

**BEYOND
'TICK-THE BOX'
COMMUNITY
ENGAGEMENT**



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BUILDING OUR
CAPACITY TO
CATALYSE AND
SUSTAIN
COMMUNITY-LED
ACTION FOR PEST
MANAGEMENT.

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✓ **PRINCIPLES**

✓ **PRACTICES**

✓ **POSSIBILITIES**

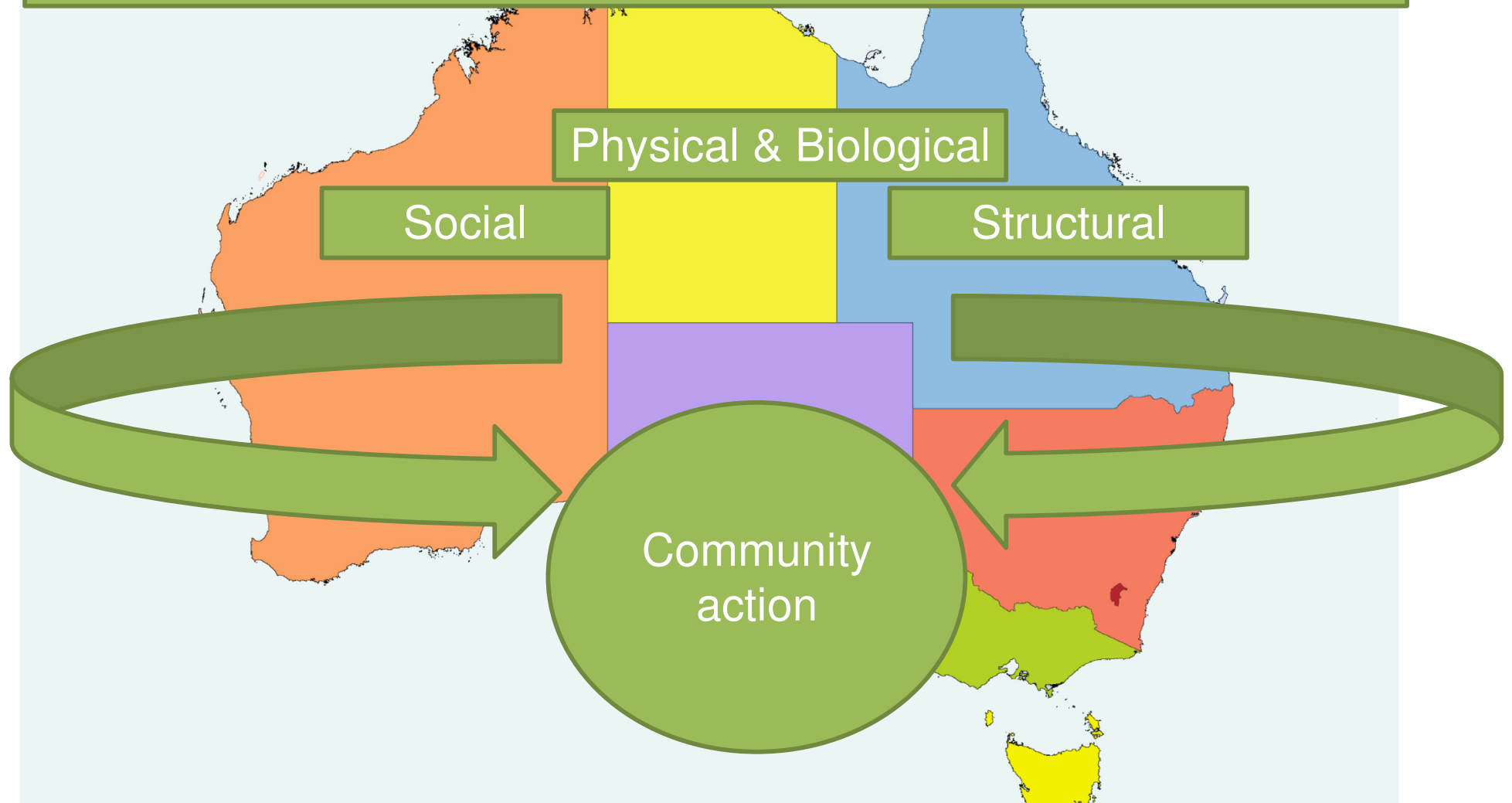


Never doubt that a small group of
thoughtful, committed, citizens
can change the world. Indeed, it
is the only thing that ever has.

Margaret Mead



What are the issues facing collective community action for invasive species management in Australia?



**“INVASIVE LIFE...
HAS THE POWER
TO CREATE
COMMUNITIES”**

**EVERTS, J. (2015). "INVASIVE LIFE , COMMUNITIES OF
PRACTICE , AND COMMUNITIES OF FATE " GEOGRAFISKA
ANNALER: SERIES B, HUMAN GEOGRAPHY 97(2): 195-208.**

PRINCIPLES OF COMMUNITY ENGAGEMENT

- Principles are the fundamental truths that form the foundation of our beliefs or behaviours
- What principles form the foundation of your approach to community engagement?
 - Personally?
 - Professionally?
- **Does your organisation have a guiding set of principles for community engagement?**

TWO EXAMPLES

Office of Environment & Heritage NSW:

- Our engagement is fit for purpose
- We are open and transparent
- We actively seek input from a range of sources
- We are inclusive
- We listen, and learn from the past

Victorian government:

- being clear about the purpose of our engagement
- knowing the history, who is affected and how they should be included
- planning engagement early
- being genuine and inclusive in our engagement
- being clear on our role and monitoring our progress

IAP2 spectrum of public participation

- Goal driven
- Outcome focused
 - Select the process to reach the goal

BUT....

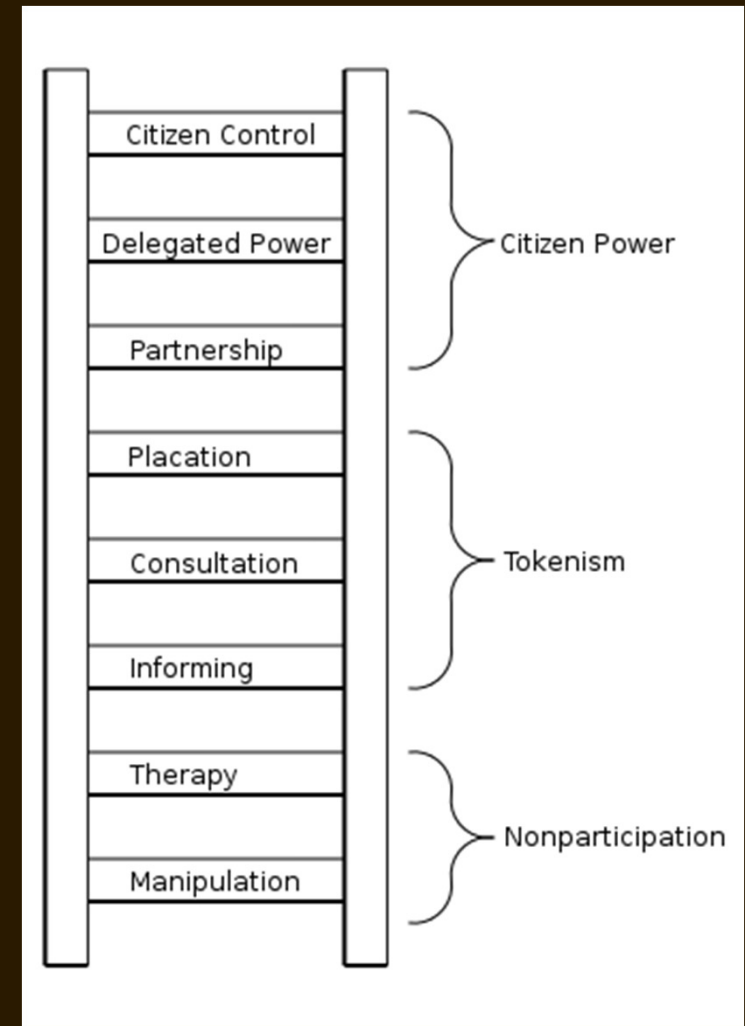
Who decides what the goal will be?

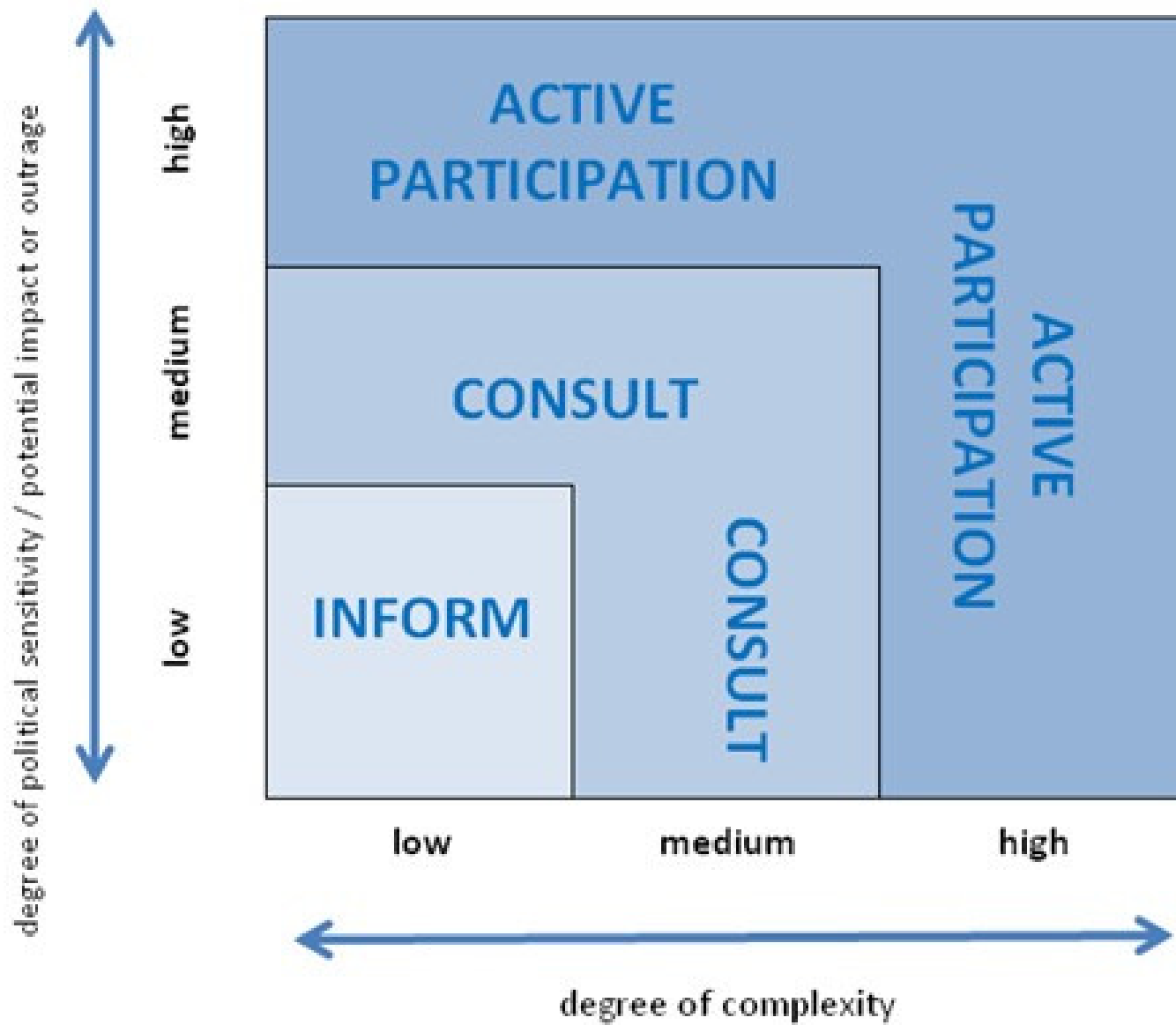
And what process to use?



Arnstein's Ladder

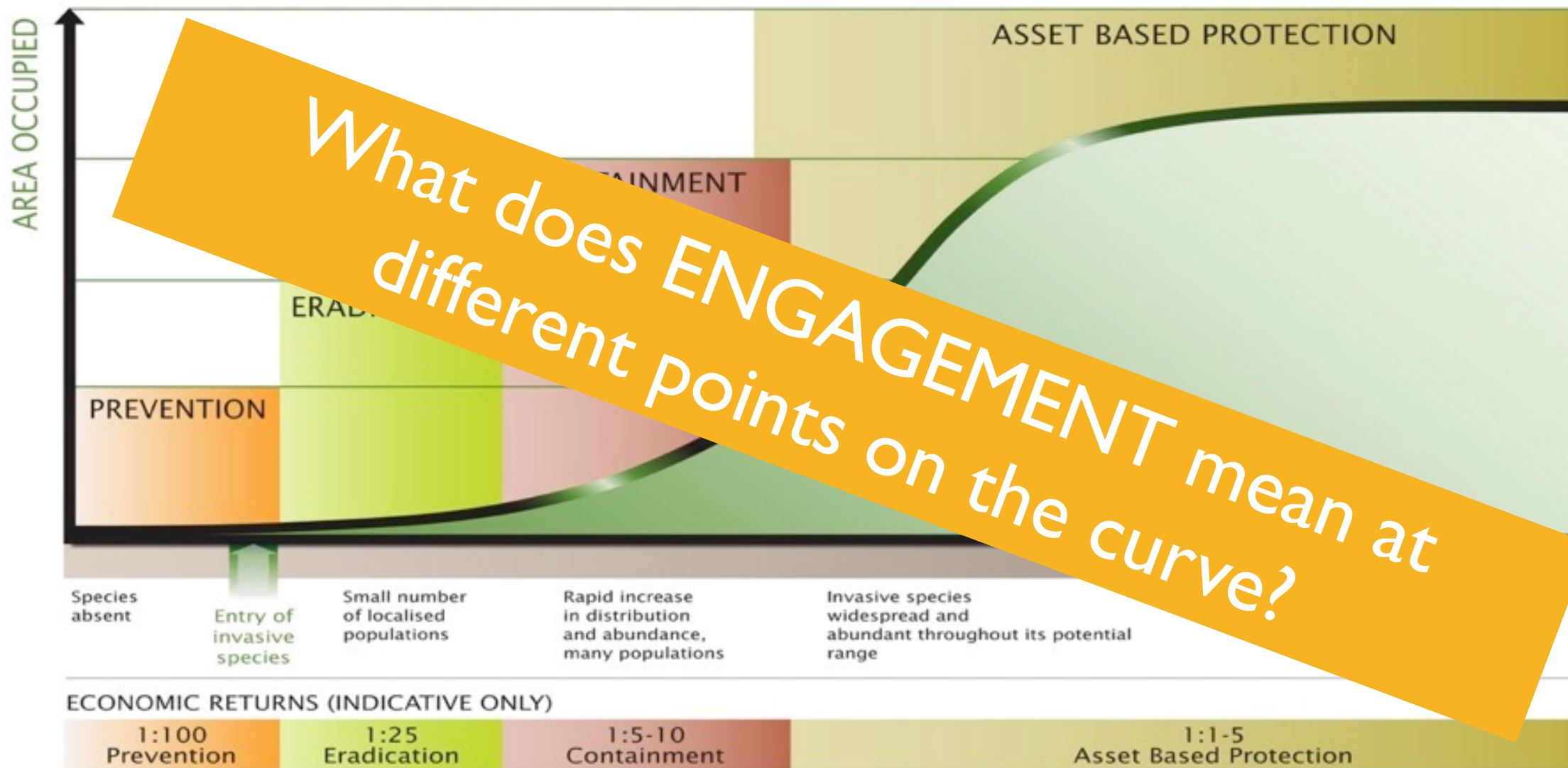
- Non-participation
 - Tokenism
 - Citizen power
-
- What rung are we on?
 - Are we climbing up or down the ladder?
 - Is it a linear process?





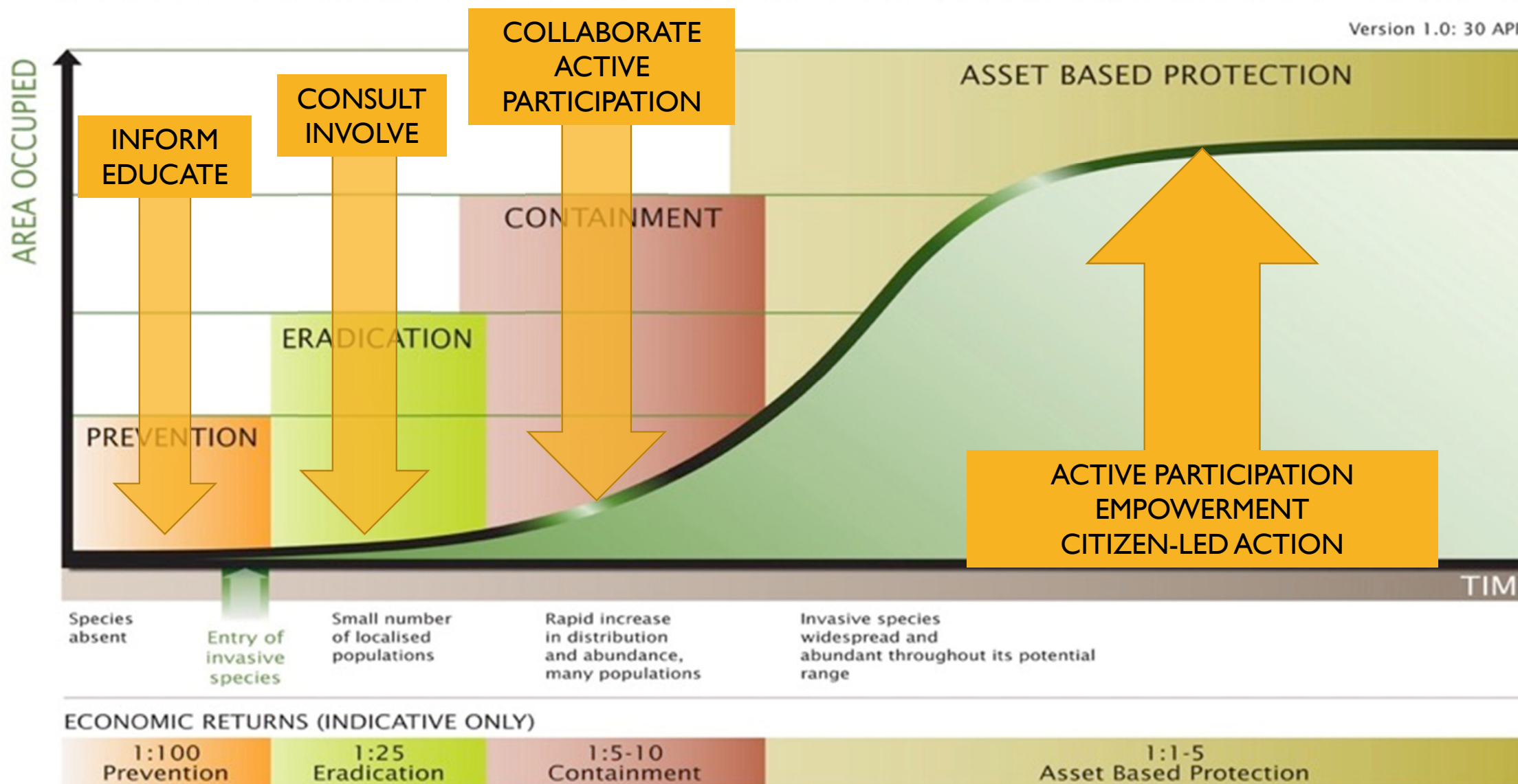
GENERALISED INVASION CURVE SHOWING ACTIONS APPROPRIATE TO EACH STAGE

Version 1.0: 30 April 2010



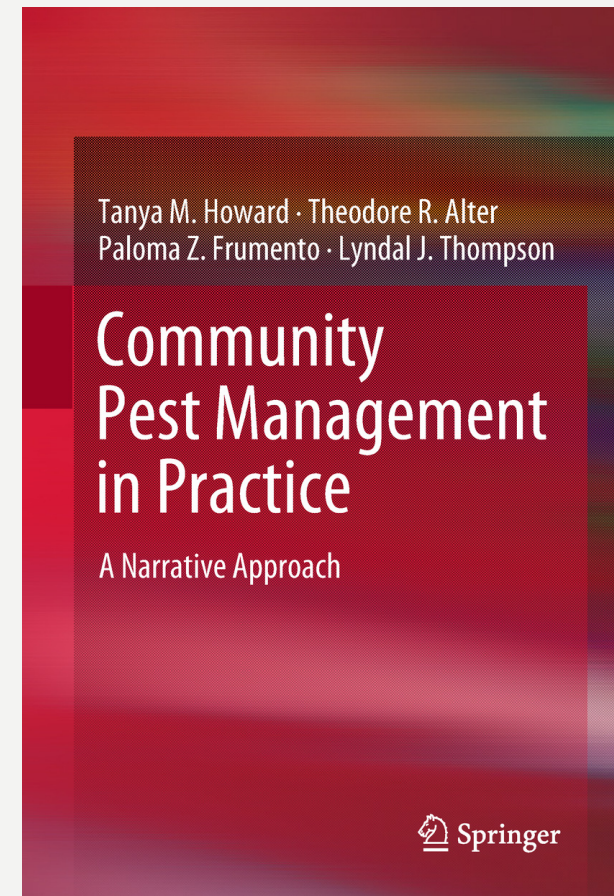
GENERALISED INVASION CURVE SHOWING ACTIONS APPROPRIATE TO EACH STAGE

Version 1.0: 30 April 2015



PRACTICES OF COMMUNITY ENGAGEMENT

- 12 practitioner stories
- Main theme in common:
 - **The ‘struggle for change’**
- Change in on ground pest management
- Community leadership, ownership and action

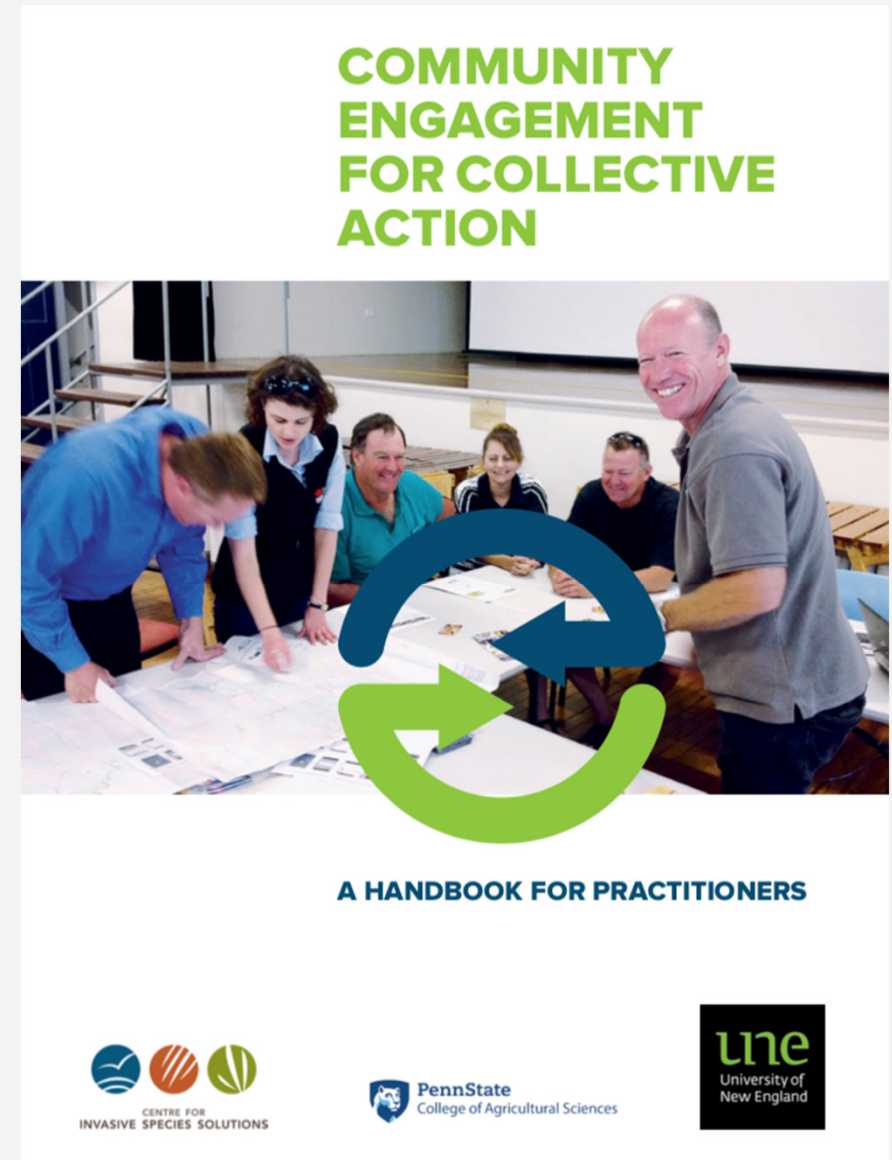


PRACTICES OF COMMUNITY ENGAGEMENT

- *My greatest challenge is, how do I engage a community on a topic that they do not rate high on their individual agendas? ... This is by no means only bringing the information and learnings I have to the table but also listening, learning, and incorporating the community's knowledge and experiences into the mix. When everyone has had input and agrees on the outcome we wish to achieve as a community, the journey of feral animal management has begun.*
- Darren Marshall

PRACTICES OF COMMUNITY ENGAGEMENT

- Available at PestSmart website –
‘People and Pests’ section



POSSIBILITIES FOR COMMUNITY ENGAGEMENT





LYN COULSTON, OAM

Chair of the Victorian
Blackberry Taskforce
addressing participants at the
'Masterclass in Leadership and
Community Engagement for
Invasive Species Management',
Mt Macedon – September
2018

POSSIBILITIES FOR COMMUNITY ENGAGEMENT

- Recognise constraints – avoid burnout and cynicism
- Balance scientific, structural and social considerations – neither alone is sufficient
- **Embrace** new theories, strategies and innovations
- Build your skills and capacities for front-line engagement
- **Advocate for change** at whatever level you can
- Flip the framework! Look for evidence of success and help others see it.

COMMUNITY ENGAGEMENT FOR COLLECTIVE ACTION IS:

- PERSONAL
- POLITICAL
- SHIFTS THE
POWER
DYNAMIC

FOLLOW UP

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