



Effective Communication:

- *an essential part of marine conservation*

Lessons from the Great Barrier Reef



World Ocean Network
– 4th international meeting

10 May 2010



Jon Day

Great Barrier Reef
Marine Park Authority



Two examples of effective communication

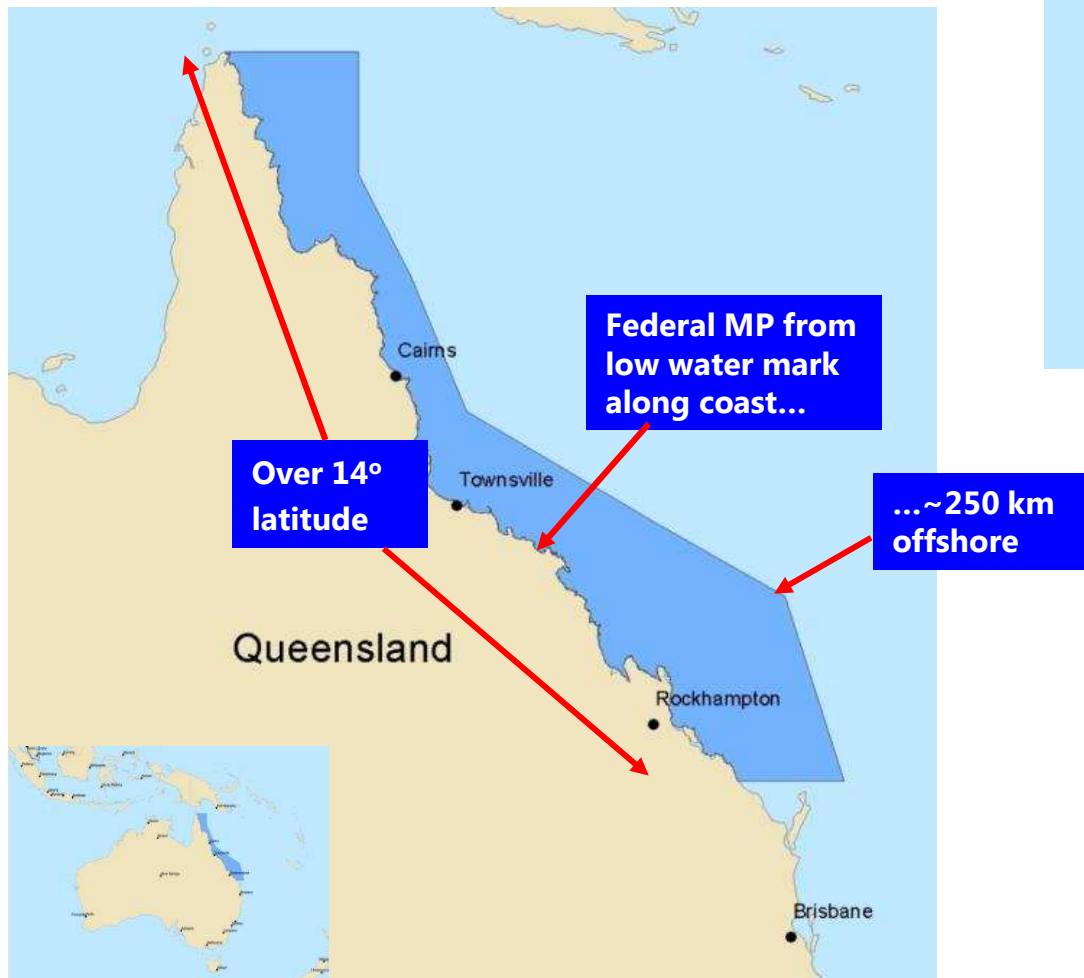


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- Representative Areas Program /rezoning (1999-2003) - *a very comprehensive process of community involvement & participatory planning*
- Outlook Report 2009 (2007-2009)
- an easily understood, but very comprehensive, forward-looking report proving invaluable for public and political support

Great Barrier Reef Marine Park



In area, the GBRMP is about the same as the countries of Malaysia, Italy, New Zealand or Norway.

The Great Barrier Reef

- ~ 3,000 separate reefs
- over 900 islands



Princess Charlotte Bay

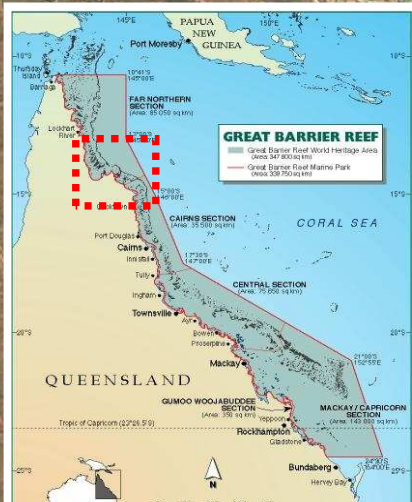
Lizard Island

Cape Flattery

GBRMP boundary

0 80

Kilometres



The Great Barrier Reef **Representative Areas Program**

an ecosystem approach to protecting biodiversity

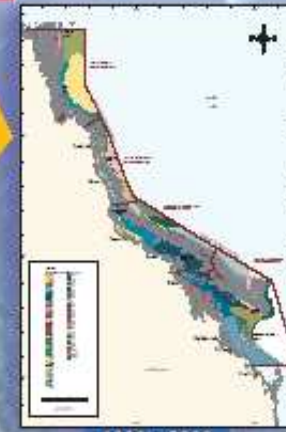


1 Original Zoning Plan

2 Realisation the existing Zoning Plans inadequate for the protection of biodiversity



3 40 Datasets



4 Maps of Bioregions

5 New Coastal Areas added to the GBRMP

5

6 Develop operating principles

6

ACTIVITIES GUIDE

Activity	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Boat traffic	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat anchorage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat mooring	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat speed limits	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat traffic management	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat traffic monitoring	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat traffic signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat traffic education	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat traffic enforcement	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat traffic research	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat traffic management plan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat traffic monitoring plan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat traffic signage plan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat traffic education plan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat traffic enforcement plan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boat traffic research plan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

The objective of the RAP was to increase the protection of biodiversity within the GBRMP through increasing the extent of no-take areas (locally known as Green Zones):

- maintain biological diversity of the ecosystem, habitat, species, population and genetic diversity;
- allow species to evolve and function undisturbed;
- provide an ecological safety margin against human-induced disasters;
- provide a solid ecological base from which threatened species or habitats can recover or repair themselves; and
- maintain ecological processes and systems.

7 Community Participation Phase 1
10 000 public submissions
2002



10 Community Participation Phase 2
21 000 public submissions
June - Aug. 2003



8 identify zoning options

14 New Zoning Plan in effect mid 2004

13 Revised Zoning Plan submitted to Parliament
December 2003

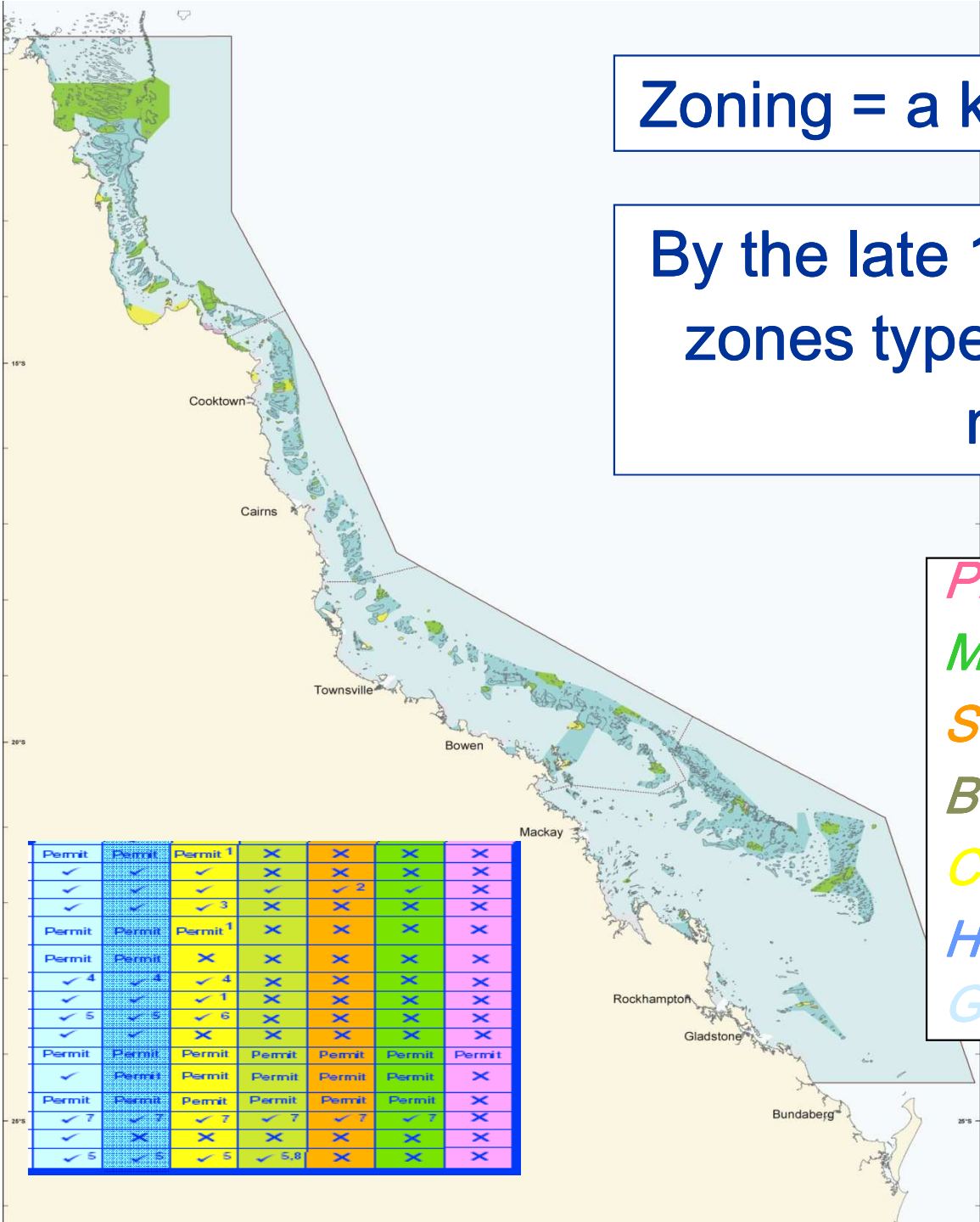
12 Regulatory Impact Statement

DRAFT

FINAL

Zoning = a key management tool

By the late 1990s, seven marine zones types were applied in a network...



- Preservation Zone* – ‘no go’
- Marine National Park* - no-take
- Scientific Research*
- Buffer Zone* – trolling only
- Conservat’n Park* – limited fishing
- Habitat Protection* – no trawling
- General Use* – all reasonable uses



**Revised
Zoning Plan**
1 July 2004

	<i>Revised ZP</i>	<i>Old ZP</i>
<i>Preservation Zone</i>	0.2%	(0.1%)
<i>Marine Nat'l Park</i>	33.3%	(4.6%)
<i>Scient. Research</i>	0.05%	(0.01%)
<i>Buffer Zone</i>	2.9%	(0.1%)
<i>Conservat'n Park</i>	1.5%	(0.6%)
<i>Habitat Protect'n</i>	28.2%	(15.2%)
<i>General Use</i>	33.8%	(77.9%)



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Public participation

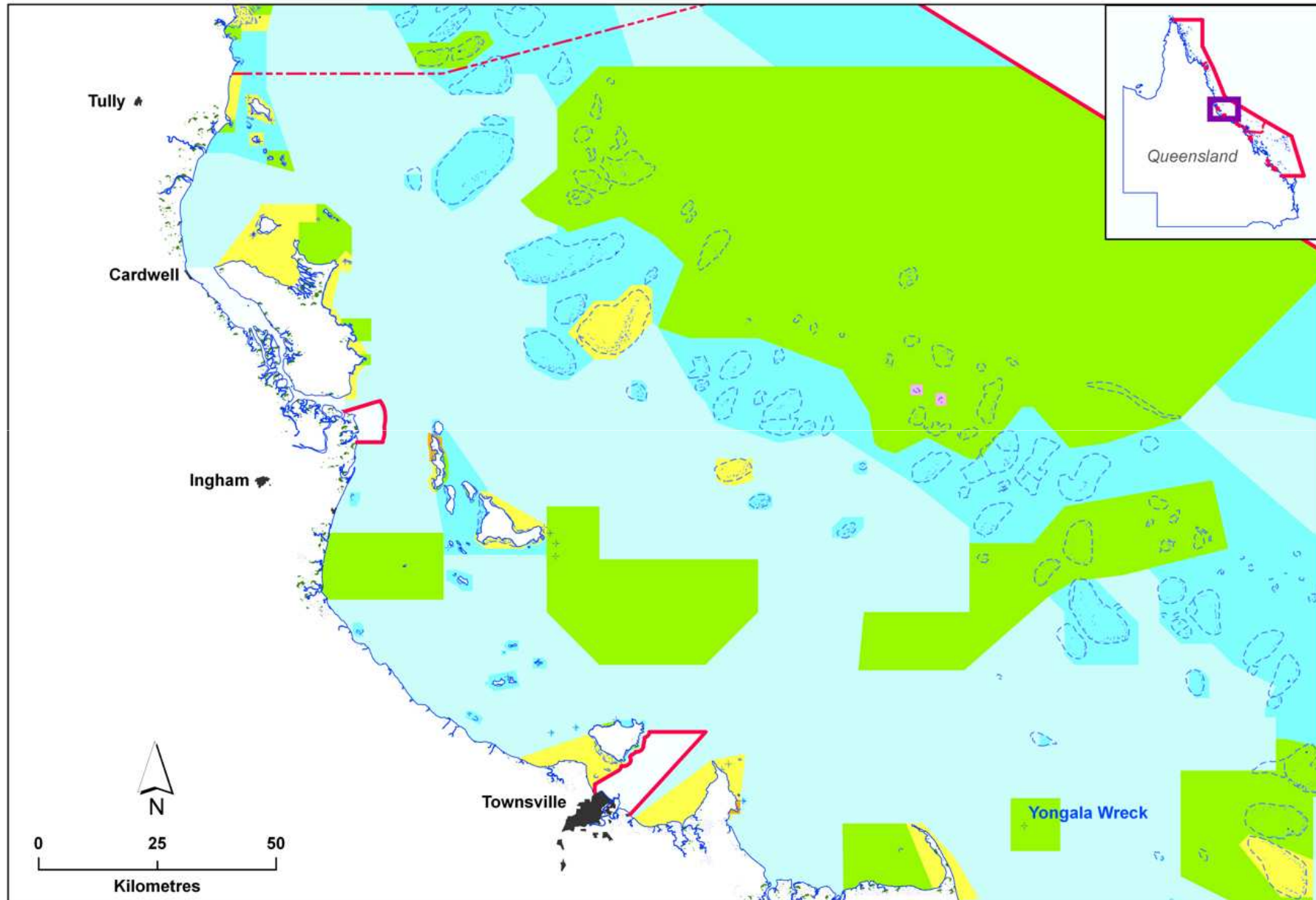


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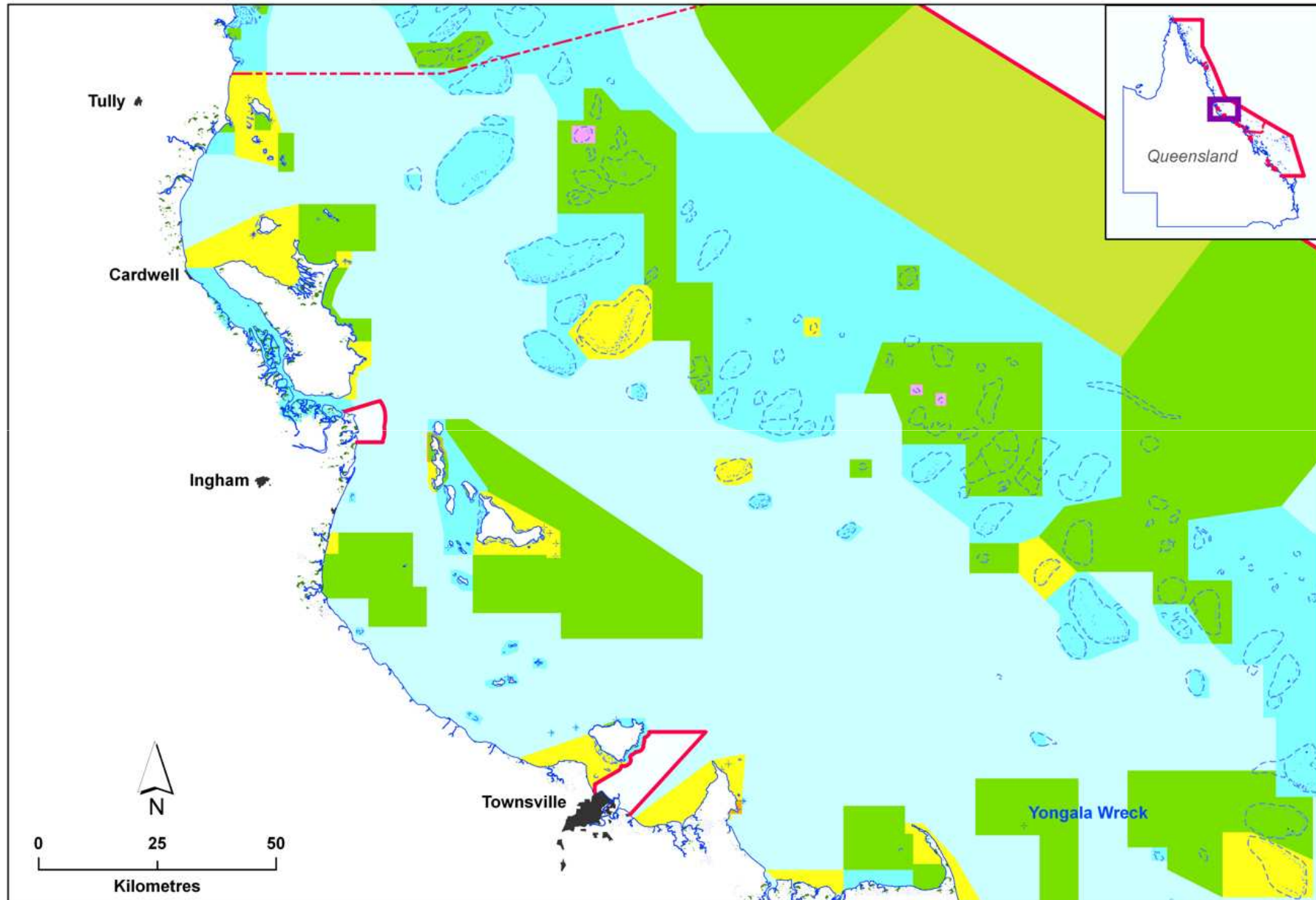
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- Very comprehensive process of community involvement & participatory planning
- Written public submissions over two formal phases:
 - 10,000 submissions prior to preparing draft map
 - 21,500 submissions commenting on Draft Zoning Plan
- ~ 1,000 formal & informal meetings

Draft Zoning Plan – mid 2003



Revised & final Zoning Plan 2004





Key lessons learnt about public participation



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1. Many stakeholders initially were misinformed about the key issues/pressures
2. People need to understand there was a problem before accepting that a solution is required *i.e. new zoning was necessary*
3. RAP was not about managing fisheries, but rather about protecting all biodiversity
4. Some elements of how we did public participation were more successful than others



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Lessons learnt regarding public participation #2

- 5. Tailor the key messages for different target audiences (*a strategic approach*)**
- 6. No successful community engagement campaign can be conducted solely from your office**
- 7. Don't ignore those stakeholders who choose to remain silent**
- 8. Commission public telephone polling to determine real level of support**
- 9. Find 'Champions'**
- 10. Be prepared to refute contrary claims and misinformation**



The main factors for the success of the rezoning?



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The successful rezoning outcome relied heavily on:

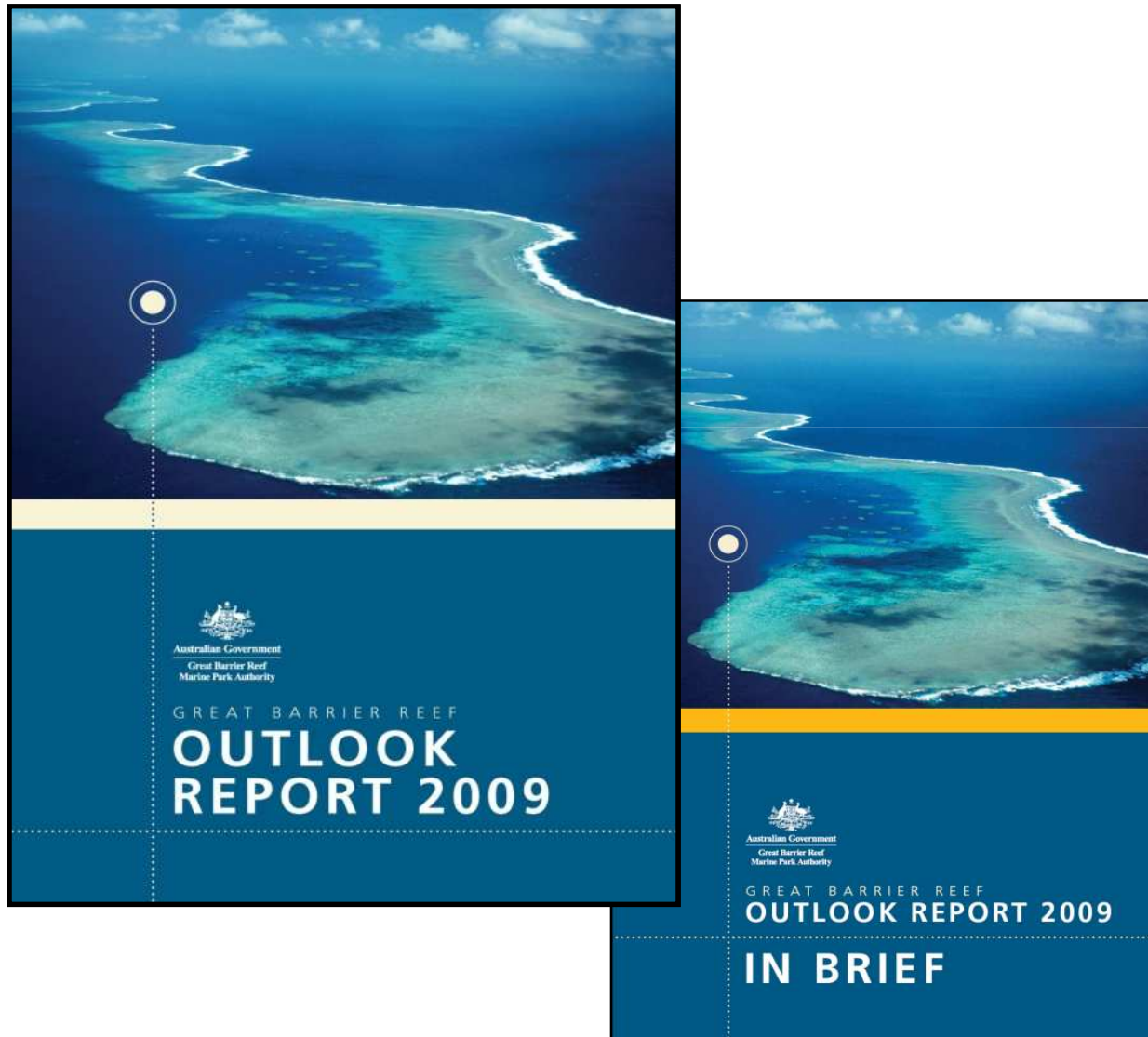
- Using best available scientific knowledge
 - High level of public participation
 - Effective leadership (*within agency & political*)
 - Consequent socio-political support.
-
- All four aspects were essential, but the importance of the latter three cannot be emphasised enough.

Outlook Report

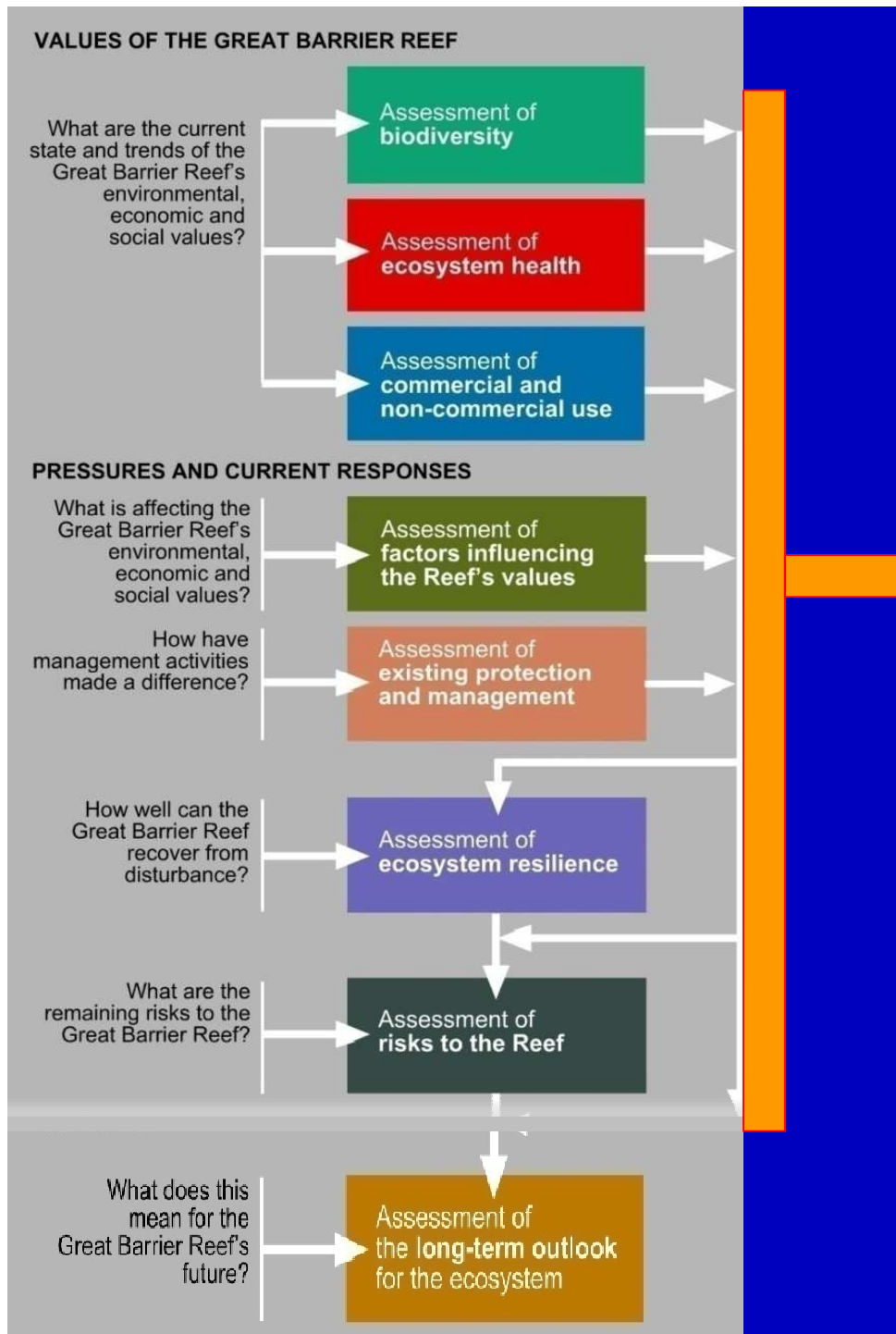


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- Report now required by law every five years
- Includes eight formal assessments



These seven assessments used to assess the future of the Great Barrier Reef ecosystem



The long-term Outlook

Presentation of assessment



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Assessment component	Summary	Assessment Grade			
		Very good	Good	Poor	Very poor
Commercial marine tourism	Tourism makes a significant contribution to the presentation, management and economic value of the Great Barrier Reef.	•			
Defence	Activities in the Great Barrier Reef directly contribute to the training and operations of Australia's defence services.		•		
Fishing	Fishing provides opportunities for recreation, resources for the seafood industry, and generates regional economic value.		•		
Ports and shipping	Adjacent ports and shipping through the Great Barrier Reef service central and northern Queensland industries and communities.	•			
Recreation (not including fishing)	Visitors to the Great Barrier Reef are consistently very happy with their visit and would recommend the experience.	•			
Scientific research	Research improves understanding of the Great Barrier Reef and allows management to be based upon the best available information.	•			
Traditional use of marine resources	Traditional use of marine resources provides environmental, social, economic and cultural benefits to Traditional Owners and their sea country.	•			
Benefits of use	Use of the Great Barrier Reef contributes strongly to the regional and national economy and local communities. Its economic value is derived almost exclusively from its natural resources, either through extraction of those resources or through tourism and recreation focused on the natural environment, and would be affected by declines in those resources. Millions of people visit the Great Barrier Reef every year and are very satisfied with their visit. The Great Barrier Reef is valued well beyond its local communities, with strong national and international scientific interest. The Great Barrier Reef is of major importance to Traditional Owner culture. Some users financially contribute to management.	○			

GRADING STATEMENTS	Very good - Use of the Region makes a significant contribution to the environmental, economic and social values of the Region, in ways that sustain the fundamental value of the natural resource. The Region is strongly recognised, valued and enjoyed by catchment residents, the nation and the world community.
	GOOD - Use of the Region makes a valuable contribution to the environmental, economic and social values of the Region. The Region is valued by catchment residents, the nation and the world community.
	POOR - There is a small and strongly declining contribution to the environmental, economic and social values of the Region. Many do not recognise the value of the Region and do not enjoy their visit to the Region.
	Very poor - Use of the Region contributes little or nothing to the environmental, economic and social values of the Region. The Region holds little value for catchment residents, the nation or the world community.

➔ **Grade for each assessment component**

➔ **Overall grade for each criteria**

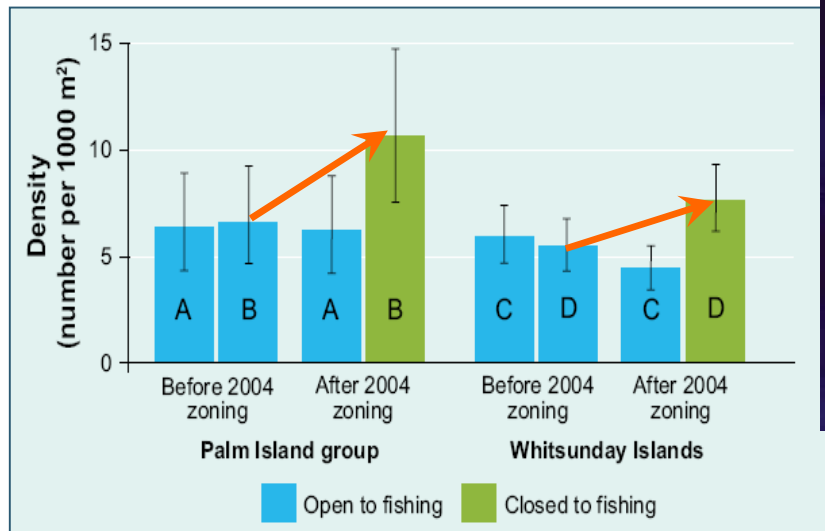
⚡ **Based on Grading Statements**

Good news – recovery of species



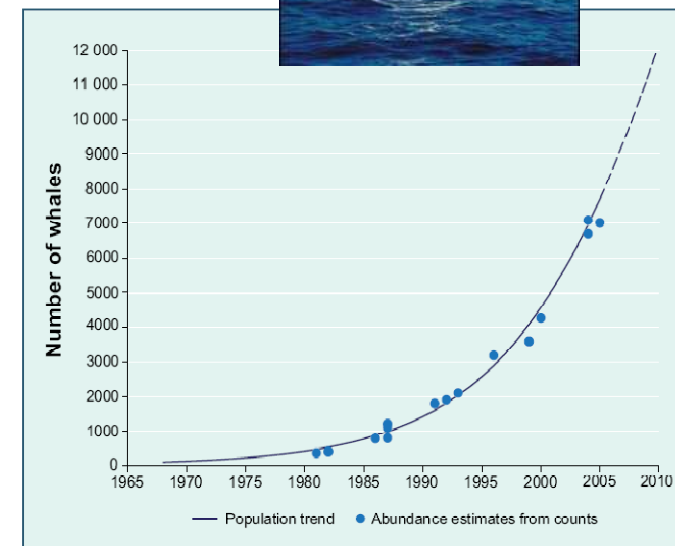
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The number and size of coral trout is increasing rapidly in zones closed to fishing

Humpback whales appear to be recovering at maximum rate, 45 years after whaling stopped.

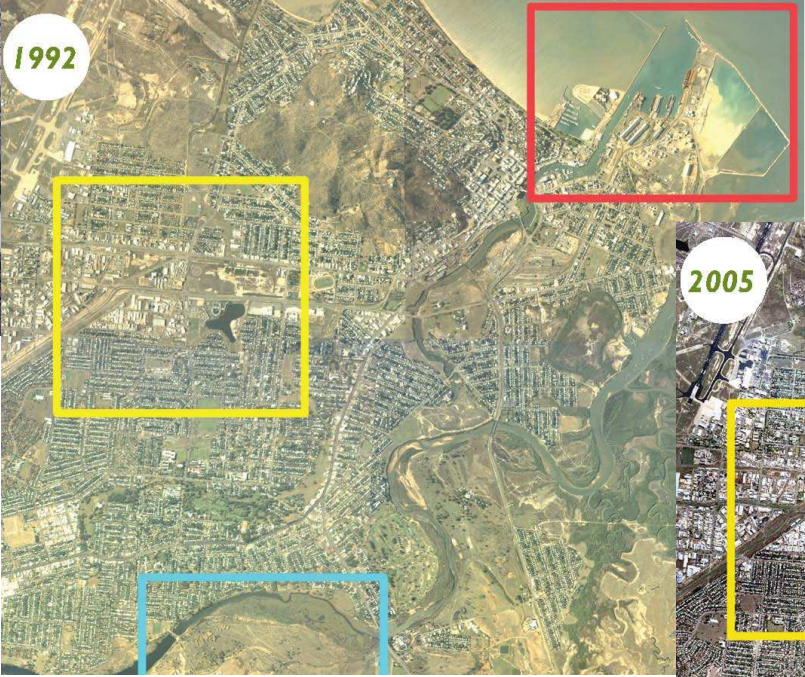


Bad news - coastal development



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Risk matrix

Likelihood vs consequences for 41 key risks



CONSEQUENCES

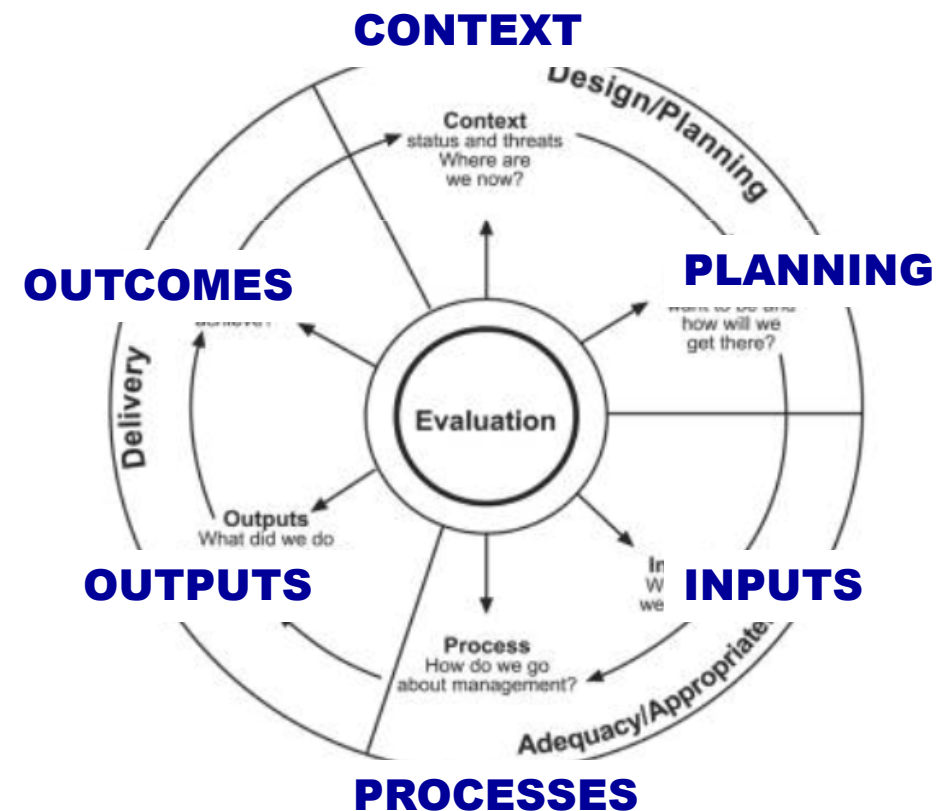
Existing protection and management



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- 12 key management topics reviewed
- All management, not just by GBRMPA
- Independent assessment (by 2 internationally recognised experts)
- Input from other Government agencies



	Context	Planning	Inputs	Processes	Outputs	Outcomes
Coastal development	Very poor	Poor	Poor	Poor	Poor	Poor
Water quality	Very poor	Very poor	Very poor	Poor	Poor	Poor
Fishing	Very poor	Very poor	Poor	Good	Good	Poor
Climate change	Very poor	Good	Good	Good	Good	Poor
Traditional Use (some)	Very poor	Good	Poor	Good	Good	Good
Recreation (not incl fishing)	Very poor	Good	Good	Good	Good	Good
Biodiversity protection	Very poor	Good	Good	Good	Good	Good
Heritage	Very poor	Very poor	Good	Good	Good	Good
Ports and shipping	Very poor	Good	Good	Good	Good	Very poor
Commercial marine tourism	Very poor	Very poor	Good	Very poor	Very poor	Very poor
Defence	Very poor	Very poor	Very poor	Very poor	Very poor	Very poor
Scientific research (some)	Very poor	Very poor	Very poor	Very poor	Very poor	Very poor



Key lessons learnt from this example of communication



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1. Keep report simple and easy to read – aimed at the Minister
2. Honest assessment
3. Effective graphics
4. 'In brief' version (20 pp) and on-line web-based evidence
5. Strong science-based evidence behind the report if required

The screenshot shows the website for the Great Barrier Reef Outlook Report. The page is titled 'Outlook Report Assessments' and provides information about the report's structure and content. A red arrow points to the 'Assessment of factors influencing the Reef's values' category in the assessment list.



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For more information:

- **HOME PAGE – www.gbrmpa.gov.au**
- **REZONING/RAP -**
www.gbrmpa.gov.au/corp_site/management/-representative_areas_program
- **OUTLOOK REPORT -**
www.gbrmpa.gov.au/corp_site/about_us/great_barrier_reef_outlook_report



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Thank you

Special thanks to Christophe Lefebvre,
Manuel Cira, World Ocean Network and
Nausicaa



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For more information:

- **HOME PAGE – www.gbrmpa.gov.au**
- **REZONING/RAP -**
http://www.gbrmpa.gov.au/corp_site/management/-representative_areas_program
- **OUTLOOK REPORT -**
www.gbrmpa.gov.au/corp_site/about_us/great_barrier_reef_outlook_report