



## COMMUNICATIONS AND ENGAGEMENT

The Communications and Engagement Plan (The Plan) provides strategic guidance to staff on our priority actions and target audiences.

2020/21 will see Central West LLS further embrace digital technologies to expand engagement opportunities with our customers.



### Stakeholders engaged in delivery

Landholders, media, staff, Ministers, MPs, community groups, local government



### Regional priorities addressed

Water (Availability & Access)

Groundcover decline

Biodiversity decline

Economics: capacity to recover and/or manage change

Disasters



### Funding source

Recurrent, with the grants program funded by Catchment Action NSW

A digital engagement platform will be piloted as an engagement and collaboration tool with a focus on gaining community participation into the development of the new Local Strategic Plan and Natural Resource Management Plan.

The establishment of a Central West podcast showcases the knowledge of landholders across the region and add a layer of peer knowledge sharing to the suite of tools already in place.

The team will continue to foster the now strong relationships with traditional media outlets to build confidence in the Central West staff and brand.

Reporting against the Communications and Engagement Plan will now align to the state-wide metrics. The Business Plan Narrative outlines the stakeholders engaged in each program and the metrics will demonstrate the audience reach of specific media activities.

The Resilient Communities Small Grants program will again focus on supporting community groups to participate in projects that support the protection of threatened species and biodiversity. These grants are funded through Catchment Action NSW.

