

Communication and engagement Category	Representation	Number of participants or contacts
Project governance		
Project Management Team	Goulburn Broken CMA, DEPI, DTPLI, G-MW, Local Government, Parks Victoria	13 meetings 20 participants
Stakeholder engagement with key agencies and local government		
Face to face meetings	Examples including: <ul style="list-style-type: none"> • CEO and staff of GVW • Staff of Trust for Nature • Australian Government - CfOC and SEWPaC investors • DEPI program investors 	12 meetings
Presentations to Council or meetings of Council officers	Meetings with CEO and mayor of Benalla, Campaspe, City of Greater Shepparton, Mansfield, Mitchell, Moira, Murrindindi and Strathbogie Councils Follow up presentations to Mansfield, Mitchell, Moira and Murrindindi councillors Local Government advisory groups and committee	16 meetings/presentations Total number of people = 138
Presentations to and workshops with advisory committees and reference groups	Local Government Biodiversity Reference Group, Goulburn Broken CMA advisory groups	11 meetings Approximate total number of people = 150
Technical expertise		
Expert panels		3 workshops; 10 participants on panel 1 12 participants on panel 2 8 participants on panel 3
Agency briefings and feedback sessions	DEPI, GVW, CFA, LGAs, G-MW	6 sessions Total number of participants = 180
Goulburn Broken CMA staff and Board	Presentations to staff and at monthly Board meetings and workshops	5 staff presentations/discussions involving 100+ staff 13 Board presentations
Traditional Owners		
Face to face meetings	Representative of Yorta Yorta Nations Aboriginal Corporation	Throughout RCS development
Presentations	Taungurung Clans Aboriginal Corporation councillors	1 presentation/discussion Total number of participants = 9

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General community		
Face to face interviews and group interview sessions	Range of landholders (e.g. farmers, small landholders) representing demographic and geographic diversity across Catchment	65 interviews with individuals 5 group interviews - total number of participants x 40
Catchment forums	Self-selecting community members	8 forums Total number of participants x 68
Presentations to community groups	Gecko ClaN Landcare Network, U3A, Rotary, Kiwanis, GMLN, Upper Goulburn Landcare Network	15 meetings/presentations Estimated total number of participants = 200+
Submissions and comments on draft RCS	Written, emailed, verbal and WeConnect submissions and comments	35 (details in Appendix six)
Web 2.0 (e.g. social media)		
WeConnect	Registered subscribers and unique visitors to WeConnect website	Registered subscribers = 80 Unique visitors = 1000+
Facebook	20 RCS Posts 2 Facebook advertisements	Posted directly to 103 people who liked page These posts also appeared on 22,534 friends of fans pages Reached 17,738 Facebook users
Twitter	Promotion of RCS Community Forums	4 Tweets with links to WeConnect
Promotion of Regional Catchment Strategy activities		
Newspaper advertisements	Promotion of RCS Community Forums in 10 regional newspapers	Total circulation estimated at 80,566
Radio promotion	Promotion of RCS Consultation Period	120 advertisements on STAR FM (target audience 18-39yrs) and 3SR FM (target audience 30-54yrs) – total reach estimated at 336,000 Radio interviews with ABC local radio and UG FM
Monthly RCS update newsletter	Circulation to community advisory groups and via email lists, project management team, staff and via WeConnect Wiki	10 updates distributed