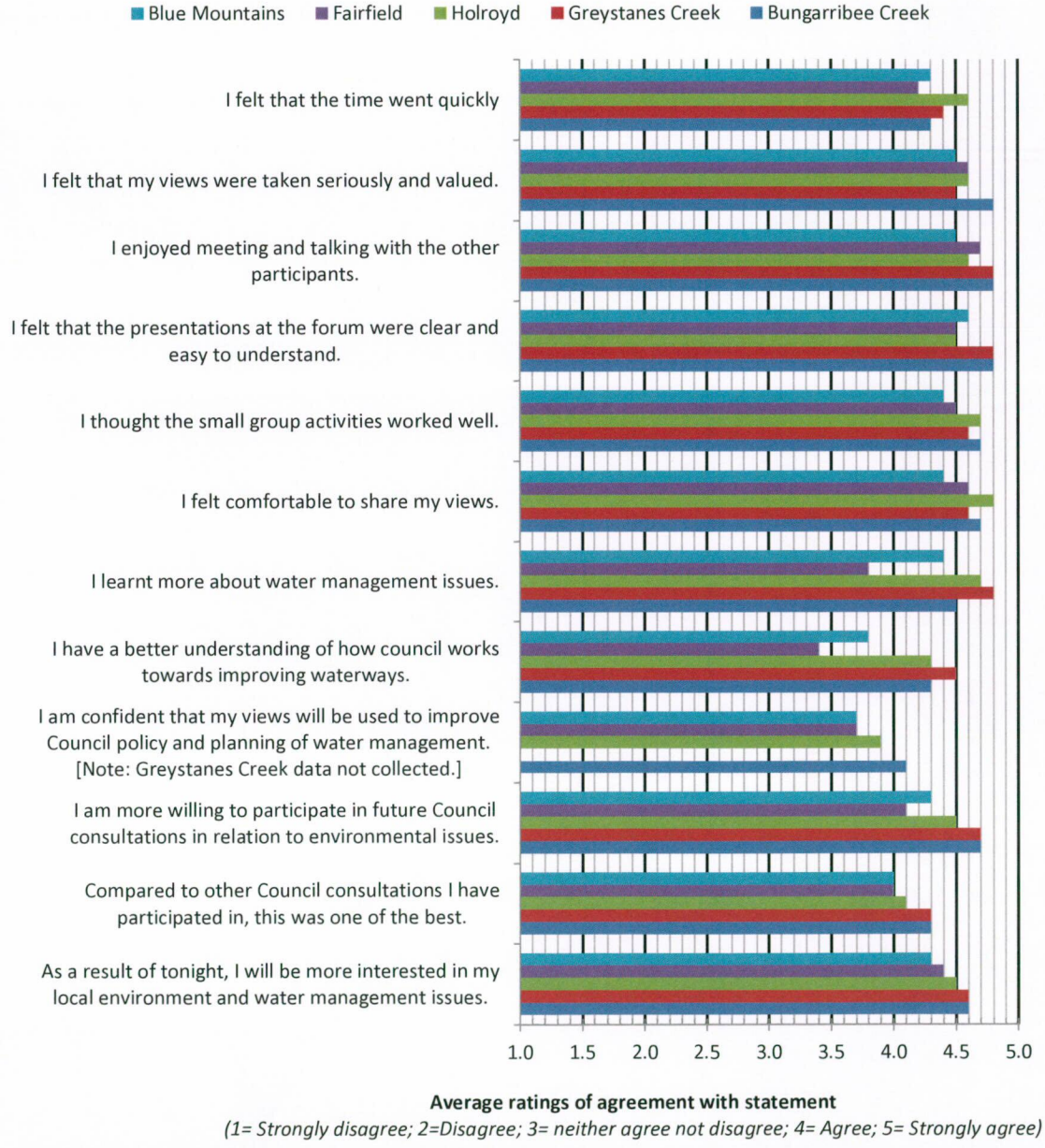
Table 5 below is a list of the forums and focus issues for each.

TABLE 5: List of WiTL Forums

	Council involved	Forum focus issue	Number of participants and total of ages represented by the group
1.	Blacktown	Bungarribee Creek Catchment Sub-catchment management plan	19 participants with over 180 years of local knowledge. All were residents living in neighbouring streets to the Bungarribee Creek Catchment
2.	Blacktown and Holroyd	Greystanes Creek, Toongabbie Sub-catchment management plan	17 participants with over 380 years of local knowledge. All were residents living in neighbouring streets to the Greystanes Creek Catchment.
3.	Holroyd	Water Quality	19 participants representing over 600 years of local knowledge. All were Holroyd residents
4.	Fairfield	Flood Resiliency	18 Fairfield residents representing nearly 500 years of local knowledge
5.	Blue Mountains	Water quality of Glenbrook Lagoon Noxious weed in Glenbrook Lagoon	24 Blue Mountains residents with nearly 700 years of local knowledge. All were residents living within a 1km radius of Glenbrook Lagoon

The data in Chart 4 shows that 4 of the 5 Forums indicated they had learnt significantly more about water management issues. The Fairfield Forum rated the least. There was a general level of agreement (i.e. an average rating of 4 out of a possible 5) that participants in all the 5 WiTL Local Forums felt their views were taken seriously and valued, and that the processes worked well. There was slightly less confidence that Councils would incorporate their views into local planning processes. Many commented that they hoped this would happen but would need to wait and see if this was the case. There were many comments from across all the local forums that indicated approval of Councils taking this approach to consulting the community.

Chart 4: Local Forums feedback from participants, 2012 (n=97)



Straight Talk used word clouds generated by 'Wordle'[5] to visually represent the frequency of issues raised by participants. A sample of these word clouds are included here. They indicate a high degree of sensitivity to the Forum themes and a willingness to participate energetically in Forum processes with an impressive breadth and depth of issues generated. See Diagrams 3, 4, 5, 6 and 7.[6]

Diagram 3: **Wordle representing Blacktown participant feedback on important aspects of Bungarribee Creek and its catchment (Straight Talk Report October 2012, Appendix A page 7)**

Diagram 4: **Wordle representing Blacktown / Holroyd participant feedback on the water quality of Greystanes Creek Catchment (Straight Talk Report October 2012, Appendix B page 4)**

[5] For more about 'Wordles' see http://www.wordle.net/

[6] Straight Talk Team (31 October 2012) 'Water in The Landscape 2012: Review and recommendations on the 2012 public participation program', Unpublished available through WSROC

Diagram 5: Holroyd – what's important when it comes to water quality (Straight Talk Report October 2012, Appendix E p15)

Diagram 6: Potential solutions – Fairfield (Straight Talk Report October 2012, Appendix D, p6)

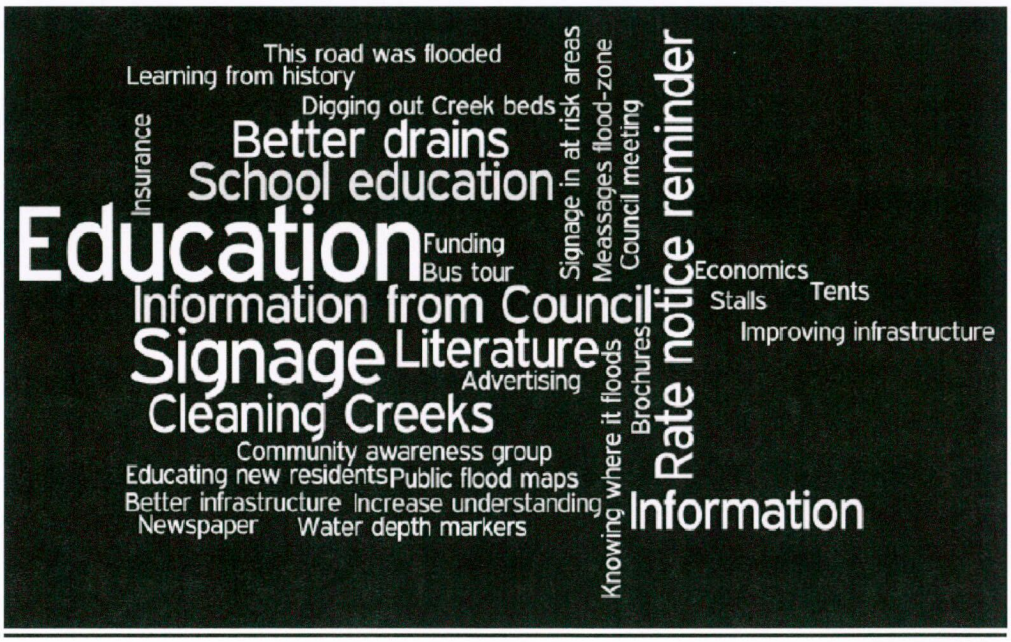
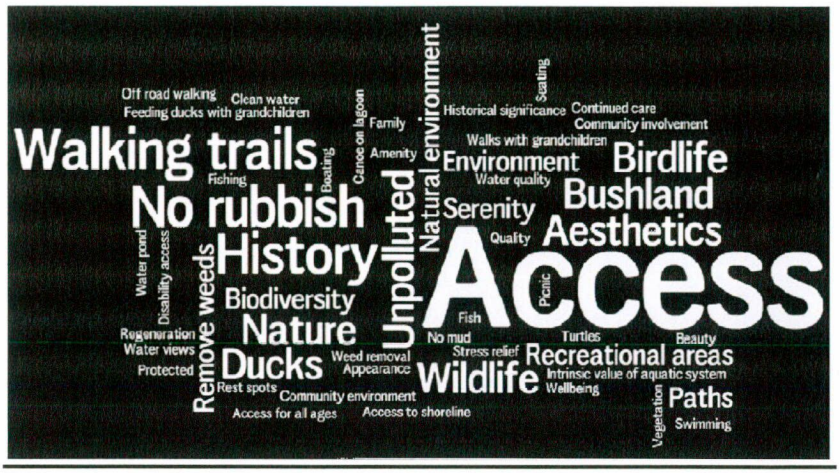


Diagram 7: **Glenbrook Lagoon what is important to participants (Straight Talk Report October 2012, Appendix C page 5)**



The data from participant feedback and Straight Talk reporting confirms the themes discussed during the Local Forum debriefs.

The comments in Table 6 were collected from feedback sheets and they show that very few improvements were suggested. The majority view was that the Forums were well organised; and the processes used were informative, enjoyable, worthwhile, valuable, and positive. Participants agreed that ongoing feedback from Council would be necessary to maintain the connection with the community.

The following are some of the typical comments showing that participants appreciated this initiative,

I think it's a great cause, and it's creating awareness and knowledge not only to the locals but to the council staff. Great experience and time spent.

Good initiative to involve the community with council plans about the environment and water catchment

Enjoyed and learnt a lot. Meeting people from the community was a bonus. Not confronting like I thought it might be.

It's great that Council cares enough to hold events like this.

Very valuable to our community and this is a good way to advertise what is going on from our Council's efforts too.

A very worthwhile system of working through an important topic.

(See Appendix 4 for the complete list of comments.)

TABLE 6: Local Forum participant comments from feedback sheets

Positive comments

- Well organised and excellent event *(25 comments)*
- The process was informative, enjoyable, worthwhile, valuable, and positive *(21 comments)*
- Ongoing feedback is necessary and hoping that Council will take notice *(6 comments)*
- A good initiative and glad to see Council involving the community in relation to environmental projects *(5 comments)*

Suggestions for improvements

Bungarribee Creek

- Smaller room with better acoustics.
- It could be held on the weekend as most of us are working full-time.
- Could try to attract more participants by using more other types of reinforcements
- Make it practical at the creek itself.
- Better introduction i.e. definition of catchment was good, however this could have been followed up by indicating on a map where / what our catchment is.
- Better use of AV aids e.g. overhead projector, videos.
- Send out more information packs etc.

Greystanes Creek

- More frequent meetings. Outcomes and feedback of the meetings. Analysing report.
- At least one Councillor to attend.
- Very efficient structure and running - impossible to fault.
- Great economy of time and thought.

Holroyd

- A little extra information sent out after for more education.
- Maybe starting with a few definitions of words would be beneficial.
- I felt a little lost to start with. Where were we heading? All was resolved.

Fairfield

- Short video of local floods would instil emotional engagement.
- If Council react favourably to this one.
- Council officers should talk more about their activities.
- SES could have taken a bigger part in actually informing us. And my nearest evacuation point. Council could actually state how they plan to improve the movement of large bodies of water.

Blue Mountains

- less time - a bit too long
- Control domination of certain people talking too much.
- Surprisingly effective I thought. But follow-up remains.

3.2.2. Regional Summit

The Regional Summit was seen as an opportunity to draw together and showcase all the disparate threads of WiTL.

Morning sessions

The morning sessions were for participants from the previous 5 Local Forums to reconnect with the Council staff they had previously discussed local water catchment issues with. In these sessions they heard updates about follow-up actions that had occurred; contributed feedback about Council's approach; and discussed further ideas for ongoing WiTL collaboration between community and Councils. A statement was developed that encapsulated a shared vision for Western Sydney Water in The Landscape.

There was also an opportunity for representatives of each of the Cultural Projects to explain their activities to the people who had been part of the Forums. This was a cross-pollination exercise and much meaningful dialogue between people was

observed. The response of both community and Council participants to hearing about the Cultural Projects was very positive. Community residents were impressed by the innovative approaches taken to environmental awareness and the ways in which improvements were made. Here are some of their comments,

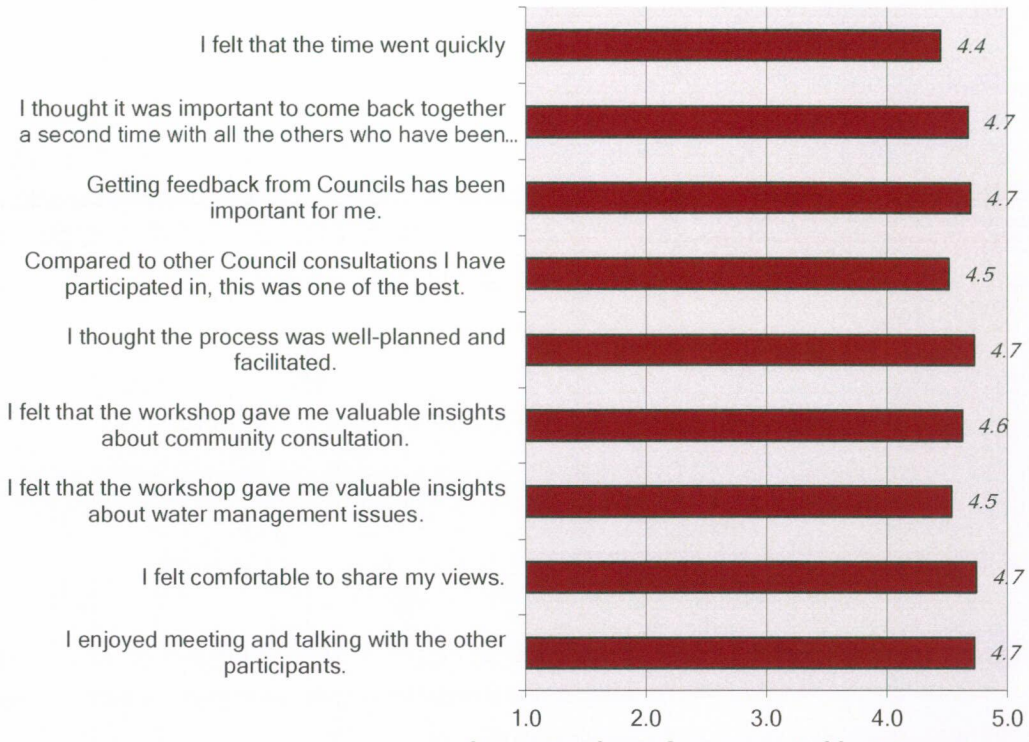
> *All the cultural projects were amazing. I loved the originality of each display . It is so refreshing to discover projects so different and yet so important to our future. The displays which stood out most in my memory of the Summit are the Vertical Gardens, Keep the Dragonflies Dancing and Crossing Waters-Bibby's Place.*
>
> *The Dragonflies Dancing seemed relevant in an artistic way.*
> *The variety of activities.*
>
> *What was done to the street in the case of Bibby's Place, great cooperation between people.*
>
> *The fact that such issues were recognised and took off in such fashion and raised public interest and awareness and called upon community involvement.*
>
> *The vertical garden is a great idea, it could be of great help to some of the wheel chair bound members of one of my social groups.*
>
> *Keep the Dragonflies Dancing. I think the performance could be an engaging piece to interest children on environmental sustainability, especially covering many key school learning areas. I was interested in obtaining a copy of the performance for use as a primary school teacher if it is possible?*
>
> *How innovative and culturally aware and environmentally conscious some people are.*

Council staff could see how the use of Cultural Projects can enhance community engagement with diverse CALD and Indigenous population groups. Here are some of their comments,

> *'Water Journeys Training Gardens' and 'Upstream' I found to be very interesting and worthwhile projects. Educating students and refugees is going to have a large impact on how the future communities will improve sustainability and become more self-reliant. Without this education our environment will not last very long into the future and action and education needs to happen now for the change to be significant.*
>
> *These cultural projects are a great way of sending these environmental messages to the community. Everyone thinks differently and you need diverse and interesting ways of getting the message across to people. I think the WiTL project was very successful in their approach, and more needs to occur to keep the ball rolling to reach more and more people. The WiTL project should keep going and expanding to more areas and Councils.*
>
> *I thought all the projects were unique and interesting in their own way. I think these types of cultural projects are absolutely essential if we are to help tell our stores about water and to help people connect more with water in the landscape.*

Surveys completed by participants in the morning sessions indicated that they felt they had a meaningful and engaging experience. The participants rated 8 of the 9 of the statements in Chart 5 between 4.5 and 5, i.e. strong agreement.

Chart 5: WiTL Regional Summit feedback from participants, 2012
(n=39)



The range of participant comments indicate that people were engaged in the workshop processes in very positive ways i.e. they were interested, happy, enjoyed the social process, felt informed, appreciated the consultative process and relationship building with council staff, and expressed concern for and commitment to achieving improvements in relation to water / environmental issues. These are well-documented indicators of emotional (or affective) and cognitive engagement.[7]

Here are some examples of what community participants valued about the workshop,

Learning and participating
It was a very interesting workshop to be a part of and to be able to contribute ideas
Educational discussions as to what projects are in the pipeline

[7] See Frydenberg, E., Ainley, M., & Russell, V. J. (2005). *Schooling Issues Digest: Student Motivation and Engagement*. Retrieved from Department of Education, Employment and Workplace Relations. Retrieved from http://www.dest.gov.au/sectors/school_education/publications_resources/schooling_issues_digest/schooling_issues_digest_motivation_engagement.htm

The informative and consultative process
Listening and talking to other participants and hearing their views
The different ideas of the participants
Opportunity to consult and hear views of others

Recognising the importance of water
Water is very important part of our lives and must not be taken for granted
Hearing the direct experience of people at the table who were affected by the 1986 and 1988 floods in Fairfield LGA

Strengthening relationships with Councils
Information about the next steps
Knowing the authorities are taking action
Feeling that progress has succeeded
Seeing that what was talked about last time was acted on
Seeing/hearing about the changes already taking place
Willingness of Council, CMA, UWS people to answer questions
The opportunity to see where the direction is heading from the 1st forum and my initial input
The feedback from the council and WSROC

Creating a positive space for conversation and collaboration
Openness, the friendly atmosphere
Seeing community members believing the project can make a difference to landscape water issues
Being heard and having our opinions valued
Able to express my views and opinions about how people could be given incentives to keep our waterways clean

Council staff who were present felt the experience was also positive. They valued the opportunity to meet with residents; hear what other Councils are doing; and to be able to provide background information on what would improve WiTL. The following comments from Council staff are indicative of what they valued about the experience,

Realising that community interest is still very high
People care and want what's best for the environment and community
That community members would like to be involved every step of the way
We got some good feedback from participants on our draft action plan
This has shown me a good way of keeping the conversation going
It has been valuable to meet and discuss the issues with local community representatives

Council officers considered that the facilitation was a key strength in achieving worthwhile community engagement. In particular the creative processes used to bring everyone together and get useful information.

The majority of community participants commented that a key strength of WiTL was its ability to connect people with Councils in meaningful dialogue towards decision-making. These comments summarise this sentiment,

The strength of WiTL -

Having the courage to tackle the development of greater and more respectful communication between government and community

Pride, ownership and responsibility to work in partnership with the local(s) and community

Other strengths identified by participants included:

- The planning and organisation which meant that things came together well;
- The professional and friendly staff who were passionate and enthusiastic;
- The way that community were included, educated and linked with Council staff in personally meaningful ways through important issues.

Both community and Council staff were asked what they hoped for the future of WiTL. Both groups emphasised the importance of continuing this style of community engagement and consultation. Residents empahsised the need for ongoing action to address environmental issues and improve recreational amenity to public spaces where water was a feature. Council staff expressed the hope that there would continue to be funding available and that these sorts of processes could become more integrated into the way Local Councils work e.g. by establishing working groups to plan community engagement. The complete list of comments is included in Appendix 3.

Afternoon showcase

The afternoon session of the Regional Summit was a theatre-style formal presentation and performance showcase. The audience included participants from the morning sessions and also anyone else from Western Sydney who may have been interested. Invitations were also sent to representatives from partner agencies and NGO's.

Survey feedback indicated that the audience felt the afternoon was generally worthwhile and helped to increase understanding about the whole Water in The Landscape program. The performance pieces, 'Keep the Dragonflies Dancing', and 'The Half Girl and The River'; as well as the 'Water in The Landscape videos' were rated the most worthwhile. In the words of one respondent,

I enjoyed all of the Afternoon Session. It was an excellent and very well planned event that I will always remember and was delighted to be part of the audience. I believe I gained a better understanding of the whole Water in The Landscape Program.

3.2.3. What was learnt about engagement through the facilitated public participation processes

The facilitated public participation processes that WSROC designed in consultation with Straight Talk and the WSROC councils were highly successful in engaging both local residents and the relevant Local Council officers in dialogue about specific urban water catchment management issues.

In its report (31 October 2012, p 2, 3) Straight Talk provided evidence that indicated it had achieved its project objectives and outputs. They identified 5 overarching outcomes, each of which included specific recommendations for WiTL. A summary of the outcomes are listed in Box 4, with an additional comment that indicates critical factors for ongoing sustainability of WiTL achievements.

Box 4. Overall outcomes from the consultation processes undertaken by Straight Talk and summary comment for ongoing sustainability of WiTL achievements (excerpt from report 31 October 2012, p2, 3)

1. *There is a need to amplify the communities' sense of responsibility*
2. *Increased awareness of water management issues will improve behaviour that improves and preserves water quality*
3. *The community wanted what is possible and have realistic expectations*
4. *Ongoing community engagement is highly valued*
5. *Continue WiTL 2012 with a deeper more involved WiTL #2 program*

However, the real proof will be when Councils commence their respective project implementations; this is when the community's attitude toward Councils and WiTL will transcend from tremendous optimism and enthusiasm to trust. Councils must remain engaged with the group of community members recruited for their respective forums and continue to work with the community to achieve sustainable outcomes.

The greatest barrier to extending WiTL is the finite resources and capacity of both WSROC and councils to deliver initiatives identified in WiTL 2012 program.

A number of factors were critical to achieving this successful outcome. Straight Talk (31 October 2012, p31), summarised their key learnings and opportunities for improvements in the table which is reproduced here (Table 7).

TABLE 7: Straight Talk analysis of key learnings from the facilitation processes (31 October 2012, p31)

Did well	Do better
• The community engagement process: recruitment, facilitation, discovery, reports and learnings • Meticulous planning and preparation between WSROC, Straight Talk and councils ensured seamless implementation and secured rich outputs • The independent facilitator, a specialist, created a safe learning environment that yielded a high level of discovery and learning and allowed for independent discussions. The facilitator provided a buffer between councils and the community which enabled more independent discussion and safeguard for councils • Council's attendance at the workshop to provide expertise and build relationships with the community was important • Identified fresh ideas that can be easily implemented and shared • We accessed over 2,360 years of community knowledge ...priceless! • We learned that we all want the same thing and identified the following common themes and needs across all seven engagement interventions. These are: more community engagement, a willingness to work with councils on water management projects, a desire for improved water management across communities and an aligned view that water management should be a top priory within council services • The community told us we did a great job (refer pages 27 - 30) • Capacity building of council officers (IAP2, community engagement).	• Only 34% of forum attendees came to the Community Summit yet this should not come as a surprise. With more time and the opportunity to establish trust, this participation level would rise • Some requested the forums be held on the weekend, due to many participants working full time • Have indigenous representation and input at the forums • Have at least one Councillor attend the forums so they could see the benefits of the Forums for their own eyes. • Factor more time into WiTL 2013 program to accommodate deliberative community engagement • Deign the community engagement process so that it occurs at the beginning and the end of the entire WiTL project

WSROC provided the following list of factors they feel were critical to successful implementation of the public participation process. These were:

- The degree of planning and preparation that was undertaken in the lead up to each forum. WSROC worked closely with Straight Talk and individual councils which ensured seamless implementation and secured rich outputs. There was a detailed process of pre-session planning with WSROC, Council staff and the Straight Talk facilitators to clarify objectives and discuss best process tools to achieve them.

- The process of working closely with each council to deliver a comprehensive forum which would aim to deliver upon the outcomes and outputs it aimed to achieve; and to assist council officers in developing the process of planning for a community engagement forum in such a way that they would be able to replicate and transfer it to future environmental community engagement processes.
- Continued feedback to all parties throughout the development and implementation stage was essential to ensure that all parties were satisfied with the final product.
- The community engagement process: recruitment, facilitation, discovery, reports and learnings.
- The independent facilitator, a specialist, created a safe learning environment that yielded a high level of discovery and learning and allowed for independent discussions. The facilitator provided a buffer between councils and the community which enabled more independent discussion and safeguard for councils.
- Council's attendance at the workshop to provide expertise and build relationships with the community was important.
- Capacity building of Council officers (IAP2, community engagement).

Recommendation 5: **WSROC continue to work with its constituent Councils to promote greater understanding of facilitated public participation in policy development and decision-making. The vehicle of environmental issues is a strategic way of doing this when linked with cultural tools such as those developed through Water in The Landscape. The lessons learned by using independent facilitators such as Straight Talk to manage the consultative processes should be showcased.**

3.3. Online information, dialogue and exchange

This section looks at the degree to which the WiTL website, e-newsletter, YouTube channel, facebook and Twitter have complemented the projects and increased community engagement.

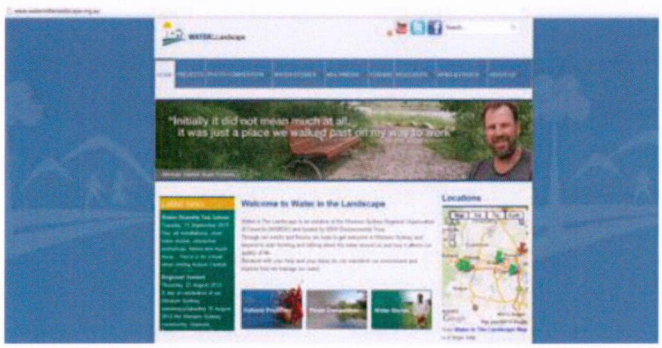
3.3.1. WiTL website

The Water in The Landscape website www.waterinthelandscape.org.au showcases and stores information and resources from the range of activities encompassed by WiTL.

It was designed to enable engagement with the people of Western Sydney by providing a platform for discussion and sharing of ideas. Build into the site are a variety of interactive features using social media tools. Examples include:

- Video and image viewing: of all videos and images produced by the 'cultural' projects (under the 'Projects' tab) and links to the WiTL YouTube channel
- Opportunities to upload images or stories (video or other formats):
    - Photo competition – where people contributed photographs taken within the Western Sydney region focused on water in the landscape in and around the local environment.
    - Water Stories – stories by Western Sydney-sider's about what water means to them
- Online Forum threads – based on experiences from facilitated local forums as well as open to new themes.
- Links to resources and organsations
- News and events section with: notifications of activities, media release, news articles and an interactive calendar.

Here is a screen shot of the WiTL home page.



WiTL uses Google Analytics to collect data about website traffic, visitor rates and user behaviour. The data was analysed for the times that the website activity statistics were available i.e. from 4 October 2011 to the end of October 2012, with a 2

month gap from 28 April to 21 June 2012 between website upgrades[8]. Using this data we can see that a total of 3,709 individuals visited the site (i.e. unique visitors). The number of individuals who returned was 1,564 (42% of unique visitors). This is quite a high percentage of returnees, almost half. When people first looked at the site, they spent an average of 1:53 minutes and looked at around 2.5 pages each. Those who returned to the site stayed considerably longer, around 6:21 minutes and looked at an average of 6 pages each. Tables 8, 9, and 10 present more detailed data.

Data from the post-Regional Summit follow-up surveys showed that forum participants and Council staff were very occasional viewers of the WiTL website, generally once a month or rarely. This means that the visitors who returned were likely to be from sources other than the forums.

TABLE 8: Website activity statistics - pageviews by visitor

	Visits	% of Total Visitors	Pages per Visit	Average Visit Duration in minutes
Total Visits	5,276			3:10
New Visitors	3,712	70.4%	2.53	1:53
Returning Visitors	1,564	29.6%	6.21	6:21
Unique Visitors	3,709			
Pageviews	19,124			
Pages per visit	3.6			

Note: These statistics downloaded from WiTL Google Analytics for the period from 4 October to to 31 October 2012 including a 2 month gap from 28 April to 21 June between website upgrades when statistics were not collected

TABLE 9: Website activity statistics - visit duration and pageviews

Visit Duration	Visits	Pageviews	av pageview per visit
0-10 seconds	3,321	3,402	1.0
11-30 seconds	222	526	2.4
31-60 seconds	231	700	3.0
61-180 seconds	518	2,283	4.4
181-600 seconds	511	4,200	8.2
601-1800 seconds	341	3,954	11.6
1801+ seconds	132	4,059	30.8
Total all visits	5,276	19,124	3.6

Note: These statistics downloaded from WiTL Google Analytics for the period from 4 October to to 31 October 2012 including a 2 month gap from 28 April to 21 June between website upgrades when statistics were not collected

[8] Note that the data is an underestimation of activity because the WiTL website went live in February 2011 and taking account of the missing 2 months data.

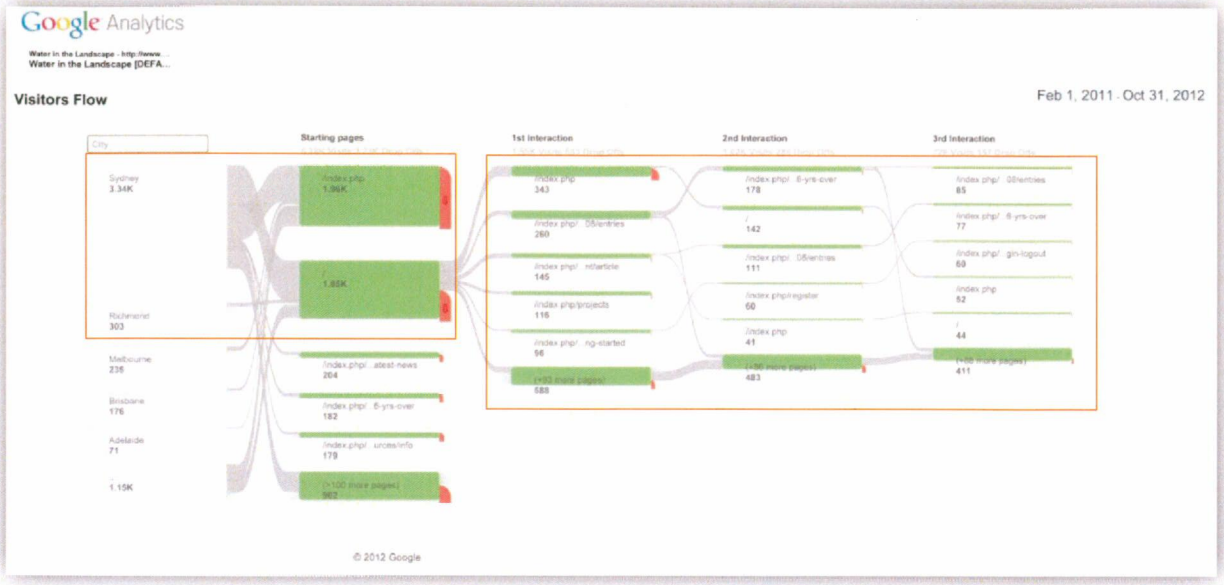
TABLE 10: Website activitiy statistics – page depth per visit

Page Depth - No. of pages viewed during visit	Visits	% of visits	Pageviews	% of pageviews
1	3,248	61.6%	3,248	17.0%
2	569	10.8%	1,138	6.0%
3	335	6.3%	1,005	5.3%
4	199	3.8%	796	4.2%
5	164	3.1%	820	4.3%
6	106	2.0%	636	3.3%
7	92	1.7%	644	3.4%
8	80	1.5%	640	3.3%
9	50	0.9%	450	2.4%
10	42	0.8%	420	2.2%
11	37	0.7%	407	2.1%
12	37	0.7%	444	2.3%
13	40	0.8%	520	2.7%
14	30	0.6%	420	2.2%
15	18	0.3%	270	1.4%
16	23	0.4%	368	1.9%
17	17	0.3%	289	1.5%
18	11	0.2%	198	1.0%
19	13	0.2%	247	1.3%
20+	165	3.1%	6,164	32.2%

Note: These statistics downloaded from WiTL Google Analytics for the period from 4 October to to 31 October 2012 including a 2 month gap from 28 April to 21 June between website upgrades when statistics were not collected

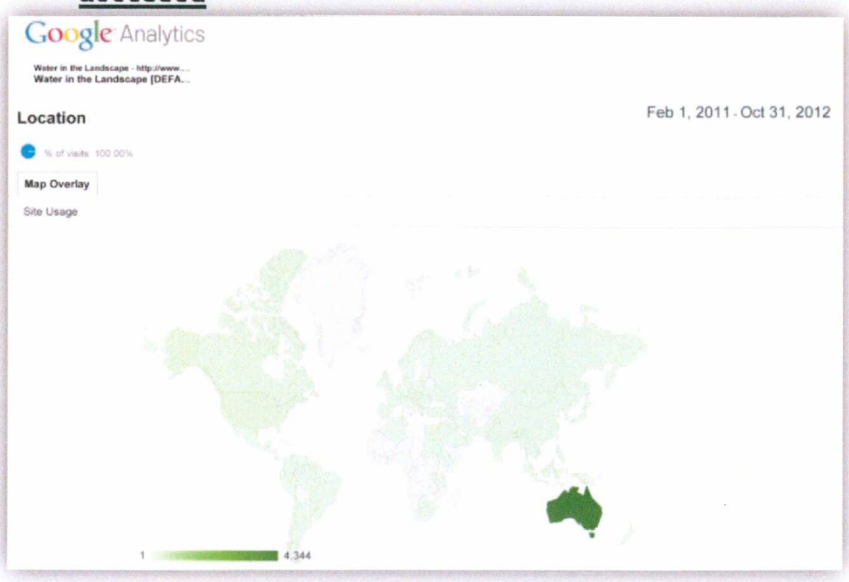
An analysis of visitors flow shows that the 3,810 visits attributed to Sydney and Richmond, started on the WiTL home page. From there approximately 1,550 (41%). of these went on to a second page which could have been a range of projects, competition entries, or articles. Of these a further 1,020 (27%) went on to a third page, and 729 (19%) went past the third interaction, with some staying on the site for up to 12 interactions. See Diagram 8.

Diagram 8: Visitor flow diagram



The WiTL website was accessed from 518 separate locations in 78 countries across the world. A total of 4,344 visits were able to be attributed to specific locations. Of these, 3,658 (84%) of the visits were from locations in Sydney. Google Analytics does not disaggregate 'Sydney' into its sub-regions, so it has been assumed that the majority of these visits were from Western Sydney.[9] See Diagram 9 for a graphic representation of countries from which the WiTL website was accessed.

Diagram 9: Map representing countries from which WiTL website was accessed

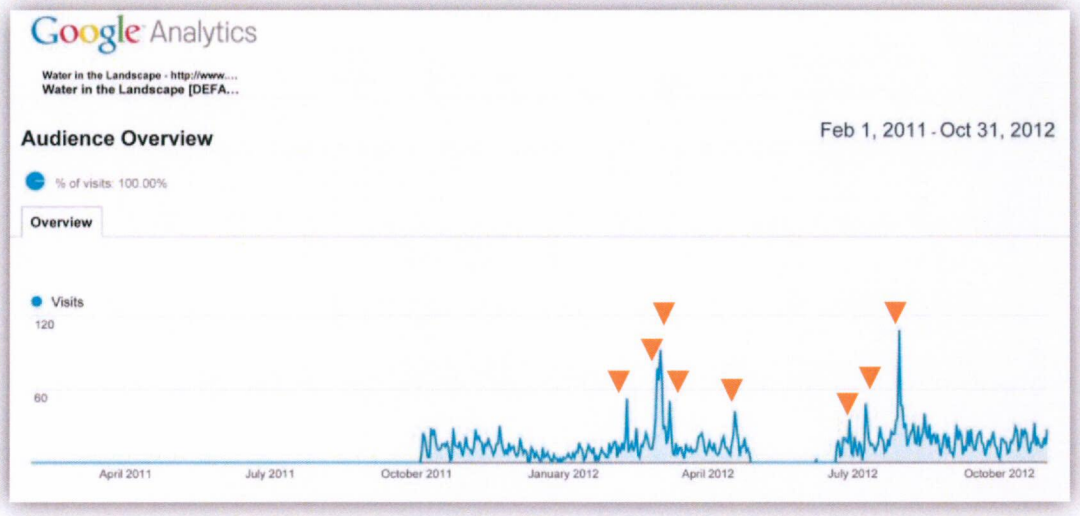


[9] This number includes statistics for Sydney (3,339); Richmond (302); and Katoomba (17).

Diagram 10 shows that there were some significant spikes in activity that occurred during that time, most of which can be attributed to events. Here is the list of the 8 highest spikes linked with media releases or alerts,

1. Friday Feb 10 (52 visits): *no explanation*
2. Wed Feb 29 (77 visits): *no explanation*
3. Friday March 2 (92 visits): Performance Hands Heart and Feet & promotion Keep the Dragonflies dancing
4. Thursday March 8 (50 visits): Presentation regarding WiTL and photo competition at Parramatta Learning For sustainability the day before & promotion Keep the Dragonflies dancing (media release)
5. Wed April 18 (42 visits): Recruitment Blacktown forum & promotion The Water Closest to You (Annie Bolitho) (media release)
6. Monday July 9 (48 visits): Promotion photo competition
7. Monday July 30 (108 visits): Closing of photo competition (last chance for people to upload their photo) and a print media promotion of photo competition in two local papers
8. Wed August 15 (40 visits): Promotion Regional Summit (media alerts and website was mentioned on all invitations)

Diagram 10: WiTL website visitor activity graph



3.3.2. WiTL e-newsletter

The WiTL e-newsletter uses MailChimp as its email marketing list manager. This enables WSROC to track response rates. The WiTL e-newsletter had a total of 14 editions. The first 11 editions were sent out from May 2011 to October 2011. Unfortunately, activity data was not able to be collected until the 12th edition in December 2011, when WSROC began using MailChimp as the e-newsletter management. At that time the distribution list had 416 subscribers. By November 2012 there were 377 subscribers. Given that the initial subscriber list was developed in house by WSROC, and that the list retained 91% of its readership, this indicates that these partners were happy to be kept up to date about the project.

The average 'open rate' was 22.6% of subscribers. The highest rates occurred for the first 5 editions and also the 8th edition which was about the photo competition.

The click-through rate was highest for edition 10 about the Regional Summit (i.e. 8.1%). Recent email marketing benchmarking conducted by Silverpop (2012)10 reports that the overall open rate for all regions was 20.1%, and overall click-through rate at 5.2%.

TABLE 11: Overview of WiTL e-newlstter statistics

Edition	Distribution date	WiTL Newsletter Title	Open Rate	Click Through Rate
1	Nov 11, 2011	Crowd TV event	**25.3%**	2.0%
2	Nov 22, 2011	Youth Leading the World	**27.6%**	5.0%
3	Dec 20, 2011	THIRST Documentary	**28.1%**	**5.8%**
4	Jan 12, 2012	Our Water future	**27.9%**	**6.6%**
5	March 20, 2012	Keep the Dragonflies Dancing	**26.4%**	1.7%
6	March 29, 2012	Making a Water Book	22.5%	3.3%
7	April 13, 2012	Making a Hawkesbury Water Book	22.4%	3.0%
8	June 19, 2012	Photo Competition	**24.7%**	5.1%
9	August 8, 2012	Regional Summit	18.5%	1.0%
10	Sept 6, 2012	Regional Summit	23.0%	**8.1%**
11	Sept 27, 2012	INVITE - River History Boat Tour	19.1%	**1.1%**
12	Oct23, 2012	Crosscurrents Festival - Celebrating the Georges River	17.6%	2.1%
13	Nov14, 2012	Exhibition: Bringing our water stories to life through photography	**10.9%**	0.0%
		Average	*22.6%*	*3.4%*

3.3.3. WiTL YouTube Channel

Another source of online engagement are the interaction statistics available from the WiTL YouTube channel. This holds copies of all the digital videos produced as part of WiTL i.e. from 'cultural' projects and forums. Table 12 and 13 summarise relevant visitor activity. It is clear that this channel achieved a very high degree of engagement and was very successful with 5,362 views of videos; over 108 hours of viewing and an average of 1.2 minutes per item.

TABLE 12: WiTL YouTube visitor statistics

WiTL YouTube Channel from May 24, 2011 to November 13, 2012		
Views	5,362	
Estimated minutes watched	6,504	= 108.4 hours
Average minutes viewed per item / object	1.2	
Likes	36	
Dislikes	2	
Comments	20	
Shares	7	
Favourites added	17	
Male were 58% and Female 42%.		

[10] Silverpop http://www.silverpop.com/downloads/white-papers/WP_2012_Benchmark1.pdf

TABLE 13: WiTL YouTube channel views – top 10

Video	Views
1. Costa Georgiadis says it all	1,232
2. The Half Girl and The River at Winter Magic Festival	506
3. 48 Green Hours Film – WINNING FILM – Bliss	426
4. 48 Green Hours Film – WINNER BEST HAWKESBURY FILM	248
5. 48 Green Hours Film – SECOND RUNNER UP AND BEST B...	178
6. Kick the Bucket – FIRST RUNNER UP AND BEST ST ...	173
7. 48 Green Hours Film – WILD CARD AWARD - Glimpse	163
8. 48 Green Hours Film – Interview with the makers of Kick the Bucket	162
9. Koori Kuppa by Australian Documentaries	158
10. Koori Cuppa group, Cranebrook Neighbourhood Centre	151

3.3.4. Twitter and Facebook

WiTL established its presence in social media with both Twitter and Facebook accounts. For example, the WiTL Twitter account has 139 followers. The real value of these tools has not yet been realised and it is acknowledged that the Program expanded its boundaries to be able to see the potential for effective use of these media as emerging modes of contact.

3.3.5. What was learnt about engagement through the use of online tools

The WiTL communications strategy was designed to reflect the broad nature of the Program. This was different to current approaches in government media messaging where project staff are encouraged to focus public messaging to well defined target audiences. This ensures the best return on effort in meeting needs for communication and engagement. This is how WRSOC has described its approach,

> *'...The communications strategy for WiTL was designed to appeal to a broad cross section of the community, and therefore used a number of different methods of engagement including local media, publicity through the cultural programs, word of mouth and the website. The website fulfilled multiple roles as an information channel, project co-ordination forum, and as a reference source so the decision was made to design the website to appeal to as wide a group as possible and to cater for all users, rather than specifically targeting a narrow audience.'*
>
> *Karin Bishop, Deputy CEO, WSROC*

WSROC considers that the combination of the digital media and online tools it used through its communications strategy represented value for money as well as enabling it to reach a diverse audience. As well as establishing a website, where it could, WiTL utilised channels and networks that were cost free e.g. Facebook, Twitter, MailChimp, YouTube, Yahoo networks and other professional online groups. Judith Bruinsma, Communications and Liaison Officer, WiTL commented that,

> *Different media were able to tap into different communities (stakeholders, youth, broader general community, educators) on different levels (e.g. from very brief*

promotional messages on Twitter, to more substantial promotion via the e-newsletter and engagement and discussion on the forum)

It was very easy for the community and our partners to stay informed about the different WiTL activities through channels that are suitable and relevant to them. It definitely improved the accessibility of WiTL information.

The combination of all media used through WiTL (including promotion through networks, councils, media releases and cultural projects) reached a great, and diverse, number of Western Sydney-siders, partners and others.

A critical challenges that WSROC encountered in implementing its strategy was the length of time required to engage web developers who were able to deliver the project requirements as well as and undertake necessary upgrades.

Judith Bruinsma listed the following key learnings and suggestions for other programs that may want to try a similar approach,

Make a conscious selection regarding what (social) media to use and factor in time and other resources to maintain and update all media; it takes time to build a good and interactive social media presence! Do not just invest in the initial set-up, but factor in ongoing work in terms of the maintenance, management and updates of networks from the start. Also, be realistic about what you can do. Proper online engagement tools need to be taken seriously and require similar investment in terms or resources as face-to-face engagement programs do. Take into account the cost-benefit of the different social media available (not all types will suit your project or deliver outcomes / engage communities you are aiming for).

Incentives are paramount to drive traffic and contributions to your website/social media (it needs to be worthwhile for your audience to visit these media). What worked well for WiTL were a Photo competition; Promotion of the cultural events; and Photo and video footage.

Monitoring your online engagement is essential as it will give you a good idea as to whether your investment is paying-off. Embed assessment tools into your media (e.g. google analytics, etc) and make time to asses them and make changes to your social media management if needed.

WiTL has successfully trialled, integrated and learnt from the use of all currently available online and social media tools. This represents significant learning and capacity building on the part of WSROC. It also provides a lighthouse example for both Local and State Government initiatives seeking to reach out to and engage diverse communities. There is significant potential for these learnings to be showcased and transferred to other Environmental Trust grant recipients in order to strengthen initiatives in environmental sustainability.

<u>Recommendation 6:</u> The learnings from WiTL's use of online and social media tools be disseminated and showcased so that other similar programs can benefit.

3.4. Partnerships

The encouragement of collaboration through partnerships was a feature of WiTL. This section documents the nature of partnerships that were developed across the Program and the ways in which they contributed to successful community engagement in urban water catchment management.

The WiTL model is based on the view that partnership and collaboration can achieve innovative solutions to engaging culturally diverse communities in environmental sustainability planning with Local Government. This approach is increasingly promoted in the context of environmental sustainability in order to find solutions to complex situations. The hope is that partnerships enable a broad range of people from across functions and organisations to collaborate in ways that promote innovation.

For the purpose of this evaluation, and recognising the broad range of projects that WiTL funded, this evaluation defines 'partnership' broadly as,

> *"a process in which two or more organisations or groups work together to achieve a common goal, and do so in such a way that they achieve more effective outcomes than by working separately."* [11]

3.4.1. Cultural projects and their partnerships

After reviewing the final reports from each of the projects it is clear that there was strong commitment to drawing in whomever and whatever resources were needed to make the project as successful as possible. There was documentation that described a range of unique and fit for purpose relationships. These ranged across different modes and styles of interaction.

The types of modes of working together included: networking, cooperation, coordination, collaboration, integrated multi-mode.

Partnership examples characterised a continuum of arrangements from a serendipitous or informal to very focused and deliberate in nature.

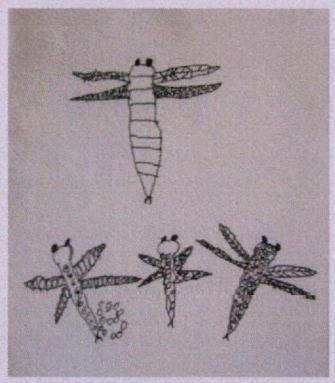
A sample of vignettes about three of the projects demonstrates the diversity of partnership experiences.

1. *'Keep the Dragonflies dancing'* was a creative dance piece that drew together artists, Indigenous Elders, and local Blue Mountains organisations (see Box5).
2. Through extensive partnerships with community groups, local government, artists, performers, bilingual interpreters, and Government agencies, *'CrossCurrents'* linked creative educational workshops with excursions to Warragamba Dam and a festival on the banks of the Georges River (see Box 6)
3. *'Water Journeys'* drew together organisations involved in resettlement of migrant refugees to establish approaches to sustainable farming with potential employment outcomes (see Box 7).

[11] See Thorlby and Hutchinson, Working in Partnership: A sourcebook, page 8, retrieved from http://www.havcoharingey.org.uk/images/uploads/Working_In_Partnership_-_Source_Booklet.pdf

Box 5. Keep the Dragonflies dancing

In order to create this dance performance about the life cycle of the Giant Dragonfly unique to Blue Mountains swamps, Indigenous choreographer, Jo Clancy drew together a multi-talented team for creative development and performance; and a number of supporting individuals or organisations. The process also included site visits to Wentworth Falls Lake to watch and imitate Dragonflies in their natural habitat.



Jo and her dancers, in the swamp and drawing by 'Belle' after seeing the show.
(Final Project Report)

The Team included:

- Traditional elements of choreography were done by Jo Clancy and contemporary sections were developed in collaboration with the 4 dancers.
- Composer, Jacinta Tobin - created the 20 minute musical composition which included a traditional Aboriginal Clearing dance, women's Cleansing dance and Dragonfly dance. Contemporary sections included laying of the eggs, dragonflies as nymphs and dragonflies mating.
- Soundtrack narration devised by Jo Clancy - focussed on the importance of protecting our waterways, swamps and caring for country.
- Darug Visual Artist, Chris Tobin – designer and creator of the swamp set.
- Aboriginal Fashion Designer, Caressa Sengstock – designer and creator of the dancer's costumes.
- Puppet maker, Ella McInnes from Erth Physical and Visual Inc www.erth.com.au - created Dragonfly puppets.
- Lighting and sound designer, Kathy O'Hara - operated lights and sound at the performances and workshops.
- The 4 Indigenous dancers who worked with Jo Clancy for 2 weeks during the choreographic /creative development and performance phases.

Supportive individuals or organisations:

- Consultation with:
    - local Darug and Gundungurra Aboriginal Elders, Aunty Carol Cooper and Uncle Graeme Cooper regarding the cultural content included in the performance and workshop. Elder Aunty Carol Cooper did the 'Welcome to Country' at all 6 shows and highly praised the work and the dancers.
    - Sandy Holmes, National Parks and Wildlife Service and Jasmine Payget, Blue Mountains City Council regarding development of teacher and student fact sheets and activities.
- Auspicing arrangement with Blue Mountains Aboriginal Culture and Resource Centre (ACRC) paid expenses before the grant money came in and covered the a small shortfall in the budget due to lack of bookings for one of the shows;

provided printing of flyers and the fact sheets for the schools; and bookkeeping services.

- Blue Mountains City Council provided dragonfly masks and a postcard with information about dragonfly and swamp care as a Teacher resource.
- Free rehearsal space at Kindlehill Community School led to stronger relationship and in turn, Kindlehill School community given free attendance at a performance.

Box 6. CrossCurrents: Stories of Water

Building on existing partnerships

The project was a continuation of a successful pilot in 2009/10. In its proposal for WiTL funding it emphasised the partnerships it had already developed, i.e.

> *'...a successful partnership both within Bankstown City Council - working with cultural and environmental agendas and external partnerships with a range of community organisations as well as the Ethnic Communities Council (ECC). The ECC is interested to showcase the project as a best practice case study of working cross culturally addressing environmental issues. The directions of the program are also supported by the Sydney CMA and the Hawkesbury Nepean CMA.*
>
> *'...The pilot worked in partnership with the Woodville Community Services, the Arab Council and the Condell Park Elders group to involve local participants (approximately 20 participants from each community). The workshops involved creative and educational activities and visits to Warragamba Dam and the Georges River in Bankstown. These aspects have been documented and a series of six posters produced for the Interpretive Information shelters along the Georges River Recreational Trail.*
>
> *'...The implementation involved working with artists and Ethnic Communities Council (ECC) bi-lingual educators trained in water management issues to run a series of workshops, targeting the Arabic, Vietnamese and Indigenous communities.'*

Expanding the activities and incorporating new partners

WiTL funding enabled Bankstown City Council to expand 'CrossCurrents' broader than the Stories of Water workshops program to include the 'Crosscurrents Festival'. The Festival was successfully run in 2011 and 2012. It required partnership between Bankstown Art Centre and the Georges River Combined Councils Committee (GRCCC). The GRCCC is itself a partnership between 9 Councils, and 11 other agencies (see http://www.georgesriver.org.au/Partners--Stakeholders.html

The event involved coordination and collaboration between artists, performers, environmental information presenters, and food stalls. Here is a description of the activities included in the 2012 festival:

> Workshop activities:
>
> 7 interactive activities and workshops including weaving with CrossCurrents artist Polu, Chinese Calligraphy with CrossCurrents artist Bing, kite making, making river creatures with Reverse Garbage, Australian Native Wildlife display, Bush Tucker Walk & Talk by John Lennis and Wild Walks by Diego Bonnetto.

Art installations:

Two interactive art installations by local Sydney artists: the *Georges River Collection Box* by Ursa Komac & *Water Wave* by My Lei Thi.

Information & food stalls:

16 information stalls including other Council areas Fairfield and , 6 culturally diverse food stalls

Cultural performances:

Local performers such as Trindall Boys, Chinese Action Senior Services, Don Tam Youth Association, Fijian Youth Initiative, headline acts such as My Sauce Good and Stiff Gins.

Warragamba Dam Excursion, CrossCurrents Art & Environment Festval & Stories of Water workshop

What CrossCurrents learnt about partnerships:

- *Across Council support could have enhanced the resourcing and support for the festival. In future the CrossCurrents Art & Environment program will need to be integrated into Council's operational plans to enable forward planning across Council areas (e.g. Sustainable Development , Environment as well as Cultural Services) and appropriate allocation of resources.*

- *It was a challenge to garner support from the partner Councils of the GRCCC. This could be resolved by ongoing planning meetings and making the CrossCurrents festival part of the partner councils' Operational Plans.*

Future plans

The success of the program has meant that GRCCC is looking at continuing its partnership with Bankstown Arts Centre to continue CrossCurrents Art & Environment Festival as a biannual event. The plan is to gain sponsorship from GRCCC member councils, private organisations and potential other sources.

Strong community relationships will continue with the groups and individuals involved in the Stories of Water workshops e.g.

- the Bankstown Chinese elders group 'Bankstown HuaXing' who have expressed interest in using Bankstown Art Centre's facilities for their events and activities.
- the local Pacific Islander community who plan to continue their weaving program at the Centre.
- the CrossCurrents artists and facilitators will be engaged from time to time through Bankstown Art Centre as need arises.

Box 7. Water Journeys

This project targeted newly arrived refugee families (parents and young persons) to improve access to education and employment pathways. It aimed to do this by building dialogue around cultural and sustainable practices in water usage through establishing multicultural enterprise training farm gardens in the Liverpool / Fairfield area.

The Cabramatta Community Centre collaborated with the Social Enterprise and Community Garden working group of the Fairfield Emerging Communities Action Partnership (FECAP), and Community Farm Planning Committee (Liverpool).

Active members of the working groups include Fairfield Migrant Resource Centre, Fairfield City Council, Centrelink, Navitas English, Jobfind, Service for the Treatment and Rehabilitation of Torture and Trauma Survivors (STARTTS), Health promotion (Food Security) in SSW Local Health District, Hoxton Park Energy Group, CatholicCare Refugee Program, TAFE, Fairfield High School, Hoxton Park High School, Liverpool City Council and the University of Sydney.

The project was implemented at 2 linked sites: Fairfield High School (FHS) and the Hoxton Park Community Farm, located within the grounds of Hoxton Park High School.

Over 100 people from over 10 different cultural backgrounds were engaged in the project. A variety of stakeholders such as the local community, students, unemployed job seekers, community organisations, council, TAFE and the Police were also involved.

What Water Journeys learnt about partnerships:

- The importance of establishing a structured communication system between project managers when running projects on multiple sites
- The value of cultural water saving practices and utilising this knowledge to implement water saving practices in an Australian context

Future plans

Cabramatta Community Centre has strengthened its links with Liverpool City Council, NSW Health, Hoxton Park High School and Fairfield High School.

The sustainable water use practices learnt will be implemented at the Multicultural Enterprises Australia farm (MEfarm) and relevant elements incorporated into future training programs.

Some of the community members interviewed for this project expressed interest in

being more involved with Hoxton Park High School, Fairfield High School and MEfarm for training and work experience.

A DVD has been developed as a resource. It can be viewed at https://docs.google.com/open?id=0BzzzKsENvnVAbktFWEFFTGNSWTQ

3.4.2. WSROC and its partnerships

Through WiTL, WSROC achieved a diverse range of partnerships as well as strengthening its relationships with a number of member Councils. It has been successful in extending its influence to a broad range of organisations and individuals across the Western Sydney region.

WSROC partnered with some 48 organisations that actively contributed their expertise across environmental, cultural, community and Council issues. Table 14 lists a total of 48 organisations that WSROC partnered with,

- Cultural Project: 23 organisations including NGO's, Councils, arts and performance specialists, community-based resource centres, universities, schools, Government departments.
- Local Forums: 4 Councils
- Committee Members: from a range of 8 different organisations representing each area of expertise in relation to WiTL i.e. environmental, cultural community, and Local Government Council.
- General Partners: 3 organisations primarily environmentally focussed with different specific roles i.e. the funding body; university research support; and environmental educators network
- Contractors: 2
- Incidental partners: 15 organisations were linked with WiTL as part of supporting the program in some way, often by delivering a service to projects

TABLE 14: WSROC's WiTL PARTNERS

CULTURAL PROJECTS Organisation	Weight of contribution*	Expertise**
Fairfield City Council	4	Environmental, Cultural, Community, Council
Information and Cultural Exchange	4	Cultural, Community
Blacktown City Council	4	Environmental, Council
Holroyd City Council	4	Cultural, Environmental, Council
48 Hour Film	3	Cultural
University of Technology, Institute For Sustainable Futures	3	Environmental, Cultural
Australian Documentaries	3	Cultural
Nepean Community & Neighbourhood Services	3	Community

Penrith City Council	3	Environmental, Council
OzGreen	3	Environmental
Liverpool City Council	3	Community, Council
Hands, Heart and Feet	3	Cultural
Blue Mountains Grammar School	3	Environmental
Annie Bolitho Associates	3	Cultural, Environmental
Auburn Community Development Network	3	Community
Bankstown City Council	3	Cultural, Council
Greening Australia	3	Environmental
Blue Mountains Aboriginal Culture and Resource Centre / Jo Clancy	3	Cultural
Cabramatta Community Centre	3	Community
Sydney University	3	Other
Kingswood High School	3	Community, Environmental
Onyx Management Group	2	Cultural
NSW Government Health and Population	2	Community
LOCAL FORUMS Organisation	Weight of contribution*	Expertise**
Fairfield City Council	4	Environmental, Cultural, Community, Council
Blacktown City Council	4	Environmental, Council
Holroyd City Council	4	Cultural, Environmental, Council
Blue Mountains City Council	3	Council, Environmental
COMMITTEE MEMBERS Organisation	Weight of contribution*	Expertise**
Sydney Metro Catchment Management Authority	5	Environmental
Fairfield City Council	4	Environmental, Cultural, Community, Council
Information and Cultural Exchange	4	Cultural, Community
University of Western Sydney	4	Environmental
Auburn Community Development Network	3	Community
Hawkesbury Nepean CMA	3	Environmental
Office of Hawkesbury Nepean	3	Environmental
NSW Office of Water (Water for life)	3	Environmental
GENERAL PARTNERS Organisation	Weight of contribution*	Expertise**
University of Western Sydney	4	Environmental
NSW Environmental Trust	5	Environmental
Western Sydney Environmental Educators Network (WSEEN)	2	Environmental, Council
CONTRACTORS Organisation	Weight of contribution*	Expertise**
Straight Talk	4	Community - Engagment
Renshaw-Hitchen and Associates	4	Other – Program Evaluation
A Website that works for you	2	Other – Web Developer

INCIDENTAL PARTNERS Organisation	Weight of contribution*	Expertise**
Georges River Combined Council Committee	2	Environmental
Auburn City Council	2	Environmental, Council
Hawkesbury City Council	2	Environmental, Council
Parramatta City Council	2	Environmental, Council
Western Sydney Local Newspapers	2	Community
Parramatta Learning Community for Sustainability (PLCfS).	2	Environmental
The NSW Department of Education's Western Sydney Environmental Education Group (WSEEG)	2	Environmental
Joan Sutherland Performing Arts Centre	1	Cultural
Riverside Theatre	1	Cultural
Port Bar and Restaurant	1	Other
Museum of Contemporary Art	1	Cultural
Parramatta Library	1	Community
Muru Mittigar	1	Cultural, Community
Nature Conservation Council NSW	1	Environmental
Western Sydney Community Forum	1	Community

Notes: WSROC devised the following ranking scales to differentiate the nature of contribution and expertise that each partner offered,

***Weight of contribution:**

1 = Had a small role in supporting/advising the program
2 = Had a supportive role in the program
3 = Had an active role in at least one part of the program
4 = Contributed actively to multiple parts of the program
5 = Played a key role in contributing to the overall program

****Expertise: Environmental, Cultural, Community, Council, Other**

3.4.3. Council staff and partnerships

Feedback from Council staff who had been involved in the Forum workshops about the partnerships and collaboration that has developed as a result of WiTL indicates that this is in the very early stages of development. See Box 8.

Box 8. List of partnership and/or collaboration developed as a result of WiTL through participating Councils

- Within your Council - across departments / divisions (2)
  - better understanding of place management and cultural development
- Between your Council and the local community (3)
  - this link has increased however we will need to work hard to maintain it
  - Being able to communicate with the community and to continue a discussion into the future.
  - good initial collaboration but no long term community partnerships just yet
- Between your Council and other Councils (2)

    - HCC and BCC worked well together
    - discussion have started where shared Council boundaries require joint management
- Between your council and other organisations or agencies (3)
    - HCC and WSROC worked well together
    - Building a relationship with WSROC is beneficial to both parties
    - developed a great working relationship with WSROC which I'd be happy to see continue

3.4.4. What was learnt about partnership development across WiTL activities

Partnership development involved significant allocation of time and commitment. This was strongly encouraged and modelled by WSROC in their implementation of WiTL. WSROC invested significant time supporting its partner organisations and seeking input or feedback from them. As the Program developed and confidence in the WiTL concept grew, partner organisations reciprocated with greater trust and commitment. Collaboration between groups was acknowledged as a feature of WiTL and a requirement of funding from the Environmental Trust. Each organisation considered the processes involved were essential to successful achievement of objectives. These comments are based on interviews with the WSROC WiTL project officers, the staff from Cultural Projects; and survey feedback from WiTL's strategic partners.

The approach to partnership development was based on common sense relationship building and getting the job done to achieve objectives. There is further opportunity to build on this by referring to the considerable body of work now available on techniques and approaches to successful partnership development.

WSROC worked hard to ensure that all partners understood the WiTL concept. It also took into account the feedback it received from its partners in order to adapt and improve the program. Feedback from strategic partners indicates that there was general awareness of the overall concept of WiTL but limited direct experience of each component. It was acknowledged by some partners that the initial stages of the Program were challenging because the WITL concept was very broad in relation to both water management issues and influencing Local and State Government policy. This came across as, '... lacking focus in specific areas e.g. or issues e.g. urban water management, waterways'. In some cases, this made it difficult for agencies to contribute and they found it, '... hard to find the right space for involvement with the project.' This comment suggests that there was a mismatch between some of the strategic partner's objectives and those of WiTL. The challenge in this situation for partners who want to be collaborative is to agree on roles and expectations early on.

By the end of the Program, strategic partners were very positive about WiTL's achievements. Comments included,

> *Very happy with the way the team turned the project around to become something that was (and will hopefully continue to be) very useful for councils*
>
> *In my view this has been a really worthwhile project and WSROC staff have showed great commitment and determination for some really great community outcomes*

I understand this later phase has been very successful in implementing some best practice community engagement techniques so I am presuming there were some really solid outcomes in terms of engagement and community input on water issues for consideration by local councils.

Seeing the project evolve from many different initiatives (with varying objectives / drivers) to a solid showcase for deliberative community / stakeholder forums.

(Survey feedback from WiTL Strategic Partners)

The partners who responded all agreed that WiTL had changed the way they thought about engaging community in water management issues. Key insights that were mentioned included,

Increased frequency of contact with community through a range of activities

Successful approaches in engaging CALD communities e.g. through using arts and media effectively

It's not so difficult to engage the community / stakeholders in more deliberative exercises, i.e. the community / council forums

Re. community foums, there appears to be scope and acceptance by decision-makers to embrace a more deliberative approach to engagement around water issues.

They suggested that future collaboration and partnership include:

- *Maintain community dialogue / engagement*
- *Deliver, play back to the community what we have heard, follow-up, and continue to build trust, this will be a challenge to many parties as the funding supports staff to maintain collaboration. The most likely avenue for ongoing relationships is through local government as WSROC has this natural link as a peak body.*
- *To keep sharing knowledge around engagement techniques, specifically the model developed by the WiTL team with Straight Talk for the community forums.*
- *Further develop the deliberative community forum model they developed with Straight Talk. There is scope for their approach to be used as a case study to promote deeper and broader engagement with communities and stakeholders, especially as there are not many other players in this area (local and state government level).*

Overall, the view was that this had been a very worthwhile program in contributing to building best practice in community engagement around environmental sustainability issues.

<u>Recommendation 7:</u> WSROC give consideration to developing a toolkit of resources and case study examples to help Council staff and future Cultural Projects in partnership development around environmental sustainability.

3.5. The role of WiTL in leveraging change in Local Government consultative processes to achieve integration of sustainability issues into policy and planning.

There was very positive feedback from both Council staff and community forum participants regarding the Forums. It is clear from the evidence that WiTL has the ability to leverage positive change in Local Government consultative processes and that doing this can increase the likelihood of behavioural change in sustainable practices in the community. This should encourage WSROC to promote greater commitment and take-up of these processes by its member Councils. Through the Forums and the Regional Summit, WiTL has made a highly significant contribution to the acceptance of this. Critical to the success has been,

- participation of Council staff who presented themselves as credible and authentic in their expertise and genuine concern for community consultation; and
- regular feedback of information once relationships were established.

3.5.1. Environmental Sustainability Officers Workshop

The Environmental Sustainability Officer (ESO) Workshop was held after the Local Forums and before the Regional Summit. The purpose of this workshop was to build ESO capacity in understanding best practice approaches in community engagement. The process was facilitated by Straight Talk and encouraged sharing of experience between ESO's who had been part of the Local Forums and their counterparts in other Councils. The intention was to achieve greater engagement of the ESO's through transference of knowledge between the two groups. The ESO's who participated in the morning session were the ones who had been directly involved in the Forums. The afternoon sessions included ESO's from other Councils. Their feedback indicated that both sessions had successfully met the objectives of enabling ESO's to share insights with one another. See Tables 15, 16, and 17.

TABLE 15: Feedback from ESO workshop participants

	Average rating Agreement (1= Strongly disagree; 2=Disagree; 3= neither agree not disagree; 4= Agree; 5= Strongly agree)	
	Morning n=4	*Afternoon n=13*
I enjoyed meeting and talking with the other participants.	4.8	3.8
I felt that the workshop gave me valuable time for reflection / insights	4.5	3.9
I felt that it was valuable to hear from staff in other Councils.	4.8	4.2
I thought the process was well-planned and facilitated.	4.5	3.9
I felt comfortable to share my views.	4.8	4.1
I felt that the time went quickly	4.5	3.8

TABLE 16: What ESO's valued from the workshop:

Morning group – themes *(7 comments)*
Good opportunity to develop a shared vision and future actions Learning that other Councils share similar views Being able to reflect on the forums and what we need to do in the future.
Afternoon group – themes *(15 comments)*
Learning the views and outcomes of the WiTL community engagement Having a template and guide for community engagement and knowing what works best Hearing about the different ways we can engage the community. Getting experienced people, with community engagement, to discuss what works and what doesn't. Informing representatives from other Councils of the work that some Councils have been doing with WSROC.

TABLE 17: Insights from hearing from one another

Morning group – themes *(2 comments)*
• Realising how uninformed the community is across the Councils. • The community participants felt privileged to be part of forums and were excited that they were involved in planning Council's future.
Afternoon group – themes *(7 comments)*
• Understanding the process and learning from the experience of others. • The importance of true community engagement vs consultation. • Tips of the other Councils doing things that I would like to follow-up. • The use of calling random residents to discuss issues could be a potential way to engage the community. • Planning is essential – '*Really need to nut out what you want from the forum before you start'.*

The ESO's felt that WiTL had made an important contribution to developing their ability in community consultation. Typical comments were,

> *This has given us the initial push to get involved with the community and the chance to obtain their values.*
>
> *Helped in developing communication skills with the community; and networks with WSROC and other Councils.*
>
> *Confirmed the value of meaningful and authentic engagement with communities.*

Suggestions for the future of WiTL in relation to their Council and engaging communities that were proposed by the ESO's centred around the idea of, ongoing involvement of WSROC with Councils to secure funding and resources to continue and expand capacity for meaningful engagement with the community. Here are examples of the comments typical of themes raised (from a total of 21),

> *That all Councils within the WSROC network use these forums to collect vital information on all catchments.*
>
> *More departments use this community engagement process as a template.*
>
> *To have the resources and funding to continue meaningful engagement with our community on water issues.*
>
> *Creating a bridge between other local Councils by facilitating events like the Regional Summit that lets us showcase works and gives us opportunities for networking.*

For ESO's who came to the afternoon session and heard from their colleagues most could see how they could incorporate these kinds of engagement processes in ways that help them to work with others to make a greater impact (9 of 13). A further 4 said they would like to incorporate these kinds of community engagement processes and need to get organised and work out how best to do this; and using these kinds of community engagement processes can improve their work and increase the effectiveness of what they do. Only one person said that they were not interested in learning more about WiTL and these kinds of community engagement processes.

3.5.2. Feedback from Council officers who participated in the Regional Summit morning session with community participants.

The Council staff who were present at the Regional Summit workshops were also the same people who had been at the Local Forums (i.e. primarily the ESO's with some others). They rated community participants as being 'extremely or very' engaged in the facilitated process. They backed up their ratings with the following observations,

> *Responsive to questions that the facilitator asked. The participants asked questions without being prompted.*
>
> *The participants had some great ideas on what they want to see happen within their catchment. They are very passionate and have a great desire to see the catchment improve so that it becomes more aesthetically pleasing, safer, cleaner, and working more effectively.*

Straight Talk worked hard to get some good feedback at the forums, although it was much harder to get feedback at the regional summit.

Council staff were asked what they thought participants valued most. Their observations were insightful and indicate the realisation that a well-structured and facilitated consultative process can be an engaging, positive, and mutually beneficial experience. Here are some of their thoughts about this,

The participants valued the presence of Council Officers and they appreciated that their opinions were taken aboard.

Safety, their time, their own judgement.

The chance to be involved with the decision-making process.

They really appreciated Council's feedback and that Council is making an effort to gain an understanding of the community's thoughts and feeling about the catchment. The community wants this process rolled out to other sections within Council so that more community input is available to make important decisions.

People simply liked being asked their opinions and having a conversation about their local areas.

Council staff observed shifts in the community participants towards taking action or taking responsibility for acting on an environmental issue. Examples included,

At the Greystanes Creek forum, residents from the Holroyd Council were enthusiastic to give their children exposure to environmental education.

Yes - A surprising outcome from our forums was that the forum participants identified actions that would require the community to take responsibility for keeping their local waterways clean (e.g. bush care groups and clean up days) over actions that Council would be responsible for.

Yes, the Blacktown City Council community was very excited about taking action such as establishing bush care groups and having litter clean up days. They understand that Council has limited resources to deal with some issues and that community participation is the best way forward. Also they are very interested in keeping in contact during the development of the Catchment Management Plans.

They would like to continue having input into how the catchment is to be managed.

Yes, but only partly - a few people indicated that they would prepare a flood emergency plan, however we have a lot more work to do to improve on this.

The following comments indicate that before WiTL Council staff were looking for ways of making community consultation more meaningful for both the community and Council policy and planning,

Council had no relationship with the community in terms of water management and the environment. Thus the community was uneducated about the works the Councils do towards their waterways.

My views of local water management have not changed, I have been of the opinion for the last few years that local residents need to be involved in local water management decisions and so on.

I was responsible for improving water quality through regulation and education. I know Council had limited opportunities to use community consultation as a way of trying to understand the community's thoughts and needs on issues such as catchment management. Council employees would make professional decisions based on what they thought would be most desirable for the community but without this consultation process it is impossible to understand what they want/need.

I consider one of the key aims of my work is to try and reintroduce water back into the landscape and reconnect people to water. The WiTL project was a great vehicle for me to help me work towards that aim.

Four out of the 5 Council staff considered that WiTL had changed the way they thought about engaging the community in water management issues. Their comments show an increased commitment to community consultation and confidence in knowing how to involve their communities in purposeful processes. The most important changes included:

The community feels valued to share their knowledge and opinions with Council.
The community want to be involved in water quality management
A one off forum/discussion is beneficial but continual communication is important to confirm plans and targets with the community
Increase focus on cultural engagement
The Council will now be able to prepare Catchment Management Plans empowered by the community.
There are some gaps in community understanding of water management.

3.5.3. Feedback from community members

A significant proportion of survey respondents (75%, 21) agreed that WiTL had changed the way they think about water. Their comments indicate that before WiTL,

- there was a general lack of knowledge about Council and community roles in water management (18 comments out of 26); and
- frustration at lack of action and not knowing how necessary improvement could be achieved (5 comments out of 26).

The data in Chart 6 show that there was a high degree of agreement amongst survey respondents that their awareness and understanding of catchment management had increased. They listed 53 important changes in the way they now think about water since being involved in WiTL. These have been grouped under 4 main themes,

1. Catchment management *(12 comments)* e.g.
   That councils do care about their local environments and waterways, and council actually does do things in the creek regarding noxious weeds

   Connection of Blue Mountains e.g. Glenbrook Lagoon to Hawkesbury - Nepean River

   I have an appreciation of council staff.

2. Individual and social responsibility *(33 comments)* e.g.
   Individual changes can affect the greater environment

Where all the water comes from that goes into the creek...did not know about stormwater going in there

Raised some awareness of what to do when a flood may occur

I am more conscious of the need to deal with such problems.

it's important to be involved and to have a voice in water and other local matters

I look for ways to use it wisely.

How fragile it is - I need to be more careful with contamination

3. Ongoing education *(4 comments) e.g.*

We (community and industry) still need further education on developing responsible and informed use of water courses.

It has helped me to better understand the way water is used and managed in my direct environment

4. Awareness of WSROC *(4 comments)* e.g.

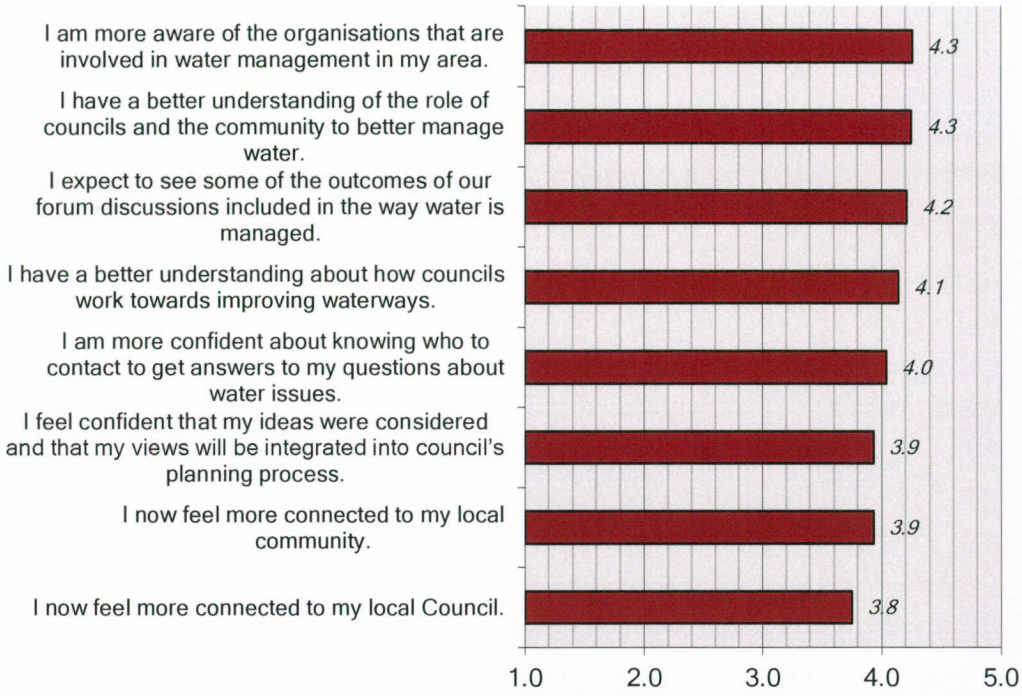
Have spoken to other neighbours about WSROC

I need to tell others about this.

I will be checking the Web Site for any updated information in the future.

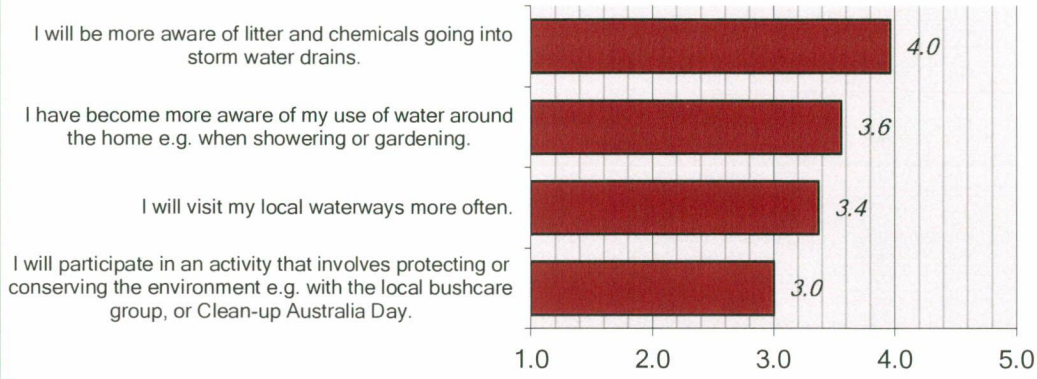
Chart 7 shows that there is a moderate to very high likelihood of community participants actively changing their behaviours in relation to improving water quality, being aware of local waterways, and participating in local environmental conservation.

Chart 6: Participant ratings of statements about water and catchment management as a result of participation in Water in The Landscape Program *(n=28)*



Overall, the experience of having been involved in WiTL was rated as very worthwhile by the majority of respondents (64% or 18 of 28 very or extremely and moderately worthwhile 10 (36%) by the remainder. Some 20 people (i.e. 71%) indicated they had told neighbours, friends or colleagues about their experiences and what they learnt.

Chart 7: Likelihood of community participants doing environmentally active behaviours since participating in Water in The Landscape *(n=28)*



Average ratings for the likelihood of these behaviours
(1= not at all; 2=slightly; 3= moderately; 4= very; 5= completely likely)

3.6. The role of WiTL in promoting innovation in community-based education for sustainability and implications for future practice.

This brief section recognises achievements in innovative practice across the range of WiTL elements. The forums as well as the 'cultural projects' promoted innovative community-based education for sustainability. The use of online and social media tools was an important part of this.

The WiTL concept of achieving community engagement in urban catchment management through a combination of creative and consultative processes goes back to 1996 when Fairfield Council undertook the 'Restoring the Waters' project. WiTL expanded the concept to encompass a multiplicity of sites or 'places' across the Western Sydney region. The two key elements of WiTL, the 'cultural projects' and Forums, promoted innovative community-based education for sustainability.

The cultural projects achieved significant innovation in two main ways. The first was to take a pre-existing capability within the organisation and customise it in some way to reflect WiTL objectives. The second approach was to develop a unique response that significantly challenged accepted practice and was ground-breaking. As a result the capabilities of the organisation and its partners were extended significantly. The results could not have been achieved without a high degree of collaboration that drew upon multi-disciplinary specialist expertise.

The Forums were significant in leveraging change in participatory consultative processes. WSROC and it member Councils now have increased their organisational capability and established a strong methodology by which to undertake these activities.

Combining both 'cultural projects' and Forums, whilst not new, represents a significant expansion and up-scaling of the concept. Through WiTL, WSROC now has an array of tools and approaches from which to draw on. WiTL has successfully demonstrated the viability of this approach and led the way in identifying opportunities for replication and ongoing refinement.

Another area of innovative practice was the integration of online and social media tools through the WiTL website. This functioned on a number of levels i.e. as an information channel; supporting project co-ordination; expanding opportunities for community engagement; as a repository for the products of WiTL.

CHAPTER 4 CONCLUSIONS AND RECOMMENDATIONS FOR THE FUTURE

4.1. Achievements of Water in The Landscape and overall assessment

This section links the evaluation data with the key evaluation questions and the WiTL Outcomes and Objectives. This synthesis leads to conclusions and recommendations for future programs that seek to engage people in local environmental custodianship and decision-making in relation to protection and sustainable use of water in the landscape.

OUTCOME 1: Improved community knowledge of urban water management issues and policies that encourage more sustainable supply and usage patterns for the region in the context of ongoing urban development and Climate Change

Objective/s	Evidence and assessment of achievement
Objective 1: Improve understanding of members of the community and stakeholder agencies of the issues facing water supplies and management **Objective 2:** Promote the contribution of "water in the landscape" to quality of life and encourage innovative local responses	Both these objectives were achieved to a significant level through the Cultural Projects, the Local Forums, and as a result of the overall WiTL approach. See: Cultural Projects (page 25) Forums and Regional Summit (page 49) The role of WiTL in promoting innovation in community-based education for sustainability (page 81)

OUTCOME 2: Development of community support for the retention or increase in water supplies from stormwater harvesting and recycling with identified benefits for local amenity, tourism, agriculture, recreation

Objective/s	Evidence and assessment of achievement
Objective 2: Promote the contribution of "water in the landscape" to quality of life and encourage innovative local responses **Objective 4**: Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives **Objective 5**: Influence local government and other urban water managers	The positive experiences of community participants in the Forums and Cultural Projects indicate that these objectives have been successfully met. There are indications that WiTL is beginning to change Local Government approaches to community participation in policy and planning. The Cultural Projects have achieved significant engagement of CALD and Indigenous communities. See: Cultural Projects (page 25) Forums and Regional Summit (page 49)

	The role of WiTL in leveraging change in Local Government consultative processes (page 81)

OUTCOME 3 Increased input from the community to local and regional policy and practice that affects biodiversity, ecosystem integrity, waterway health and resilience

Objective/s	Evidence and assessment of achievement
Objective 3: Secure community engagement and debate on these issues **Objective 4**: Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives	The Forums achieved strong community engagement and highlighted to Council staff the opportunities that are possible for purposeful and meaningful dialogue. The processes that have begun will require increased commitment from Local Government. The community participants were looking forward to seeing more of this style of engagement opportunity from Councils. See: Forums and Regional Summit (page 49) The role of WiTL in leveraging change in Local Government consultative processes (page 81)

OUTCOME 4: Increased capacity amongst natural resource managers in the region, most particularly local governments, to contribute to both local and regional biodiversity, ecosystem integrity, waterway health and resilience

Objective/s	Evidence and assessment of achievement
Objective 5: Influence local government and other urban water managers	There are indications that WiTL is beginning to change Local Government approaches to community participation in policy and planning. See The role of WiTL in leveraging change in Local Government consultative processes (page 81)

OUTCOME 5: Increased and ongoing community participation in local and regional decision-making through improvements in community engagement strategies being adopted by local and regional agencies

Objective/s	Evidence and assessment of achievement
Objective 3: Secure community engagement and debate on these issues **Objective 4**: Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives **Objective 5**: Influence local government and other urban	WiTL successfully demonstrated community engagement strategies that work well in the Local Government context. The next steps will be to achieve strategic combination of using 'cultural tools' with the processes showcased in the Forums. See Section 3.1.2 What was learnt about engagement through using cultural tools (page 44)

water managers	The role of WiTL in promoting innovation in community-based education for sustainability (page 81)

OUTCOME 6: Stronger advocacy for the protection of regional amenity through the optimum retention of diverse land uses (including recreational waterways, agriculture/local food production, playing fields and gardening) arising from more informed public opinion, diverse ideas and cultural perspectives, being brought to the attention of decision-makers and the community generally

Objective/s	Evidence and assessment of achievement
Objective 2: Promote the contribution of "water in the landscape" to quality of life and encourage innovative local responses **Objective 4**: Assist in the development of policy and advocacy supported by informed public opinion and diverse cultural perspectives **Objective 5**: Influence local government and other urban water managers	These objectives have been met to the degree expected by the objectives i.e. 'promotion', 'assistance', and 'advocacy'. Evidence can be seen throughout many sections of the data.

OUTCOME 7: Ongoing partnerships between WSROC, Member Councils, NSW State Agencies, universities, NGOs and other regional agency stakeholders on environmental issues, water management issues particularly.

Objective/s	Evidence and assessment of achievement
Objective 6: Capacity building of NGOs in developing and delivering environmental awareness projects	The development of partnerships was a feature of WiTL and the Cultural Projects in particular, developed a suite of potentially very useful tools for use in environmental awareness project. See Section 3.1.2 What was learnt about engagement through using cultural tools (page 44) The role of WiTL in promoting innovation in community-based education for sustainability (page 81)

WSROC has successfully demonstrated that the WiTL has significant ability to reach substantial numbers of people through cultural projects, Local Forums and use of online social media tools. Most importantly, the processes used in both Forums and the Cultural Projects successfully engendered strong emotional relationships of participants to waterways and urban catchment management issues across multiple Western Sydney locations. Taken as a whole, this provides an excellent platform for further development.

4.2. Recommendations for the future

1. PROMOTING THE USE OF CULTURAL TOOLS

WSROC and the Environmental Trust promote the use of cultural tools and the model established by WiTL in relation to engaging communities in decision making processes around environmental sustainability issues. This could be done by providing information about possible sources of funding and disseminating information about the products and key learnings of WiTL to relevant community based organisations and Local Government networks.

2. PROMOTING THE USE OF WiTL PRODUCTS

WSROC promote the use of WiTL products as educational resources by approaching Education Service Australia. There may also be other opportunities in the post-secondary and tertiary sectors. Additionally, WSROC should consider showcasing some of the videos in 2013 through venues and events in Western Sydney and possibly other regions.

3. STRATEGIC FORWARD PLANNING WITH COUNCILS (A)

WSROC continue to work with its Councils in strategic forward planning to link catchment management improvement activities with community engagement processes that include the use of cultural tools. Ideally this would funnel participants from different coordinated activities and stages into participative decision-making forums.

4. CAPACITY BUILDING IN IMPACT EVALUATION

Whilst cultural projects were able to provide evidence of strong engagement in activities, they were not able to undertake longer-term impact evaluation. WSROC and the Environmental Trust will need to consider the degree to which they require this data and the appropriate resourcing commitment. Consideration should be given to funding evaluation support early in the project to undertake post-event longitudinal follow-up.

5. STRATEGIC FORWARD PLANNING WITH COUNCILS (B)

WSROC continue to work with its constituent Councils to promote greater understanding of facilitated public participation in policy development and decision-making. The vehicle of environmental issues is a strategic way of doing this when linked with cultural tools such as those developed through Water in The Landscape. The lessons learned by using independent facilitators such as Straight Talk to manage the consultative processes should be showcased.

6. SHOWCASING USE OF ONLINE AND SOCIAL MEDIA

The learnings from WiTL's use of online and social media tools be disseminated and showcased so that other similar programs can benefit.

7. ONGOING PARTNERSHIP DEVELOPMENT

WSROC give consideration to developing a toolkit of resources and case study examples to help Council staff and future Cultural Projects in partnership development around environmental sustainability.

APPENDIX 1: Key stakeholder consultation

Key stakeholder interviews were held on 19, 20 and 21 March 2012. The interviewees were chosen because they were considered to represent the diversity of stakeholder interests within WiTL. Following this, detailed analysis of program materials and monitoring reports were undertaken. This has enabled the evaluator to better understand the unique nature of the WiTL program concept, i.e. combining artist and cultural expression with community education for sustainability in order to build meaningful community engagement with local government policy and planning processes.

The people who were interviewed included:

WSROC – WiTL Program Managers
- Karin Bishop, Deputy CEO
- Zhan Patterson, Project Manager, (2012)
- Judith Bruinsma, Communications and Liaison Officer (2010 – 2012)
- Colin Berryman, past Project Manager at inception (2009 – 2011)

Sydney Metro Catchment Management Authority - WiTL Steering Committee member
- John Carse, General Manager

NSW Environmental Trust - Funding body
- Anne-Marie Poirrier, Grants manager and Chris Kennedy, Grants administrator,

<u>Cultural Projects</u>

Information and Cultural Exchange (ICE) - "Upstream – stories of water and place"
- Christian Tancred, Project Manager,

Fairfield City Council – Bibby's Place
- Lesley Unsworth, Place Manager - Bonnyrigg and Prairiewood, City Outcomes Department
- Heidi Axelsen, community project officer – cultural development

48 Green Hours Film
- Tom Papas, Producer, CEO

Blue Mountains Aboriginal Culture and Resource Centre – "Keep The Dragonflies Dancing"
- Joanna Clancy, contemporary Aboriginal choreographer and dancer

Cabramatta Community Centre - Training Gardens towards sustainable employment
- Suji Upasena, Social Enterprise & Employment Manager

Forums

Holryd City Council – Local Forum

James Allsop, Senior Environmental Sustainability Officer
Environmental & Planning Services Department
Rita Milostnik, Waste and Sustainability Improvement Payment (WaSIP) Program Coordinator

Straight Talk - Consultancy WiTL local and regional forums

Lucy Cole-Edelstein, Director
Dave Woolbank, Senior Consultant

APPENDIX 2: Criteria and information for development of WiTL Cultural Projects

WSROC

WATER in the Landscape

WATER IN THE LANDSCAPE

Water in The Landscape (WiTL) is an initiative of the Western Sydney Regional Organisation of Councils (WSROC) and funded by NSW Environmental Trust. It is a 3 year (2010 – 2012), community awareness program for Western Sydney that focuses on the management of water resources and the environment, and the amenity for the people in the region that these resources support.

The Program uses cultural events, an interactive website and local and regional "conversations" to engage the Western Sydney community.

More information on www.waterinthelandscape.org.au

Cultural Projects

The Cultural Projects are about the key places across the Western Sydney region that hold value for people and highlight the importance water quality and availability.

The approach will focus on "place" rather than water policy or urban water management practices. "Cultural" includes social, recreational and economic interpretations as well as those ideas related to art and expression.

Some ideas include:

Permaculture and gardening	Digital art	Visual arts Publications
Interpretative displays	Educational resources	Public art
Competitions	Regeneration	Water harvesting
Technology innovation	Custodianship	Performance
Installations	Exhibition	Documentary
Writing	Demonstration	

These may be new projects or can be further developed existing water related programs.

The aims of the Cultural Projects are to:

- Reach people not already engaged in water and related environment issues by linking Cultural Projects to local environmental water issues whilst encouraging participation in the Conversation Forums
- Encourage regional natural resource management agencies and councils to further develop and implement integrated sustainable policies and practices
- Support a range of cultural areas (i.e. art forms, social activities, recreational activities, historical connections, economic histories, Indigenous custodianship, diverse meanings, etc) with a view to reaching the widest possible audience

Water in The Landscape Cultural Projects Selection Criteria *October 2011*

- Secure a Western Sydney regional coverage (as defined by WSROC's constituent councils) of activities in terms of geographic extent and demographic diversity whilst ensuring that a range of water in the environment issues relevant to the Western Sydney Region are addressed

A TWO PHASE SELECTION PROCESS

(1) Expression of Interest (EOI) for Cultural Projects

The Cultural Project EOI selection criteria are:

- The quality of the proposed Cultural Project
- Cost effectiveness of proposed Cultural Project
- Legacy, in terms both of individual Cultural Project outcomes and ongoing partnerships and other procedural / relationship changes
- Ability of the applicant to deliver, assessed by:
    - capacity to work with local communities
    - capacity to work in partnership
    - past experience in similar projects
    - organisational resources, including partner/auspice organisations

(2) Development of Tenders from the Successful EOI Cultural Projects

Successful applicants will be provided with three weeks to complete their final proposal.

Essential Selection Criteria

To be accepted a tender must:

- Meet one or more of the Cultural Project aims mentioned above
- Relate to a relevant and significant water management issue for the local area and/ or region as a whole
- Exhibit innovation
- Exhibit artistic and / or engagement merit
- Accommodate intellectual property rights and artist copyright
- Be supported by demonstrated management ability by the applicant for the type of Cultural Project proposed
- Be within the budget limit

Non Essential Selection Criteria

Other areas for consideration include:

- Nature and size of the likely audience
- Organisational support provided
- Organisational "fit"

Water in The Landscape Cultural Projects Selection Criteria *October 2011*

- Linkages with other agencies / events / projects in the area, including water management works and policies of natural resource managers, particularly councils
- Local participation in project design and as artists / performers / participants
- Linkages with other parts of the Project, being the Engagement Research and the Conversation Forums
- Leveraging additional resources from government agencies, institutions and/or local and regional business and development of tourism interests
- Public art that may or may not include aspects that serve practical functions such as food production, water collection, water sustainable urban design, recreation, spiritualism, resting, rejuvenation, meditation
- Potential for replication and wider application
- Setting new standards for the region
- Benefits from multi-disciplinary teamwork
- Includes / integrates action research during the course of activity that potentially benefits engagement strategy and community cultural development practices

The non-essential criteria can be the basis for supporting proponents with strong ideas but where areas need to be strengthened for the tender proposal.

FINE PRINT

Tender Process
As outlined above, proposals for Cultural Projects will be sought through short-term consultancies to be awarded through a competitive tendering process. Tenders can be prepared for three scales of project: local (i.e. a local government area or smaller), sub-regional (i.e. 2 to 4 local government areas) and regional (i.e. 5 or more local government areas).

WSROC reserves the right to award or not award tenders at each of these scales.
Successful tenderers will be contracted through WSROC's standard consultancy contracts, modified for this WiTL Program.

In cases where tenders are approved involving partnerships, one Lead Supplier will be awarded the tender, becoming the "primary consultant/contractor", while other partners in the activity will be considered as sub-contractors. The Lead Supplier will be responsible for the sub-contractors work, remuneration and compliance with the terms of the tender.

Budget limits for individual projects tendered
No specific budget limits are set for the development of Project tenders. However, the overall budget for this component of the Project is $90 000 and it is intended that Cultural Projects will be delivered across the Western Sydney region.

Distribution of funds across Western Sydney
There are 10 member councils of WSROC and there is an expectation by Project partners that there will be an equitable distribution of funds between council areas.

Water in The Landscape Cultural Projects Selection Criteria *October 2011*

However, this basic equitable principle should be tempered by an appreciation that councils in Western Sydney have very different populations (ranging from 70 000 to 280 000). Also, it would be reasonable to argue that worthy activities should not be eliminated because of a too strict adherence to a narrow concept of LGA equity. Also, applications are eligible from MACROC and Greater Sydney council areas if they demonstrate a regional impact.

Accordingly, the WiTL Program Team will negotiate with Cultural Project partners about the general expectation of local government area equitable distribution.

Tender evaluation
A WiTL Selection Committee will comprise WiTL Team and external specialist(s) in environmental issues, and cultural and/or community engagement.

The WiTL Selection Committee will not include any person who represents, or who is employed by, an agency, which is submitting a tender. Committee members will be required to declare any other association they may have with a particular tender applicant or tender.

The WiTL Selection Committee will be convened and chaired by WSROC and the assessment and decision- making will be against the aims and assessment criteria detailed above.

Project development and support post approved
Approved Cultural Projects will be supported by WiTL team will further develop partnerships, agency coordination and ongoing success; and general support relating to intellectual property rights and artist copyright; developing linkages to other components of the Project (i.e. other Cultural Projects, Engagement research and Conversation Forums); and tailored monitoring and reporting.

WiTL Monitoring and Legacy Committee for Selected Cultural Projects
This committee will support the capacity of those projects with a long term strategy by providing support, advice and brokering organisational buy-in from key agencies and stakeholders.

Timeframes
The overall timeframe for development and implementation of the Cultural Projects is the period from January 2011 to October 2012. Timeframes for individual Cultural Projects will be negotiated with the successful tenders.

WSROC

Water in the Landscape

Provocative and Relevant: Issues to consider in developing Cultural Projects.

Engagement through Cultural Projects

The development of Cultural Projects as a strategy for community engagement on water and environmental issues is being used for two main reasons:

1. to approach people on an environment issue through their existing contact with places of environmental value (i.e. the "cultural" meaning that places have for them); and

2. to present messages in creative ways (i.e. exhibitions, performance, competitions, etc) in order to inspire people to find out more and to share their views and experiences with other people similarly attracted by the activity.

For people who are not already engaged in environmental activism or advocacy, experience and research has shown that this approach is more likely to secure their attention than providing scientific or technical analyses of an environmental issue.

Messages not Information

The Cultural Projects' "method", therefore, is not to provide a lot of information. Rather Cultural Projects should aim to present one or two simple messages in ways that mean something to the community or the audience that has been identified and which relate to the lives people lead.

The academic analysis and the professional discipline that has developed in environmental education indicates that *getting people to think* is necessary before other outcomes can be achieved (e.g. attitudinal and behavioural change). The importance of thinking (elaboration) has been repeatedly and consistently demonstrated.[i]

Accordingly, in order for the Cultural Projects to meet the 2nd Selection Criteria: "*how the project will engage the interest of people*", the project design could focus on

1. *provoking people to think* and
2. *ensuring the messages are relevant* to the community or the identified audience,

rather than being comprehensive and information "heavy".

The recent example of "The Inconvenient Truth" illustrates the impact of being provocative and relevant. The title itself challenges people to think "am I ignoring the difficult/complex questions because it is 'convenient' for me to do so"? The message is targeted towards an audience that is affluent and well served by carbon producing technology.

Another famous example is the 1962 book "The Silent Spring" which evoked a future where there was no bird song in springtime.[ii] This title recognised that people may not respond to ideas of "loss of biodiversity" or "damaged ecosystems", but they do care if birds no longer sing. Once they were engaged through this prospect, they were then prepared to consider the impact of the use of pesticides.

But..... *How to be Provocative and Relevant?*

We recognise that being provocative and relevant can be a tall order, given our sensorily overloaded culture and the diversity in our communities. While creativity and design skills, and local knowledge of

one's community, can't be manufactured from standard formula, some of the questions you could ask in developing your project's engagement strategy could be:

- Can the strategy involve activity, rather than just visual or aural passivity?
- How big or how small will work best?
- Can the strategy involve multiple senses - visual, aural, taste / aroma, tactile – rather than just one of these?
- How do people's lives already intersect with the issue or the place?
- How does this intersection vary for different people in the community? i.e. age, cultural diversity, Indigenous, gender, socio-economic circumstances, place of residence
- Which people exactly can you really reach with your strategy? Are they enough, in terms of diversity and numbers?
- Can the strategy involve participants/the audience expressing their views? Exchange of views creates engagement, even if there are differences of view.
- Is useful for the project to be confronting? What are the up and down sides of being confronting?
- What "language" does the project speak? (in all senses of the word – cultural diversity, class, age, geography, distribution media, etc)

A quote that may help ....

> "the only caring any of us is capable of doing will be that which is based on the meanings we, ourselves, make."[iii]

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[i] The research and theory that informs the Program is this respect includes the work done on the "Elaborative Likelihood Model (ELM)" developed since the 1980s from the work of Petty and Cacioppo (see: Petty, R.E.: Cacioppo, J.T. *Attitudes and Persuasion: Classic and Contemporary Approaches*. 1981 Dubuque. Wm. C. Brown.) See also the incorporation of this theory into environmental education strategies by Sam. H Ham, (see numerous works, including Ham. S, "From Interpretation to Protection: Is There a Theoretical Basis? *Journal of Interpretation Research 14(2)*, 2009, and "Can Interpretation Really Make a Difference?" *Proceedings of the Interpreting World Heritage Conference*. Vancouver, Canada, 2007. Also relevant is work done on "heuristic" conception of receptivity to persuasion, which argues that factors other than the content of an argument (such as credibility of the source, presentation, other people's responses, etc) influence attitudes, particularly of people who do not have a prior involvement in the issue. Authors on this issue include Shelly Chaiken (see Chaiken. S,: "Heuristic Versus Systematic Information Processing and the Use of Source Versus Message Cues in Persuasion": *Journal of Personality and Social Psychology* 1980, Vol. 39, No. 5.

[ii] see Carson. Rachel,: *The Silent Spring*. Houghton Mifflin, 1962.

[iii] Ham. S, "From Interpretation to Protection: Is There a Theoretical Basis? *Journal of Interpretation Research 14(2)*, 2009. p 54

APPENDIX 3: Data collection instruments

Local Forum participant feedback form

Blacktown City Council Local Community Forum, 16 May 2012

FEEDBACK FORM

Please take a brief moment to complete this feedback form. Your feedback is extremely valuable so that we can evaluate and improve future events.

Below are some statements about your reactions to this forum. Please tick the circle that best describes how you feel.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Can't say
I felt that the time went quickly.	○	○	○	○	○	○
I felt that my views were taken seriously and valued.	○	○	○	○	○	○
I enjoyed meeting and talking with the other participants.	○	○	○	○	○	○
I felt that the presentations at the forum were clear and easy to understand.	○	○	○	○	○	○
I thought the small group activities worked well.	○	○	○	○	○	○
I felt comfortable to share my views.	○	○	○	○	○	○
I learnt more about water management issues.	○	○	○	○	○	○
I have a better understanding of how Council works towards improving waterways.	○	○	○	○	○	○

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Can't say
I am confident that my views will be used to improve Council policy and planning of water management.	○	○	○	○	○	○
I am more willing to participate in future Council consultations in relation to environmental issues.	○	○	○	○	○	○
Compared to other Council consultations I have participated in, this was one of the best.	○	○	○	○	○	○
As a result of tonight, I will be more interested in my local environment and water management issues.	○	○	○	○	○	○

Do you have any comments about how the forum could be improved? (please comment)

Do you have any other comments about this project? (please comment)

If you would like to be contacted by the independent evaluator to give more detailed feedback, please provide your email address here:

WSROC

NSW GOVERNMENT | NSW Environmental TRUST

This Forum is part of WSROC Ltd.'s Water in The Landscape Program and has been assisted by the NSW Government through its Environmental Trust

Environmental Sustainability Officers Workshop, 17 July 2012
FEEDBACK FORM – Morning Sessions

Please take a brief moment to complete this form. Your feedback is extremely valuable. We will use it as part of the overall WiTL Evaluation Report and towards improving future WSROC workshops.

We would like to assure you that your information will remain confidential and anonymous.

1. Below are some statements about your reactions to this Workshop today.

Please tick the circle that best describes how you feel.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Can't Say N/A
I enjoyed meeting and talking with the other participants.	❍	❍	❍	❍	❍	❍
I felt that the workshop gave me valuable time for reflection.	❍	❍	❍	❍	❍	❍
I felt that it was valuable to hear from staff in other Councils.	❍	❍	❍	❍	❍	❍
I thought the process was well-planned and facilitated.	❍	❍	❍	❍	❍	❍
I felt comfortable to share my views.	❍	❍	❍	❍	❍	❍
I felt that the time went quickly	❍	❍	❍	❍	❍	❍

2. What 3 things did you value most about today's workshop?

3. What exceptional moments, critical insights or surprises have you had during today's workshop? Or during your involvement with WiTL?

4. What have been the most important things that WiTL has contributed to your life, professionally and/or personally?

5. If you had 3 wishes for the future of WiTL in relation to your Council or in general, what would they be?

Please add any other comments here ... thank you!

Environmental Sustainability Officers Workshop, 17 July 2012
FEEDBACK FORM – Afternoon Sessions

Please take a brief moment to complete this form. Your feedback is extremely valuable. We will use it as part of the overall WiTL Evaluation Report and towards improving future WSROC workshops.

We would like to assure you that your information will remain confidential and anonymous.

1. **Now that you have learnt more about the Water in The Landscape project, which of these statements best describes how you feel?**

Please tick the circle for the statements that describe how you feel now – you can choose more than one...

I am <u>not interested</u> in learning more about WiTL and these kinds of community engagement processes	○
I don't know a great deal, and would like to know more.	○
I'm not really sure how to use the community engagement processes in my work. I'm wondering how this will affect me?	○
I would like to incorporate these kinds of community engagement processes and I need to get organised and work out how best to do this.	○
I think that using these kinds of community engagement processes can improve my work and increase the effectiveness of what we do.	○
I can see how these kinds of community engagement processes can help me to work with others to make a greater impact.	○
I know how to take the strengths of kinds of community engagement processes and make it even more powerful.	○

2. **Below are some statements about your reactions to this Workshop today.** *Please tick the circle that best describes how you feel.*

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Can't Say N/A
I enjoyed meeting and talking with the other participants.	○	○	○	○	○	○
I felt that the workshop gave me valuable insights about community consultation in relation to water management.	○	○	○	○	○	○
I felt that it was valuable to hear from staff in other Councils.	○	○	○	○	○	○
I thought the process was well-planned and facilitated.	○	○	○	○	○	○
I felt comfortable to share my views.	○	○	○	○	○	○
I felt that the time went quickly	○	○	○	○	○	○

3. What 3 things did you value most about this afternoon's workshop?

4. What exceptional moments, critical insights or surprises have you had during this afternoon's workshop? Or during your involvement with WiTL (if you have been involved with WiTL previously)?

5. If you had 3 wishes for the future of WiTL in relation to your Council or in general, what would they be?

Please add any other comments here ... thank you!

Water in The Landscape Regional Summit Saturday 18th of August

FEEDBACK FORM

Please take a brief moment to complete this feedback form. Your feedback is extremely valuable so that we can evaluate and improve future events.

Below are some statements about your reactions to this forum. Please tick the circle that best describes how you feel.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Can't say
I felt that the time went quickly.	○	○	○	○	○	○
I felt that my views were taken seriously and valued.	○	○	○	○	○	○
I enjoyed connecting with the same participants from the local forums.	○	○	○	○	○	○
I felt that the feedback given by my Council was clear and easy to understand.	○	○	○	○	○	○
I thought the small group activities worked well.	○	○	○	○	○	○
I felt comfortable to share my views.	○	○	○	○	○	○
I am confident that my views will be used to improve Council policy and planning of water management.	○	○	○	○	○	○
Compared to other Council consultations I have participated in, this was one of the best.	○	○	○	○	○	○
As a result of today, I will be more interested in my local environment and water management issues.	○	○	○	○	○	○

Do you have any comments about how this session in the Regional Summit could be improved? (please comment)

Do you have any other comments about this project? (please comment)

If you would like to be contacted by the independent evaluator to give more detailed feedback, please provide your email address here:

Post Regional Summit feedback form – forum participants

WSROC WiTL Participant Feedback

***1. Which Forum did you come along to?**

- ☐ Bungarribee Creek forum with Blacktown City Council, May 16, 2012
- ☐ Greystanes Creek Forum with Blacktown and Holroyd City Councils, May 31, 2012
- ☐ Holroyd Water Quality Forum, with Holroyd City Council, June 5, 2012
- ☐ Fairfield Flooding forum with Fairfield City Council, June 21, 2012
- ☐ Glenbrook Lagoon forum with Blue Mountains City Council, June 30, 2012

***2. Did you also come to the Regional Summit in Penrith on Saturday 18 August?**

- ◯ Yes, I also came to the Regional Summit
- ◯ No, I wasn't at the Regional Summit

2. REGIONAL SUMMIT

These questions are all about the Regional Summit in Penrith on 18 August.

3. During the Summit there was a session where people walked around and heard about each of the cultural projects. Which of these projects do you remember hearing about? *You can tick more than one box ...*

- ☐ **Regional Catchment field Day** for school students with Penrith and Blacktown City Councils
- ☐ **Water Wise Trading Cards** for school kids by Holroyd City Council
- ☐ **Crossing Waters – Bibby's Place** Local community designing a sustainable street with Fairfield City Council
- ☐ **Living Streams - Georges River** linking the river to our stories online and via GPS with Liverpool City Council
- ☐ **Water Journeys training gardens** with students and refugees in Fairfield and Hoxton Park Park High Schools, by Cabramatta Community Centre
- ☐ **The Half Girl and The River** dance and drumming performance by Hands, Heart and Feet
- ☐ **Vertical Garden** at Blue Mountains Grammar School
- ☐ **Documentary making through CowdTV** collaborative creation of the documentary Thirst, by UTS and Australian Documentaries
- ☐ **48 Green Hours Film** where Filmmakers were given 48 hours to produce a short film
- ☐ **Upstream Stories of water and place** recently-arrived refugees and migrants shared their stories about water in Australia and their countries of origin. By Information and Cultural Exchange.
- ☐ **Youth Leading Australia Congress** in sustainability learning and leadership for young people of Western Sydney with OzGreen.
- ☐ **Keep the Dragonflies Dancing** Contemporary Aboriginal dance about the giant dragonfly.
- ☐ **The Water Closest to you** creative workshops where people created hand made books about the water closest to them.

4. In relation to the cultural projects, what surprised, excited or interested you most and why?

5. In the Foyer there were some stalls. Which of these stalls do you remember seeing?

You can tick more than one box ...

- ☐ Hawkesbury Nepean Catchment Management Authority
- ☐ Auburn City Council
- ☐ Liverpool City Council (Living Streams)
- ☐ Hands Heart and Feet
- ☐ Penrith City Council
- ☐ Blacktown City Council
- ☐ Information and Cultural Exchange
- ☐ Cabramatta Community Centre
- ☐ Future Sensitive Institute

What if anything, interested you in the Foyer?

6. What ideas have you had for other projects you would like to see in your local area?

Please write your ideas here ...

7. During the <u>afternoon of the Summit</u> there were some speeches, a presentation for the photo competition, and some performances. In general did you think this helped you understand more about the whole Water in the Landscape program? How worthwhile was it for you?

Please tick the button that you agree with ...

	Not at all worthwhile	*Slightly*	Moderately	*Very*	Extremely worthwhile	*Can't say*
Welcome to Country	◯	◯	◯	◯	◯	◯
Introduction by MC Rod Quantock	◯	◯	◯	◯	◯	◯
Welcome and introduction by Councillor Alison McLaren	◯	◯	◯	◯	◯	◯
Keynote address by Hon. Minister Robyn Parker, Minister for the Environment	◯	◯	◯	◯	◯	◯
Hands Heart and Feet performance - The Half Girl and The River	◯	◯	◯	◯	◯	◯
Water in The Landscape videos	◯	◯	◯	◯	◯	◯
Winner photo competition announced	◯	◯	◯	◯	◯	◯
Keep the Dragonflies Dancing performance	◯	◯	◯	◯	◯	◯
thanks and Close Mr Kerry Bartlett CEO WSROC	◯	◯	◯	◯	◯	◯

Please add any comments to help explain your rating

3. WATER in the LANDSCAPE WEBSITE

Here are some questions about the website for Water in the Landscape. When you finish this survey, you will automatically be redirected to the website.

To remind you of what it looks like, here is a picture of the Home Page.

Water in the Landscape Website Home Page

8. The WEBSITE: How often have you looked at the Water in the Landscape website?
Please tick one of the boxes ...

- ◯ every few days - a lot
- ◯ once (1x) a week - often
- ◯ once (1x) every few weeks
- ◯ no more than once a month - sometimes
- ◯ rarely or never

9. The WEBSITE: Which of these parts of the Water in the Landscape website have you had a look at? ***You can tick more than one box ...***

- ☐ Have not looked at the website
- ☐ Home page
- ☐ Projects
- ☐ Photo competition
- ☐ Water stories
- ☐ Multimedia
- ☐ Forums
- ☐ added Comments on Forum threads
- ☐ Resources
- ☐ News & Events
- ☐ About us

What if anything, interested you on the website?

4. FOR THE WHOLE of this program - YOUR VIEWS

This section is a general impression of how you feel about all your experiences and what you've learnt from Water in the Landscape.

10. Before Water in the Landscape, what, if anything, did you think about local water management issues and the environment? ***Please write in space below ...***

11. Has Water in the Landscape changed the way you think about water?

- ◯ No
- ◯ Yes

12. Please explain some of the most important changes in the way you now think about water. ***There is space here to write up to 3 of the most important changes ...***

Change 1

Change 2

Change 3

13. Here are some statements about your reactions to the Water in the Landscape Program. Please tick the circle that best describes how you feel.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Can't say
I now feel more connected to my local community.	◯	◯	◯	◯	◯	◯
I now feel more connected to my local Council.	◯	◯	◯	◯	◯	◯
I am more aware of the organisations that are involved in water management in my area.	◯	◯	◯	◯	◯	◯
I am more confident about knowing who to contact to get answers to my questions about water issues.	◯	◯	◯	◯	◯	◯
I feel confident that my ideas were considered and that my views will be integrated into council's planning process.	◯	◯	◯	◯	◯	◯
I have a better understanding about how councils work towards improving waterways.	◯	◯	◯	◯	◯	◯
I expect to see some of the outcomes of our forum discussions included in the way water is managed.	◯	◯	◯	◯	◯	◯
I have a better understanding of the role of councils and the community to better manage water.	◯	◯	◯	◯	◯	◯

14. Since participating in Water in the Landscape have you changed? How likely are you to do any of these now or in the future? ***Please tick the circle that best describes how you feel.***

	Not at all likely	Slightly	Moderately	Very	Completely likely	Can't say
I will participate in an activity that involves protecting or conserving the environment e.g. with the local bushcare group, or Clean-up Australia Day.	◯	◯	◯	◯	◯	◯
I will be more aware of litter and chemicals going into storm water drains.	◯	◯	◯	◯	◯	◯
I have become more aware of my use of water around the home e.g. when showering or gardening.	◯	◯	◯	◯	◯	◯
I will visit my local waterways more often.	◯	◯	◯	◯	◯	◯

Please add any comments to help explain your answers

15. What was the best experience out of the whole Water in the Landscape Program?

16. What would have improved it for you?

17. What if anything have you told others about Water in the Landscape Program?

18. How worthwhile and enjoyable was Water in the Landscape for you?

- ◯ Not at all worthwhile and enjoyable
- ◯ Slightly
- ◯ Moderately
- ◯ Very
- ◯ Extremely worthwhile and enjoyable

Please add any other comments or ideas here ...

5. Lastly, SOME GENERAL INFORMATION ABOUT YOU

Please fill out this section so that we know a bit more about you.

19. Which do you mostly identify with?

- ◯ Female
- ◯ Male

20. Which category below includes your age?

- ◯ 17 or younger
- ◯ 18-20
- ◯ 21-29
- ◯ 30-39
- ◯ 40-49
- ◯ 50-59
- ◯ 60 or older

21. Are you of Aboriginal and/or Torres Strait Islander origin?

- ◯ Yes
- ◯ No

22. What language do you speak most often at home?

You can tick more than one ...

- [ ] Aboriginal or Torres Straight Islander language
- [ ] Arabic
- [ ] Armenian
- [ ] Cantonese
- [ ] **English**
- [ ] French
- [ ] German
- [ ] Greek
- [ ] Gujarati
- [ ] Hindi
- [ ] Italian
- [ ] Japanese
- [ ] Korean
- [ ] Mandarin
- [ ] Persian
- [ ] Polish
- [ ] Portuguese
- [ ] Russian
- [ ] Spanish
- [ ] Tagalog
- [ ] Urdu
- [ ] Vietnamese
- [ ] Other (please specify)

23. Where were you born? *Please write the country here ...*

24. Do you consider yourself Christian, Jewish, Buddhist, Muslim, Hindu, a follower of some other religion, or not religious?

- ◯ Buddhist
- ◯ Christian
- ◯ Hindu
- ◯ Jewish
- ◯ Muslim
- ◯ No religion

A follower of another religion

Thank you for your valuable feedback about Water in the Landscape. Your information will help WSROC in their planning for future projects.

Please click the'**DONE**' button at the bottom of this page, and your information will be automatically collected.

For any further information, please contact:
Larraine J Larri, Renshaw-Mitchen & Associates
renshawmitchen@bigpond.com

Post Regional Summit feedback form – Council Officers

WSROC WiTL Council

***1. Which Forum were you involved in?** *Please tick more than one box if required.*

- ☐ Bungarribee Creek forum with Blacktown City Council, May 16, 2012
- ☐ Greystanes Creek Forum with Blacktown and Holroyd City Councils, May 31, 2012
- ☐ Holroyd Water Quality Forum, with Holroyd City Council, June 5, 2012
- ☐ Fairfield Flooding forum with Fairfield City Council, June 21, 2012
- ☐ Glenbrook Lagoon forum with Blue Mountains City Council, June 30, 2012

***2. Did you also come to the Regional Summit in Penrith on Saturday 18 August?**

- ◯ Yes, I also came to the Summit
- ◯ No, I wasn't at the Summit

2. REGIONAL SUMMIT

These questions are all about the Regional Summit in Penrith on 18 August.

3. During the Regional Summit there was a session where people walked around and heard about each of the cultural projects. Which of these projects do you remember hearing about? *You can tick more than one box ...*

- ☐ **Regional Catchment field Day** for school students with Penrith and Blacktown City Councils
- ☐ **Water Wise Trading Cards** for school kids by Holroyd City Council
- ☐ **Crossing Waters – Bibby's Place** Local community designing a sustainable street with Fairfield City Council
- ☐ **Living Streams - Georges River** linking the river to our stories online and via GPS with Liverpool City Council
- ☐ **Water Journeys training gardens** with students and refugees in Fairfield and Hoxton Park Park High Schools, by Cabramatta Community Centre
- ☐ **The Half Girl and The River** dance and drumming performance by Hands, Heart and Feet
- ☐ **Vertical Garden** at Blue Mountains Grammar School
- ☐ **Documentary making through CowalTV** collaborative creation of the documentary Thirst, by UTS and Australian Documentaries
- ☐ **48 Green Hours Film** where Filmmakers were given 48 hours to produce a short film
- ☐ **Upstreams Stories of water and place** recently-arrived refugees and migrants shared their stories about water in Australia and their countries of origin. By Information and Cultural Exchange.
- ☐ **Youth Leading Australia Congress** in sustainability learning and leadership for young people of Western Sydney with OzGreen.
- ☐ **Keep the Dragonflies Dancing** Contemporary Aboriginal dance about the giant dragonfly.
- ☐ **The Water Closest to you** creative workshops where people created hand made books about the water closest to them.

4. In relation to the cultural projects, what surprised, excited or interested you most and why? Do you think these sorts of cultural projects are an effective way of communicating environmental messages to your community?

5. At the Regional Summit, in the Foyer there were some stalls. Which of these stalls do you remember seeing? *You can tick more than one box ...*

- ☐ Hawkesbury Nepean Catchment Management Authority
- ☐ Auburn City Council
- ☐ Liverpool City Council (Living Streams)
- ☐ Hands Heart and Feet
- ☐ Penrith City Council
- ☐ Blacktown City Council
- ☐ Information and Cultural Exchange
- ☐ Cabramatta Community Centre
- ☐ Future Sensitive Institute

What if anything, interested you in the Foyer?

6. During the afternoon of the Regional Summit there were some speeches, a presentation for the photo competition, and some performances. In general did you think this helped you understand more about the whole Water in the Landscape program? Was it worthwhile? *Please write your ideas here ...*

	Not at all worthwhile	Slightly	Moderately	Very	Extremely worthwhile	*Can't say*
Welcome to Country	◯	◯	◯	◯	◯	◯
Introduction by MC Rod Quantock	◯	◯	◯	◯	◯	◯
Welcome and introduction by Councillor Alison McLaren	◯	◯	◯	◯	◯	◯
Keynote address by Hon. Minister Robyn Parker, Minister for the Environment	◯	◯	◯	◯	◯	◯
Hands Heart and Feet performance - The Half Girl and The River	◯	◯	◯	◯	◯	◯
Water in The Landscape videos	◯	◯	◯	◯	◯	◯
Winner photo competition announced	◯	◯	◯	◯	◯	◯
Keep the Dragonflies Dancing performance	◯	◯	◯	◯	◯	◯
thanks and Close Mr Kerry Bartlett CEO WSROC	◯	◯	◯	◯	◯	◯

Please add any comments to help explain your rating

3. COMMUNITY ENGAGEMENT

This section is about your observations and impressions of participant engagement.

7. Overall, how engaged do you think the community participants were in the sessions you were at? *The sessions may have included a Forum and/or the Regional Summit.*

- ◯ Not at all engaged
- ◯ Slightly
- ◯ Moderately
- ◯ Very
- ◯ Extremely engaged

Please describe examples of engagement (or non-engagement) that you remember ...

8. From what you observed, what sorts of things do you feel that participants valued most?

9. Did you observe any examples where you felt that a community participant expressed a shift towards taking action or taking responsibility for acting on an environmental issue? Please write 'YES' or 'NO' and if 'YES', please briefly describe the example/s.

4. HOW THIS PROGRAM HAS AFFECTED YOUR WORK

In this section there are questions about the ways in which Water in the Landscape may have changed what you do in your work.

10. Before Water in the Landscape, what did you think about your work in relation to local water management issues and the environment? ***Please write in space below ...***

11. Has Water in the Landscape changed the way you think about engaging the community in water management issues?

- ◯ No
- ◯ Yes

12. Please explain some of the most important changes in the way you now think about engaging the community in water management issues. ***There is space here to write up to 3 of the most important changes ...***

If there were no changes, please go on to the next question.

Change 1

Change 2

Change 3

13. As a result of WiTL, what sorts of partnerships or collaboration has occurred (briefly describe): ***There is space here to write up to 3 of the most important changes ...***

Within your Council - across departments / divisions

Between your Council and the local community?

Between your Council and other Councils?

Between your council and other organisations or agencies?

Other ...

5. The WATER in the LANDSCAPE WEBSITE

Here are some questions about the website for Water in the Landscape. When you finish this survey, you will automatically be redirected to the website.

To remind you of what it looks like, here is a picture of the Home Page.

Water in the Landscape Home Page

14. The WEBSITE: How often have you looked at the Water in the Landscape website?

Please tick one of the boxes ...

- ◯ every few days - a lot
- ◯ once (1x) a week - often
- ◯ once (1x) every few weeks
- ◯ no more than once a month - sometimes
- ◯ rarely or never

15. The WEBSITE: Which of these parts of the Water in the Landscape website have you had a look at? ***You can tick more than one box ...***

- ☐ Have not looked at the website
- ☐ Home page
- ☐ Projects
- ☐ Photo competition
- ☐ Water stories
- ☐ Multimedia
- ☐ Forums
- ☐ added Comments on Forum threads
- ☐ Resources
- ☐ News & Events
- ☐ About us

What if anything, interested you on the website? and, what suggestions do you have for improving it?

6. FOR THE WHOLE of this program - YOUR VIEWS

This section is a general impression of how you feel about the facilitation processes and all your experiences of Water in the Landscape.

16. In relation to the Forum and Regional Summit facilitation processes, what were the 3 key strengths of most importance to you / your job?

Strength 1

Strength 2

Strength 3

17. What if anything, would have improved the processes?

18. How likely are you to integrate this approach into your work at Council?

- ◯ Not at all likely
- ◯ Slightly likely
- ◯ Moderately likely
- ◯ Very likely
- ◯ Completely likely

What are the most critical factors that would affect adoption / integration? ...

19. What have you valued most about Water in the Landscape Program?

20. What ideas have you had for new projects you would like to see Council or WSROC undertake? *Please write your ideas here ...*

7. Lastly, SOME GENERAL INFORMATION ABOUT YOU

Please fill out this section so that we know a bit more about you.

21. Which do you mostly identify with?

- ◯ Female
- ◯ Male

22. Which category below includes your age?

- ◯ 17 or younger
- ◯ 18-20
- ◯ 21-29
- ◯ 30-39
- ◯ 40-49
- ◯ 50-59
- ◯ 60 or older

Thank you for your valuable feedback about Water in the Landscape. Your information will help WSROC in their planning for future projects.

Please click the **'DONE'** button at the bottom of this page, and your information will be automatically collected.

For any further information, please contact:
Larraine J Lani, Renshaw-Mitchen & Associates
renshawmitchen@bigpond.com

Post Regional Summit feedback form – Partners

WSROC WiTL Partners

1. What, if anything have been your impressions of Water in the Landscape so far? You may have heard reports about it? or experienced some of the activities first-hand?

2. There were a number of activities as part of the Water in the Landscape project. Here is a list of them. ***Please tick the activities you know about and/or have participated in.***

	Yes, Knew about this	**Yes, Participated in it**
Bungarribee Creek Forum with Blacktown City Council, May 16, 2012	☐	☐
Greystanes Creek Forum with Blacktown and Holroyd City Councils, May 31, 2012	☐	☐
Holroyd Water Quality Forum, with Holroyd City Council, June 5, 2012	☐	☐
Fairfield Flooding forum with Fairfield City Council, June 21, 2012	☐	☐
Glenbrook Lagoon forum with Blue Mountains City Council, June 30, 2012	☐	☐
Summit showcase day in Penrith August 18, 2012	☐	☐
Water in The Landscape Photo competition	☐	☐
Regional Catchment field Day for school students with Penrith and Blacktown City Councils	☐	☐
Water Wise Trading Cards for school kids by Holroyd City Council	☐	☐
Crossing Waters – Bibby's Place Local community designing a sustainable street with Fairfield City Council	☐	☐
Living Streams - Georges River linking the river to our stories online and via GPS with Liverpool City Council	☐	☐
Water Journeys training gardens with students and refugees in Fairfield and Hoxton Park Park High Schools, by Cabramatta Community Centre	☐	☐
The Half Girl and The River dance and drumming performance by Hands, Heart and Feet	☐	☐
Vertical Garden at Blue Mountains Grammar School	☐	☐
Documentary making through CowdTV collaborative creation of the documentary Thirst, by UTS and Australian Documentaries	☐	☐
48 Green Hours Film where Filmmakers were given 48 hours to produce a short film	☐	☐
Upstream: Stories of water and place recently-arrived refugees and migrants shared their stories about water in Australia and their countries of origin. By Information and Cultural Exchange.	☐	☐
Youth Leading Australia Congress in sustainability learning and leadership for young people of Western Sydney with OzGreen.	☐	☐
Keep the Dragonflies Dancing Contemporary Aboriginal dance about the giant dragonfly.	☐	☐
The Water Closest to you creative workshops where people created hand made books about the water closest to them	☐	☐
Crosscurrents - Festival on the Georges River involving local art workshops by Bankstown City Council.	☐	☐
Auburn Central place-making tea salons and local art work focusing on water management By Auburn Community Development Network	☐	☐
South Creek Project interactive teaching and learning materials about water management developed by High School students and the University of Sydney. By Greening Australia	☐	☐
Our Water Our Future – It's up to us Multimedia competition for young people. By Nepean	☐	☐

Vox Pops - Creation of "Vox Pops" short videos where people share their opinions at Water in The Landscape events. By Onyx.

3. Water in the Landscape has a WEBSITE: How often have you looked at the Water in the Landscape website? *Please tick one of the boxes ...*

- every few days - a lot
- once (1x) a week - often
- once (1x) every few weeks
- no more than once a month - sometimes
- rarely or never

4. more about the WEBSITE: Which of these parts of the Water in the Landscape website have you had a look at? *You can tick more than one box ...*

- Have not looked at the website
- Home page
- Projects
- Photo competition
- Water stories
- Multimedia
- Forums
- added Comments on Forum threads
- Resources
- News & Events
- About us

What if anything, interested you on the website? and, what suggestions do you have for improving it?

5. Has Water in the Landscape changed the way you think about engaging the community in water management issues?

- No
- Yes

6. Please explain some of the most important changes in the way you now think about engaging the community in water management issues. *There is space here to write up to 3 of the most important changes ...*

Change 1

Change 2

Change 3

7. The Water in the Landscape program has established collaborative partnerships with your organisation and others. What suggestions or ideas for the future do you have in relation to ongoing collaboration?

8. How likely are you to encourage or support ongoing collaboration?

- ◯ Not at all likely
- ◯ Slightly likely
- ◯ Moderately likely
- ◯ Very likely
- ◯ Completely likely

Please explain your answer, and say what you consider are the most critical factors that would affect ongoing collaboration? ...

9. What have you valued most about Water in the Landscape?

10. Which do you mostly identify with?

- ◯ Female
- ◯ Male

11. Which category below includes your age?

- ◯ 17 or younger
- ◯ 18-20
- ◯ 21-29
- ◯ 30-39
- ◯ 40-49
- ◯ 50-59
- ◯ 60 or older

Thank you for your valuable feedback about Water in the Landscape. Your information will help WSROC in their planning for future projects.

Please click the'**DONE**' button at the bottom of this page, and your information will be automatically collected.

For any further information,
please
contact:
Larraine J Larri, Renshaw-Hitchen & Associates
renshawhitchen@bigpond.com

APPENDIX 4: Forum participant feedback comments

This is the complete set of comments received through participant feedback sheets in response to the question, *'Do you have any other comments about this project?'*

Good initiative to involve the community with council plans about the environment and water catchment
Very commendable
I hope this project will be acted upon and improve the community connection.
The time went quickly because it was an interesting topic.
Hope things goes good.
I think it's a great cause, and its creating awareness and knowledge not only to the locals but to the council man. Great experience and time spent.
Very informative, need more
Very good project
Excellent
How long will it take?
Enjoyed and learnt a lot. Meeting people from the community was a bonus. Not confronting like I thought it might be. GREAT JOB!!!
Looking forward to see how it develops
It was a great idea to run this forum as I am sure all who were present have taken something out of it.
It great that Council cares enough to hold events like this.
Feedback would be great.
Update and continuous information to be promised.
Valuable community input.
Really liked it. It gives more information and awareness about water management
very positive experience
Probably more monies from the Government or Taxpayers.
well presented and never pressured
A well presented forum
Useful, good to consult with the local community
I think it is quite a successful project and will receive positive feedback.
Be good to get updates on any progress.
Quite enjoyed the forum, well done.
Great work.
I am pleased that Council is moving this way.
Enjoyed learning.
I think this is a very good project to plan ahead and make the Public more aware of water.
Well worth doing.
Great idea.
Keep up the good work!!!
Nice to see some attempt to make people aware.
Keep holding them.
Generally good - table host excellent.
Unless funding the environment is changed these programmes will struggle.
Very valuable to our community and this is a good way to advertise what is going on from our Council's efforts too.
A very worthwhile system of working through an important topic. Will it make a difference!
Nice if it was actually a good result for the lagoon.

APPENDIX 5: Regional Summit feedback – comments about the future of WiTL

These comments were provided by the participants of the Morning Sessions at the WiTL Regional Summit. The question asked for wishes for the future of WiTL and initiatives like this one.

Community participants *(Note: each dot point represents a person)*
• keep the public interested and involved in any future progress • group awareness meeting important advise to new tenants gather feedback • solving flooding problems turning our waterways into picnic areas • to make our area a cleaner environment help the flora and fauna of the area involve and educate the community in all of the above areas • to see this project completely fulfilled • place (website) to go and find out about progress of all 4 council projects • constant communication of the end game, where will these ideas, initiatives, desires end up at? • implementation action end result • to fulfil even one of the visions of the community for a greater community involvement an end result that means a more beautiful and safe environment • more funding to implement projects direct communication more consultation • cleaner air balanced fauna/flora safe/nice community gardens/BBQ areas • have indigenous input • to succeed in what is being proposed to gain funding for what is being proposed to keep everyone informed • maintain any gains that have been achieved • regular participation in these type of forums involving in their projects in future contributing in whatever way I can • to follow through with vision more community awareness more community awareness particularly schools • consistent community feedback re progress and direction of programs and implemented to tackle problems • education for the general community about where the water in the drains ends up people would have the courage to address problems they see happening in their street • more money for environment from State and Federal governments more people on council staff to promote it

more community group consultation
- that it will continue to flourish in whatever things we plan for the community
  that we will be committed in achieving our goals for the above
  that we will succeed in planning everything for the above
- improvement of waterways and catchment area is a very important part and work of the government
- improved appearance of the local environment
  seeing results
  residents, students and community members respecting the environment
  being able to interact and enjoy our local environment, including our waterways e.g. swimming, fishing, bushwalking
- improved environment
  seeing results
  regular communication
- results and other improvements
  teaching the residents and students to be more responsible in their habits
  be more aware and place rubbish in the bins and keep Australia beautiful
- that projects that are implemented are done so for many dual purposes with a logical and scientific basis
  projects be of real value to people not just monetary value
- gain citizen involvement
  improve people's recreation facilities

Council officers

- opportunities for forum in other catchments
  more cultural projects funded
- too much of expected outcomes in such a short timeframe (so maybe no timelines)
  consideration that some councils have lots of staff/resources and some don't
  to do this again/or similar
- ongoing community consultation
- to be rolled out into more councils/catchments - big ones like the R/Creek/South (multi-council responsibility)
  to be able to supply funding for projects suggested by the community so they can see action
- continue the Witl program - maybe something like The Urban Water Management
  funding support for projects - can we continue to apply for grant funds
  continued focus on community engagement and catchment management
- that a working group was initiated at council
  that the objectives of Witl are implemented
  that Witl is more widely accepted by all the community