



## Wetlands and People Plan, Peel-Yalgorup System A CEPA Action Plan for Ramsar Site 482, Australia

**Prepared by  
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<p>Introduction to the Case Study</p>	<p>PHCC’s Ramsar Initiative commenced in 2004 raising awareness that the Peel-Yalgorup System (listed in 1990) is a wetland of international importance; that its Ecological Character is protected under the EPBC Act, and that there was a need to improve the management of the System.</p> <p>The Peel-Yalgorup System Ramsar Site Management Plan’s (2007) Action 9.1 is to “Prepare a communication, education and public awareness-raising (CEPA) strategy to promote the international importance of the Peel-Yalgorup Ramsar Site.</p>
<p>What was done and when and where did you do it?</p>	<p>Funding in 2014 supported an 18 month long “Ramsar 482” project supporting CEPA activities and the engagement of a consultant to assist with the development of a CEPA Plan.</p> <p>The impact and effectiveness of our CEPA activities were assessed and gaps identified to help guide the methodology through which the CEPA Plan would be developed. (See Appendix 2 Wetlands &amp; People Plan for methodology.) The step by step methodology was implemented through a participatory planning approach, including iterative consultation with Stakeholders to ensure they had “buy-in” to the plan.</p>
<p>If relevant, identify your main target group for your activity</p>	<p>Internal PHCC workshops with the consultant identified 6 specific target audiences across the broad categories of:</p> <ul style="list-style-type: none"> <li>• People who use the wetlands</li> <li>• People with businesses which benefit from the wetlands</li> <li>• People who make decisions which affect the wetlands</li> </ul> <p>The “Expert Panel” reviewed and endorsed these target audiences; helped identify new stakeholders and provided new perspectives and guidance especially in regard to “engaging the un-engaged”; and guided the development of the CEPA Plan’s objectives and actions</p>



“Wonders of our Wetland”- invertebrate monitoring.      Members of the ‘Expert Panel’      Photos: Peel-Harvey Catchment Council Inc.

<p>What was the result of the action?</p>	<p>Australia’s first site-specific stand-alone CEPA Plan, which encourages government, community and industry to become more involved in the care and management of the 26,530 ha Ramsar Site.</p> <p>The Plan’s four goals:</p> <ol style="list-style-type: none"> <li>1. Wise use of the wetlands is actively encouraged and supported</li> <li>2. Politicians and government are provided with information and support to underpin better-informed decision-making for wise use</li> <li>3. Increased community sector stewardship and advocacy of the wetlands</li> <li>4. Community’s capacity to protect the wetlands is increased through social marketing, environmental education and cultural events.</li> </ol> <p>At its core, this <i>Wetlands and People Plan</i> is about communicating with and involving all sectors to achieve various protection and management outcomes for the Peel-Yalgorup System wetlands.</p>
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	Through a collaborative approach we plan to achieve the 4 Goals and 9 Objectives through implementing the 32 Actions over the next decade.
What was the key to success?	<p>Keys to the successful development of the Plan:</p> <ul style="list-style-type: none"> <li>• Ramsar CEPA Programme and our Site Management Plan provided a framework against which funds could be obtained to develop the CEPA Plan.</li> <li>• Experienced PHCC Officers who worked with a consultant to develop and implement the methodology.</li> <li>• Engaged stakeholders; Long-term ongoing Ramsar Technical Advisory Group (collaborative management &amp; participatory planning approaches)</li> </ul> <p>The Plan, launched in November 2017, has been a driver for attracting funding for CEPA activities. Success will be measured by social, environmental, cultural and economic outcomes plus changes in policies and laws resulting from the implementation of activities and actions from the Plan.</p>



**The Wetlands and People Plan is launched on the foreshore of the Harvey Estuary.** *Photo: Peel-Harvey Catchment Council*

What was your biggest challenge in achieving success?	<ol style="list-style-type: none"> <li>1. Obtaining funding to develop the Plan: the need for a CEPA Plan was first identified in 2007, it was a recommendation in the Site Management Plan (2009) but we didn't find an aligned funding source until 2013/14.</li> <li>2. We needed a dedicated officer to keep driving from draft to final publication; gathering and analysing responses from key stakeholders is time consuming but a very important part of participatory planning. Future challenges: implementing all aspects of the Plan.</li> </ol>
Key sponsors/partners	27 stakeholders groups – see <a href="#">TAG Info Sheet</a> . Project funding from Lottery West; with other support from State NRM Office and National Landcare Program.
How is the Case Study useful for others?	The Plan is publicly available. It supports all stakeholders who have an interest in managing the Ramsar Site to apply a strategic approach to the CEPA activities they invest in and decisions they make. Our methodology can inform the development of CEPA Plans at other sites.
Useful links	<a href="https://peel-harvey.org.au/phcc_publications/ramsar/">https://peel-harvey.org.au/phcc_publications/ramsar/</a> for: Wetlands & People Plan: Full Plan and Summary; Peel-Yalgorup System Ramsar Site Management Plan; Peel-Yalgorup System Ecological Character Description (ECD); 2012 Shorebirds Report Card; Ramsar 482 Technical Advisory Group (TAG) Info Sheet <a href="#">David Rennie Wetlands Ambassador Ramsar Secretariat Photo gallery</a> <a href="#">Celebrating Australia's Wetlands: A Showcase of Australian Ramsar Sites</a> – see p 34 on <a href="#">Peel-Yalgorup System</a>
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