

## ACERA Project 0801

1. **Project Title:** Using stakeholder mapping and analysis with a mental models approach for biosecurity risk communication with peri-urban communities
2. **Theme:** Communication & Decision Making
3. **Rationale:**

In 2004, an initial scoping study was undertaken by the Bureau of Rural Sciences (BRS) into peri-urban landholders and biosecurity issues. This study was undertaken because of concerns about possible biosecurity risks and recognition of the need to target communication campaigns. The study identified the key locations around Australia where these people were found, that their primary focus was on lifestyle, amenity and environmental factors, not on primary production and that, in order to be effective, communication needs to appeal to these interests. The study also recommended the need for landholder surveys to provide more direct information about these people, focusing on locations of concern from a biosecurity perspective. This study will focus on these issues, developing methods for interacting effectively with these stakeholders. It will address the challenge of communicating with them about a range of issues from biosecurity to natural resource management.

### 4. **Outputs**

- A case study applying stakeholder analysis, mapping and engagement tools to a specific stakeholder community relevant to DAFF's responsibilities in biosecurity and natural resource management.
  - Testing of the mental models approach to building up a comprehensive picture of stakeholder issues, concerns and knowledge around biosecurity risk.
  - Analysis of components of peri-urban understanding of biosecurity risk
  - Identification of key components for the development of a biosecurity communication strategy with peri-urban communities
  - The documentation and evaluation of these processes and the outcomes in terms of stakeholder understanding and practice in respect of biosecurity and natural resource management risk.
  - A national and international on-line discussion forum
  - A national workshop to evaluate the tools and approaches used.
  - Seminar(s)/briefings for DAFF (and DEW) staff
  - 1-2 articles in refereed journals
  - Conference presentations as appropriate
5. **Time frame:** Commencing: February, 2008; finishing: November, 2008

6. **Project leader(s)**

Title	Name	Organisation
A/Prof	Ruth Beilin (1)	University of Melbourne
Dr	Jane Gilmour (2)	University of Melbourne
	Howard Conkey	PIAPH, DAFF

7. **Resources**

	07/08	08/09
Project leader (2) (contract \$2,000 per month for 10 mths)	10,000	10,000
Honorarium for Project leader (1)	3,000	2,000
Field researcher (.6 for 9 months)	14,375	11,500
Salary on-costs for field researcher (21%)	3,018	2,415
Travel, accommodation and other costs	9,500	5,000
Workshop		10,000
<b>Project Total</b>	<b>39,893</b>	<b>40,915</b>

Note: The proposed workshop is an addition to the original pre-proposal. We propose that the balance of funds remaining in Project 06/09 be allocated to this purpose with the result that the **total new funds required are \$70,808**

8. **End Users**

- All agencies within DAFF dealing with risk communication to peri-urban communities
- Other government agencies dealing with risk communication to peri-urban communities
- Scientists, social scientists and modellers involved in risk analysis
- Peri-urban stakeholder community in the Yass region