

The Effectiveness of Report Cards in Influencing Decision Making and Behaviour Change:

A Comparative Study of South-East Queensland and the Great Barrier Reef

SYDNEY, AUSTRALIA | 14 -18 October 2018

MANAGED BY



How do we make sure our
work is effective and is
making a difference?

What does an Effective Report Card look like?



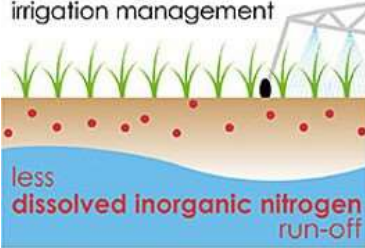
In 2015-2016,

394 & **630**
graziers & sugarcane growers

engaged in industry

best management practice programs

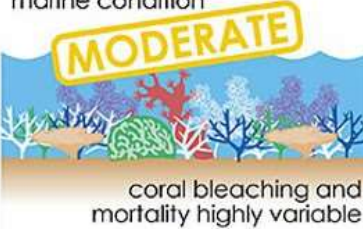
Better nitrogen and irrigation management



Wetlands in



Overall inshore marine condition



Protecting streambanks



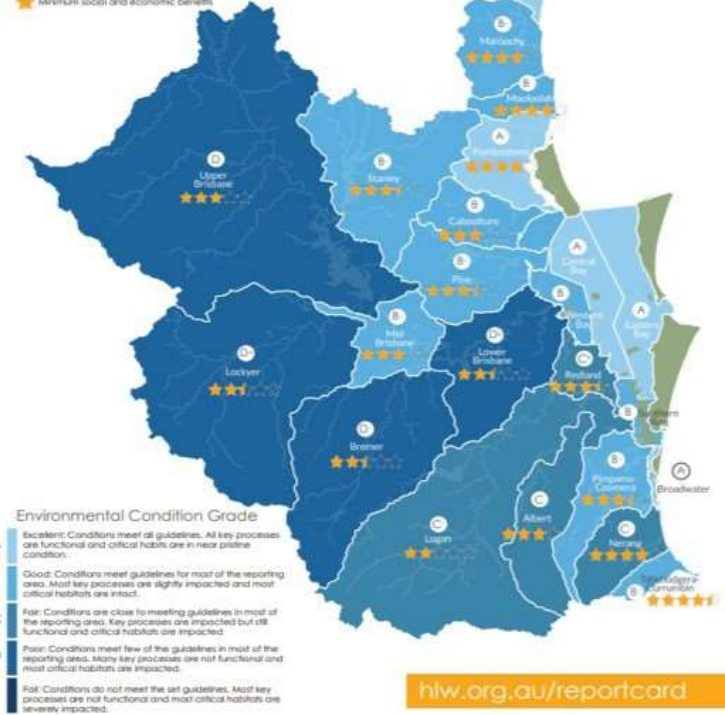
Australian and Queensland governments investing

\$763 million
from 2013-2022 to improve the
quality of water
entering the Reef

Waterway Benefits Rating

South East Queenslanders gain many benefits from their local waterways. Rivers, creeks, lakes and beaches that are easily accessible and usable are an important place of recreation where locals can walk, cycle, swim, boat, fish, camp, picnic, socialise and relax while enjoying nature. Locals also spend and save money using local waterways for recreation which contributes to the economic value of the area. Waterways and catchments also provide financial benefits to local communities by contributing to low-cost drinking water; as treatment is needed for purification, the Waterway Benefits Rating provides an assessment of these social and economic benefits, which are combined to reach an overall rating.

- ★★★★★ Maximum social and economic benefits
- ★★★★☆ very high social and economic benefits
- ★★★☆☆ High social and economic benefits
- ★★☆☆☆ Moderate social and economic benefits
- ★☆☆☆☆ Minimum social and economic benefits



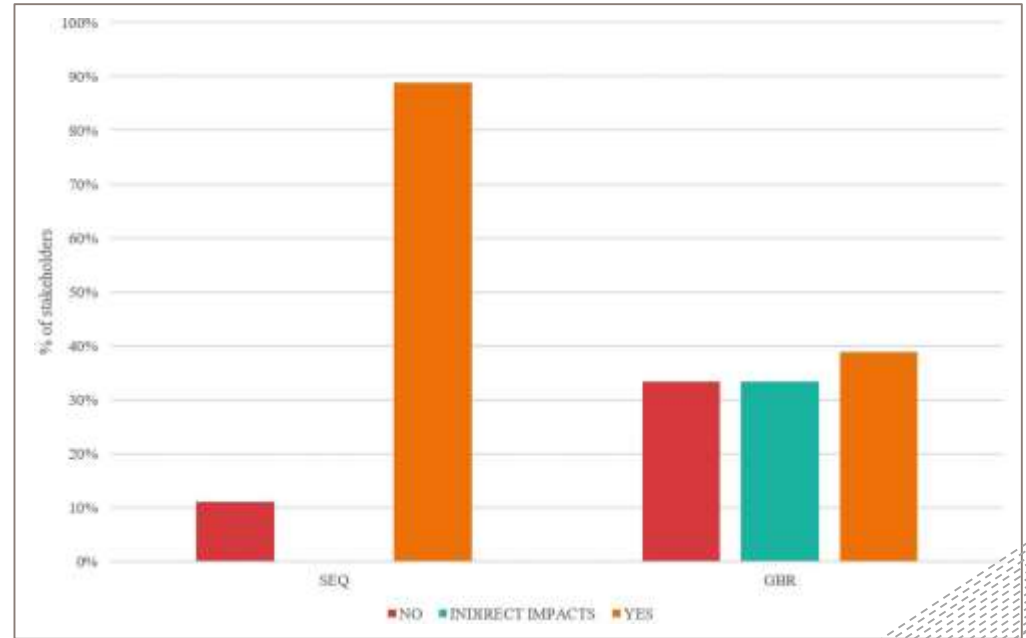
hlw.org.au/reportcard

Are report cards influencing decision makers?

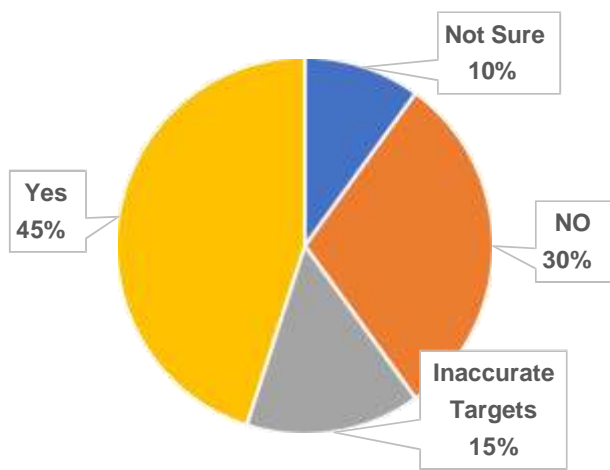
- 80% of Decision Makers felt that report cards influenced their decisions in the periphery
- 25% of Decision Makers argued that it is not intended to influence, just inform

“ I use it indirectly, it’s a piece of information for me upon which I base strategy decisions, it’s in the background and allows me to set a benchmark. It points me north for where we need to go, but it’s just one of several documents guiding me” (DC_GBR_2).

And causing the implementation of management initiatives?

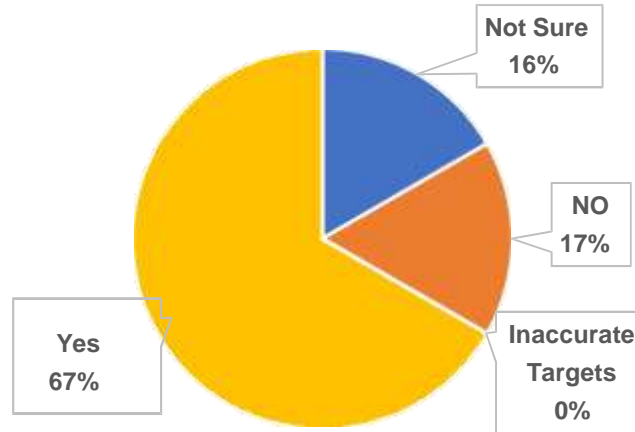


Has there been measurable improvement towards Load Targets and Indicators?



Great Barrier Reef

Report Card



South East Queensland

Report Card

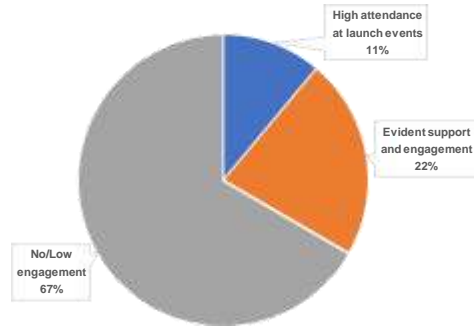


Behaviour Change

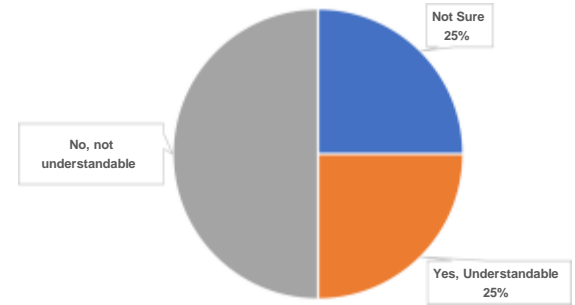
- Community members reported no or little engagement with report cards
- 67% of stakeholders said that report cards do not impact communities, and do not trigger behaviour change
- 50% said report cards are not understandable

“Report cards provide a lot of information, factual measures. If you really want to change people’s behaviour you have to find the meaningful hook, relate to people’s values, engage directly”
(C_GBR_2).

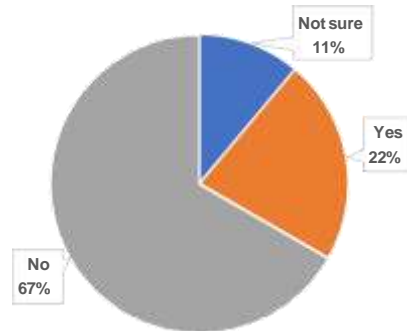
Community Support & Engagement



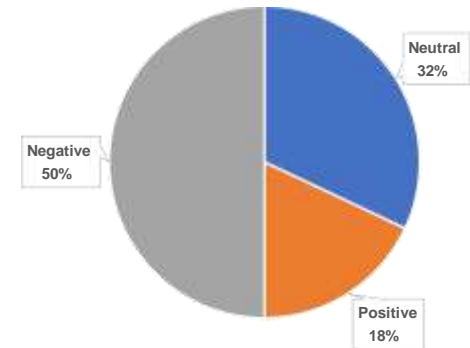
Community Understanding



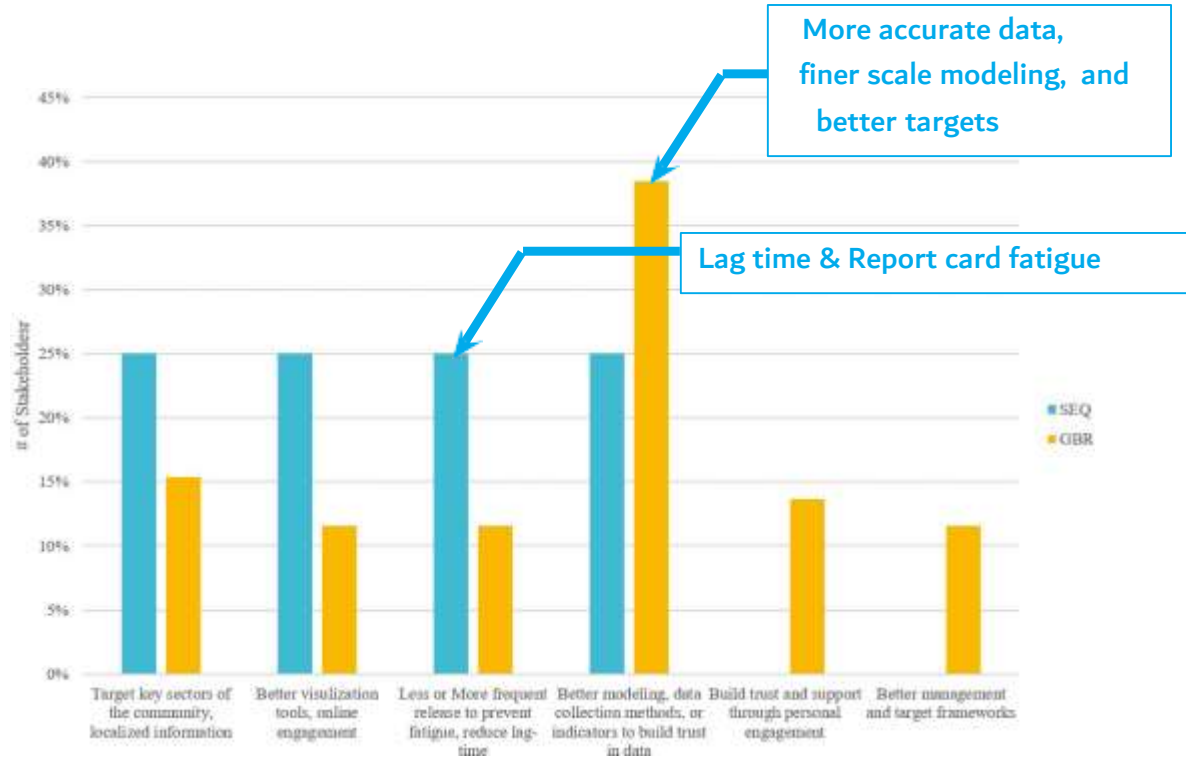
Community Behaviour Change



Community Perceptions



Improving the Report Card as a Communication Tool



Improving Collaboration between Scientists and the Community



Key Findings for Report Cards



Key Gaps in Report Cards

Purpose

- Inform v. Influence
- Point Source v. Diffuse Pollutants
- Partnerships

Trust

- Communication Strategy / Target Audience
- Scale
- Community Values
- Targets, Monitoring & Modelling
- Lag Time / Report Card Fatigue



How can we be multi-disciplinary scientists that can collect the data, and then tell the story to create influence?



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